Pizza Sales SQL Queries

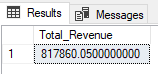
**KPI’s**

1. **Total Revenue:**

SELECT SUM(total\_price)

AS Total\_Revenue

FROM pizza\_sales

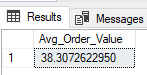


1. **Average Order Value:**

SELECT SUM(total\_price) / COUNT(DISTINCT order\_id)

as Avg\_Order\_Value

from pizza\_sales

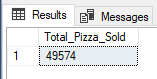


1. **Total Pizzas Sold:**

SELECT SUM(quantity)

as Total\_Pizza\_Sold

FROM pizza\_sales

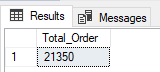


1. **Total Orders:**

SELECT COUNT(DISTINCT order\_id)

AS Total\_Order

FROM pizza\_sales



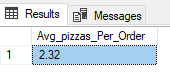
1. **Average Pizzas Per Order**:

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

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

AS Avg\_pizzas\_Per\_Order

FROM pizza\_sales



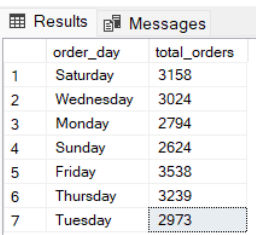
**Daily Trend for Total Orders**

SELECT DATENAME(DW, order\_date)

AS order\_day, COUNT(DISTINCT order\_id) AS Total\_orders

FROM pizza\_sales

GROUP BY DATENAME(DW, order\_date)



**Hourly Trend for Orders**

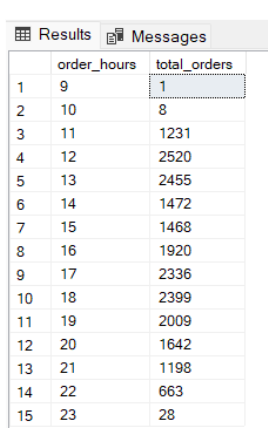
SELECT DATEPART(HOUR, order\_time) AS order\_hours,

Count(DISTINCT order\_id) AS Total\_orders

FROM pizza\_sales

GROUP BY DATEPART(HOUR, order\_time)

ORDER BY DATEPART(HOUR, order\_time)



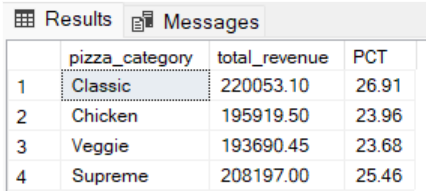
**% of Sales by Pizza Category**

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



**% of Sales by Pizza Size**

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

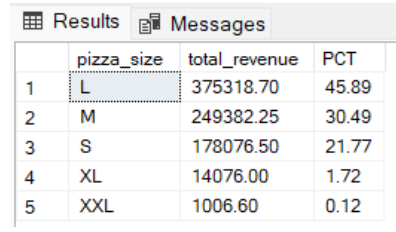
CAST(SUM(total\_price) \* 100 /

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

FROM pizza\_sales

GROUP BY pizza\_size

ORDER BY pizza\_size



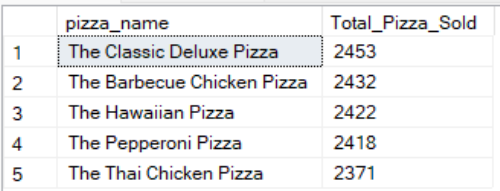
**Top 5 Best Sellers by Total Pizzas Sold**

SELECT TOP 5 pizza\_name, sum(quantity) as Total\_Pizzas\_Sold

from pizza\_sales

GROUP BY pizza\_name

ORDER BY sum(quantity) DESC



**Bottom 5 Best Sellers by Total Pizzas Sold**

SELECT TOP 5 pizza\_name, sum(quantity) as Total\_Pizzas\_Sold

from pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Pizzas\_Sold ASC

