PIZZA SALES SQL QUERIES

1. KPI’s
2. **Total Revenue:**

A screenshot of a computer

Description automatically generatedSELECT SUM(total\_price) AS Total\_Revenue FROM pizza\_sales

1. **Average Order Value:**

A screenshot of a black screen

Description automatically generatedSELECT SUM(total\_price) / COUNT(DISTINCT order\_id) as Avg\_Order\_Value FROM pizza\_sales

1. **Total Pizzas Sold:**

A screenshot of a phone

Description automatically generatedSELECT SUM(quantity) AS Total\_Pizza\_Sold FROM pizza\_sales

1. **Total Orders:**

A black and white text on a black background

Description automatically generatedSELECT COUNT(DISTINCT order\_id) AS Total\_orders FROM pizza\_sales

1. **Average Pizzas Per Order**:

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

A screenshot of a phone

Description automatically generatedCAST(COUNT(DISTINCT order\_id) AS DECIMAL(10,2)) AS DECIMAL(10,2)) AS Avg\_Pizzas\_Per\_Order FROM pizza\_sales

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

SELECT DAYNAME(STR\_TO\_DATE(order\_date, '%m/%d/%Y')) AS order\_day, COUNT(DISTINCT order\_id) AS Total\_orders

FROM pizza\_sales

WHERE STR\_TO\_DATE(order\_date, '%m/%d/%Y') IS NOT NULL

A screenshot of a computer

Description automatically generatedGROUP BY DAYNAME(STR\_TO\_DATE(order\_date, '%m/%d/%Y'))

1. **Monthly Trend for Total Orders:**

SELECT DATE\_FORMAT(STR\_TO\_DATE(order\_date, '%m/%d/%Y'), '%M') AS Month\_Name, COUNT(DISTINCT order\_id) AS Total\_orders

FROM pizza\_sales

GROUP BY DATE\_FORMAT(STR\_TO\_DATE(order\_date, '%m/%d/%Y'), '%M')

A screenshot of a table

Description automatically generatedORDER BY Total\_orders DESC

1. **Percentage of Sales by Pizza Category:**

SELECT pizza\_category, SUM(total\_price) as Total\_Sales, SUM(total\_price) \* 100 / (SELECT sum(total\_price) from pizza\_sales WHERE MONTH(STR\_TO\_DATE(order\_date, '%m/%d/%Y')) = 1) AS PCT

FROM pizza\_sales

WHERE MONTH(STR\_TO\_DATE(order\_date, '%m/%d/%Y')) = 1

A screenshot of a computer

Description automatically generatedGROUP BY pizza\_category;

1. **Percentage of Pizzas Sold by Pizza Size**

SELECT pizza\_size, 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;

A screenshot of a computer

Description automatically generated

1. **Top 5 Best Sellers by Revenue, Total Quantity and Total Orders**

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

GROUP BY pizza\_name

ORDER BY Total\_Revenue DESC

A screenshot of a menu

Description automatically generatedLIMIT 5;

1. **Bottom 5 Pizzas**

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

GROUP BY pizza\_name

ORDER BY Total\_Revenue ASC

A screenshot of a menu

Description automatically generatedLIMIT 5;

1. **Top 5 Pizzas by Quantity by Orders:**

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

GROUP BY pizza\_name

A menu with numbers and letters

Description automatically generatedORDER BY Total\_Orders DESC

LIMIT 5;