**The KPI requirements:**

**1. Total Revenue: This is the total money earned from selling pizzas.**

**2. Average Order Value: On average, how much customers spend per order.**

**3. Total Pizzas Sold: The total number of pizzas sold.**

**4. Total Orders: The overall number of orders placed.**

**5. Average Pizzas Per Order: On average, how many pizzas are included in each order.**

**PIZZA SALES SQL QUERIES**

**A.KPI’S:**

**1.Total Revenue:**

SELECT SUM(total\_price) AS Total\_Revenue FROM pizza\_sales\_data;

****

**2.Average Order Value:**

SELECT (SUM(total\_price) / COUNT(DISTINCT order\_id)) AS Avg\_order\_Value FROM pizza\_sales\_data;

**A close up of numbers

Description automatically generated**

**3. Total Pizzas Sold:**

SELECT SUM(quantity) AS Total\_pizza\_sold FROM pizza\_sales\_data;

**A close up of a sign

Description automatically generated**

**4. Total Orders:**

SELECT COUNT(DISTINCT order\_id) AS Total\_Orders FROM pizza\_sales\_data;

**A close up of a number

Description automatically generated**

**5. Average Pizzas Per Order:**

SELECT CAST(CAST(SUM(quantity) AS DECIMAL(10,2)) /

CAST(COUNT(DISTINCT order\_id) AS DECIMAL(10,2)) AS DECIMAL(10,2))

AS Avg\_Pizzas\_per\_order

FROM pizza\_sales\_data;

A close-up of a computer screen

Description automatically generated

**More data analysis requirements:**

1.Daily Trend for Total Orders:

Analyze how the total number of orders changes on a daily basis.

2.Hourly Trend for Total Orders:

Investigate the hourly fluctuations in the total number of orders.

3.Percentage of Sales by Pizza Category:

Determine the proportion of sales attributed to each pizza category.

4.Percentage of Sales by Pizza Size: Calculate the percentage distribution of sales based on different pizza sizes.

5.Total Pizzas Sold by Pizza Category:

Examine the overall quantity of pizzas sold within each pizza category.

6.Top 5 Best Sellers by Total Pizzas Sold:

Identify the top 5 pizzas that have the highest total sales.

7.Bottom 5 Worst Sellers by Total Pizzas Sold:

Identify the bottom 5 pizzas with the lowest total sales.

**B. Daily Trend for Total Orders:**

**1.Daily total orders:**

SELECT DATE(order\_date) AS order\_day, COUNT(DISTINCT order\_id) AS total\_orders

FROM pizza\_sales\_date

GROUP BY DATE(order\_date);

**2. Hourly Trend for Orders:**

SELECT DATE(order\_time) as order\_hours, COUNT(DISTINCT order\_id) as total\_orders

from pizza\_sales\_data

group by DATE(order\_time)

order by DATE(order\_time);

**3. % of Sales by Pizza Category:**

SELECT pizza\_category, CAST(SUM(total\_price) AS DECIMAL(10,2)) as total\_revenue,

CAST(SUM(total\_price) \* 100 / (SELECT SUM(total\_price) from pizza\_sales\_data) AS DECIMAL(10,2)) AS PCT

FROM pizza\_sales\_data

GROUP BY pizza\_category;

**Output:**

**A screenshot of a graph

Description automatically generated**

**4.% of Sales by Pizza Size:**

SELECT pizza\_size, CAST(SUM(total\_price) AS DECIMAL(10,2)) as total\_revenue,

CAST(SUM(total\_price) \* 100 / (SELECT SUM(total\_price) from pizza\_sales\_data) AS DECIMAL(10,2)) AS PCT

FROM pizza\_sales\_data

GROUP BY pizza\_size

ORDER BY pizza\_size;

**Output:**

**A screenshot of a computer

Description automatically generated**

**5.Total Pizzas Sold by Pizza Category:**

SELECT pizza\_category, SUM(quantity) as Total\_Quantity\_Sold

FROM pizza\_sales\_data

WHERE MONTH(order\_date) = 2

GROUP BY pizza\_category

ORDER BY Total\_Quantity\_Sold DESC;

**6.Top 5 Best Sellers by Total Pizzas Sold:**

SELECT pizza\_name, SUM(quantity) AS Total\_Pizza\_Sold

FROM pizza\_sales\_data

GROUP BY pizza\_name

ORDER BY Total\_Pizza\_Sold DESC;

**Output:**

**A screenshot of a menu

Description automatically generated**

**7.Bottom 5 Best Sellers by Total Pizzas Sold:**

SELECT pizza\_name, SUM(quantity) AS Total\_Pizza\_Sold

FROM pizza\_sales\_data

GROUP BY pizza\_name

ORDER BY Total\_Pizza\_Sold ASC;

**Output:**

A screenshot of a menu

Description automatically generated