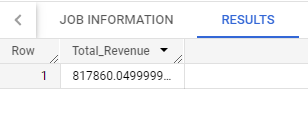
**PIZZA SALES SQL QUERIES**

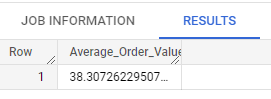
1. **KPI’s**
2. **Total Revenue:** The sum of the total price of all pizza orders.

SELECT sum(total\_price) as Total\_Revenue FROM `pizza-sales-01.pizza.pizza-sales`;



1. **Average Order Value:** The average amount spent per order, calculated by dividing the total revenue by the total number of orders.

SELECT sum(total\_price)/count(distinct order\_id) as Average\_Order\_Value FROM `pizza-sales-01.pizza.pizza\_sales` ;

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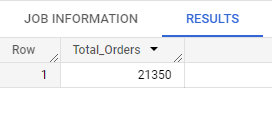
1. **Total Pizza Sold**: The sum of the quantities of all pizzas sold.

SELECT sum(quantity) as Total\_Pizza\_Sold FROM `pizza-sales-01.pizza.pizza\_sales` ;

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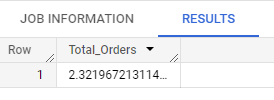
1. **Total Orders:** The total number of orders placed.

SELECT count(distinct order\_id) as Total\_Orders FROM `pizza-sales-01.pizza.pizza\_sales` ;

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1. **Average Pizzas Per Order:** The average number of pizzas sold per order, calculated by dividing the total number of pizzas sold by the total number of orders.

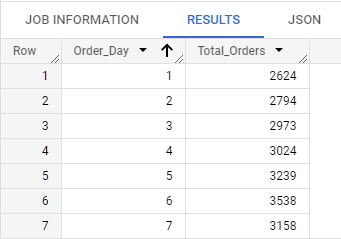
SELECT sum(quantity) / count(distinct order\_id) as Average\_Pizzas\_Per\_Order FROM `pizza-sales-01.pizza.pizza\_sales` ;



**B. Stats**

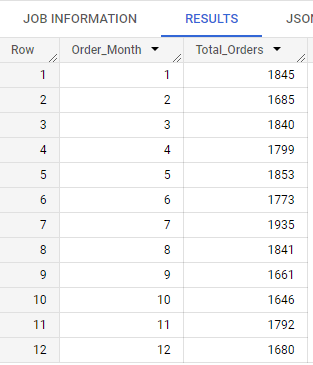
1. **Daily Trends for Total Orders:** Daily trend of total orders over a specific time period by identifying any patterns or fluctuations in order volumes on a daily basis.

SELECT extract(dayofweek from order\_date ) as Order\_Day , count(distinct order\_id) as Total\_Orders FROM `pizza-sales-01.pizza.pizza\_sales` group by extract(dayofweek from order\_date);

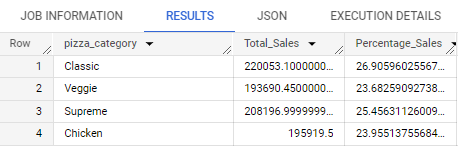


1. **Monthly Trends for Total Orders:** Illustrates the hourly trend of total orders throughout the day. This chart will allow us to identify peak hours or periods of high order activity.

SELECT extract(month from order\_date ) as Order\_Month , count(distinct order\_id) as Total\_Orders FROM `pizza-sales-01.pizza.pizza\_sales` group by extract(month from order\_date);

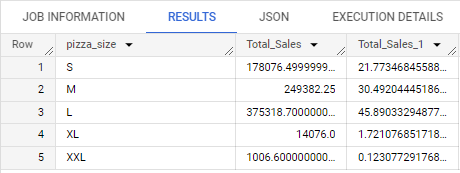


1. **Percentage of Sales by Pizza Category:** Distribution of sales across different pizza categories. the popularity of various pizza categories and their contribution to overall sales.

SELECT pizza\_category,sum(total\_price) as Total\_Sales, sum(total\_price)\*100 / (select sum(total\_price)FROM `pizza-sales-01.pizza.pizza\_sales`) as Percentage\_Sales FROM `pizza-sales-01.pizza.pizza\_sales` group by pizza\_category;

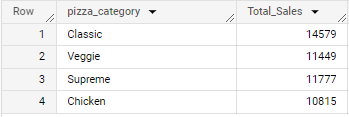
1. **Percentage Sales By Pizza Size:** The percentage of sales attributed to different pizza sizes help us understand customer preferences for pizza sizes and their impact on sales.

SELECT pizza\_size,sum(total\_price) as Total\_Sales, sum(total\_price)\*100 / (select sum(total\_price)FROM `pizza-sales-01.pizza.pizza\_sales`) as Total\_Sales FROM `pizza-sales-01.pizza.pizza\_sales` group by pizza\_size;



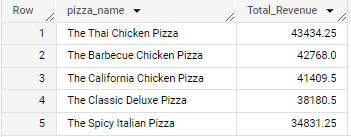
1. **Total Pizzas Sold by Pizza Category:** Presents the total number of pizzas sold for each pizza category. This will allow us to compare the sales performance of different pizza categories.

SELECT pizza\_category, count( quantity) as Total\_Sales FROM `pizza-sales-01.pizza.pizza\_sales` group by pizza\_category;



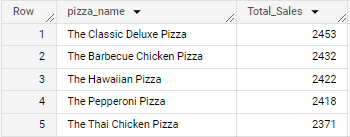
1. **Top 5 Best Sellers by Revenue: T**he top 5 best-selling pizzas based on the Revenue. This will help us identify the most popular pizza options.

SELECT pizza\_name, sum(total\_price) as Total\_Revenue FROM `pizza-sales-01.pizza.pizza\_sales` group by pizza\_name order by Total\_Revenue desc Limit 5 ;



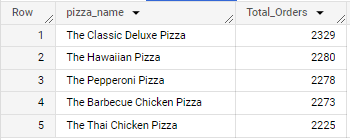
1. **Top 5 Best Sellers by Total Quantity:** The top 5 best-selling pizzas based on the Total Quantity. This will help us identify the most popular pizza options.

SELECT pizza\_name, sum(quantity) as Total\_Sales FROM `pizza-sales-01.pizza.pizza\_sales` group by pizza\_name order by Total\_Sales desc Limit 5;

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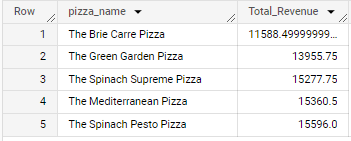
1. **Top 5 Best Sellers by Total Orders:** The top 5 best-selling pizzas based on the Total Orders. This will help us identify the most popular pizza options.

SELECT pizza\_name, count(distinct order\_id) as Total\_Orders FROM `pizza-sales-01.pizza.pizza\_sales` group by pizza\_name order by Total\_Orders desc Limit 5;

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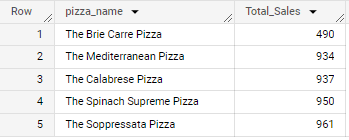
1. **Bottom 5 Best Sellers by Revenue:** The bottom 5 worst-selling pizzas based on the Revenue. This will help us identify the underperforming or less popular pizza options.

SELECT pizza\_name, sum(total\_price) as Total\_Revenue FROM `pizza-sales-01.pizza.pizza\_sales` group by pizza\_name order by Total\_Revenue limit 5 ;



1. **Bottom 5 Best Sellers by Total Quantity**: The bottom 5 worst-selling pizzas based on the Total Quantity. This will help us identify the underperforming or less popular pizza options.

SELECT pizza\_name, sum(quantity) as Total\_Sales FROM `pizza-sales-01.pizza.pizza\_sales` group by pizza\_name order by Total\_Sales Limit 5;



1. **Bottom 5 Best Sellers by Total Orders:** The bottom 5 worst-selling pizzas based on the Total Orders. This will help us identify the underperforming or less popular pizza options.

SELECT pizza\_name, count(distinct order\_id) as Total\_Orders FROM `pizza-sales-01.pizza.pizza\_sales` group by pizza\_name order by Total\_Orders Limit 5;

