SQL Queries

1. KPI’s
2. Total Revenue

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

A screenshot of a computer

Description automatically generated

1. Average Order Value

SELECT SUM(total\_price) / count(distinct order\_id) as Total\_Revenue FROM pizza\_sales;

A screenshot of a computer

Description automatically generated

1. Total Pizza Sold

SELECT SUM(quantity) as Total\_Pizza\_Sold FROM pizza\_sales;

A screenshot of a computer

Description automatically generated

1. Total Order

SELECT count(distinct order\_id) as Total\_Order FROM pizza\_sales;

A screenshot of a computer

Description automatically generated

1. 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 Average\_Pizzas\_per\_order FROM pizza\_sales;

A screenshot of a computer

Description automatically generated

1. Daily Trend for Total Orders

Select datename(DW,order\_date) as Order\_day, count(distinct order\_id) as Total\_orders FROM pizza\_sales GROUP BY datename(DW,order\_date)

A screenshot of a computer

Description automatically generated

1. Monthly Trend for Total Orders

Select datename(MONTH,order\_date) as Month\_name, count(distinct order\_id) as Total\_orders FROM pizza\_sales GROUP BY datename(month,order\_date) ORDER BY Total\_orders DESC

A screenshot of a computer

Description automatically generated

1. Hourly Trend for Orders

Select datepart(hour,order\_time) as order\_hours, count(distinct order\_id) as Total\_orders FROM [Pizza\_DB].[dbo].[pizza\_sales] GROUP BY datepart(hour,order\_time) ORDER BY datepart(hour,order\_time)

A screenshot of a computer

Description automatically generated

1. Percentage of sales by Pizza Category

Select pizza\_category, SUM(total\_price) as Total\_Sales, sum(total\_price) \* 100 /(select SUM(total\_price) as Total\_Revenue FROM pizza\_sales)

--where datepart(quarter, order\_date) = 1)

as PCT from pizza\_sales

--where month(order\_date) = 1

--where datepart(quarter, order\_date) = 1

group by pizza\_category

A screenshot of a computer

Description automatically generated

1. Percentage of sales by Pizza Size

Select pizza\_size, SUM(total\_price) as Total\_Sales, sum(total\_price) \* 100 /(select SUM(total\_price) as Total\_Revenue FROM pizza\_sales)

as PCS from pizza\_sales

group by pizza\_size

order by PCS;

A screenshot of a computer

Description automatically generated

1. Top and bottom 5 best sellers by revenue, total quantity and total orders

select top 5 pizza\_name, sum(total\_price)as Total\_Revenue from pizza\_sales

group by pizza\_name

order by Total\_Revenue desc

select top 5 pizza\_name, sum(total\_price)as Total\_Revenue from pizza\_sales

group by pizza\_name

order by Total\_Revenue

A screenshot of a computer

Description automatically generated

A screenshot of a computer

Description automatically generated

A screenshot of a computer

Description automatically generated