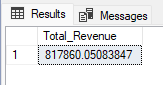
**PIZZA SALES SQL QUERIES**

**A. KPI’s**

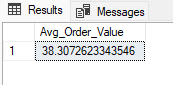
**1. Total Revenue**

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



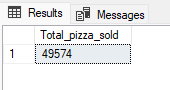
**2.Average Order Value**

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

****

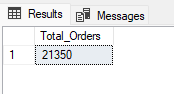
**3. Total Pizza Sold**

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

****

**4. Total Orders**

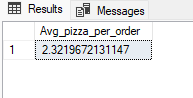
SELECT COUNT(DISTINCT order\_id) AS Total\_Orders FROM pizza\_sales;

****

**5. Average pizza per order**

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

CAST(COUNT(DISTINCT order\_id) AS DECIMAL(10,2)) AS Avg\_pizza\_per\_order FROM pizza\_sales;

****

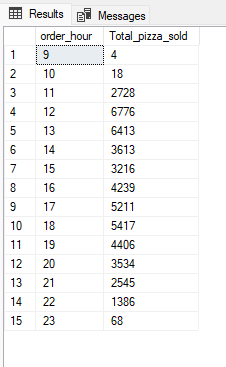
**Hourly Trend for Total Pizza Sold**

SELECT DATEPART(HOUR, order\_time) AS order\_hour, SUM(quantity) AS Total\_pizza\_sold

FROM pizza\_sales

GROUP BY DATEPART(HOUR, order\_time)

ORDER BY DATEPART(HOUR, order\_time);

****

**Weekly Trend for Total Orders**

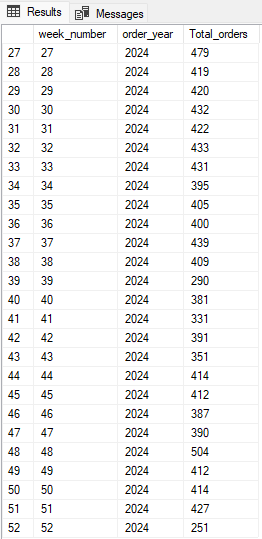
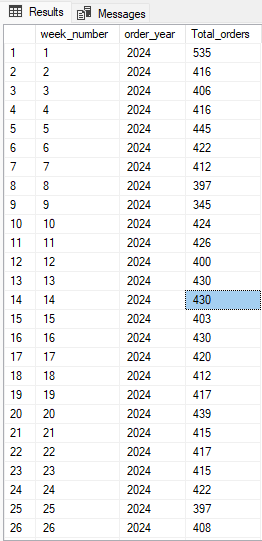
SELECT DATEPART(ISO\_WEEK, order\_date) AS week\_number, YEAR(order\_date) AS order\_year,

COUNT(DISTINCT order\_id) AS Total\_orders

FROM pizza\_sales

GROUP BY DATEPART(ISO\_WEEK, order\_date), YEAR(order\_date)

ORDER BY DATEPART(ISO\_WEEK, order\_date), YEAR(order\_date);

****

**Percentage of Sales by Pizza Category**

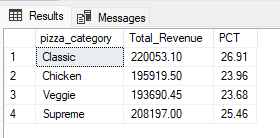
SELECT pizza\_category, CAST(SUM(total\_price) AS DECIMAL(10,2)) AS Total\_Revenue,

CAST(SUM(total\_price) \* 100 /

(SELECT SUM(total\_price) FROM pizza\_sales) AS DECIMAL(10,2)) AS PCT

FROM pizza\_sales

GROUP BY pizza\_category;

****

**Percentage of sales by pizza size**

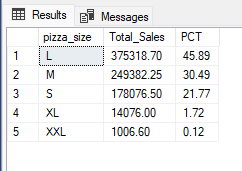
SELECT pizza\_size, CAST(SUM(total\_price) AS DECIMAL(10,2)) AS Total\_Sales, CAST(SUM(total\_price) \* 100 /

(SELECT SUM(total\_price) FROM pizza\_sales) AS DECIMAL(10,2)) AS PCT

FROM pizza\_sales

GROUP BY pizza\_size

ORDER BY PCT DESC;

****

**Top 5 Best Sellers by revenue**

SELECT TOP 5 pizza\_name, SUM(total\_price) AS Total\_Revenue

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Revenue DESC;

****

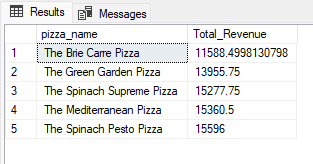
**Bottom 5 sellers by revenue**

SELECT TOP 5 pizza\_name, SUM(total\_price) AS Total\_Revenue

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Revenue ASC;

****

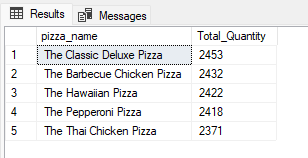
**Top 5 Best Sellers by quantity**

SELECT TOP 5 pizza\_name, SUM(quantity) AS Total\_Quantity

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Quantity DESC;



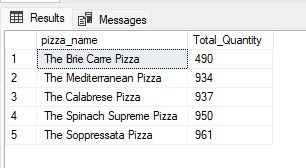
**Bottom 5 Best Sellers by quantity**

SELECT TOP 5 pizza\_name, SUM(quantity) AS Total\_Quantity

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Quantity ASC;



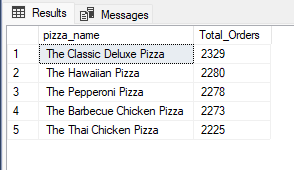
**Top 5 Best Sellers by order**

SELECT TOP 5 pizza\_name, COUNT(DISTINCT order\_id) AS Total\_Orders

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Orders DESC;



**Bottom 5 Best Sellers by order**

SELECT TOP 5 pizza\_name, COUNT(DISTINCT order\_id) AS Total\_Orders

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Orders ASC;

