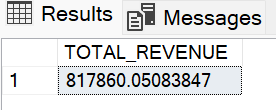
**PIZZA SALES SQL QUERIES**

**1.KEY PERFORMANCE INDICATORS-KPI’s**

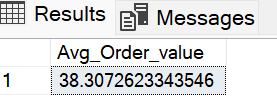
**A. Total revenue**

SELECT SUM(total\_price) AS TOTAL\_REVENUE from pizza\_sales



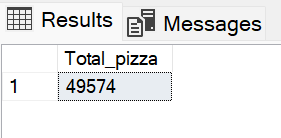
**B. Average order Value**

SELECT sum (total\_price)/count(distinct order\_id)as Avg\_Order\_value from pizza\_sales



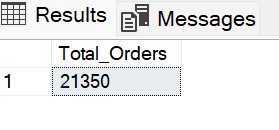
**C. Total Pizzas Sold**

select sum(quantity) as Total\_pizza from pizza\_sales



**D. Total Order**

select count (distinct order\_id) as Total\_Orders from pizza\_sales

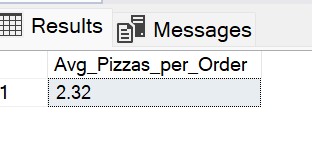


**E. Average Pizzas Per Order**

select cast(cast(sum(quantity)as decimal(10,2))/

cast(count(distinct order\_id) as decimal (10,2))

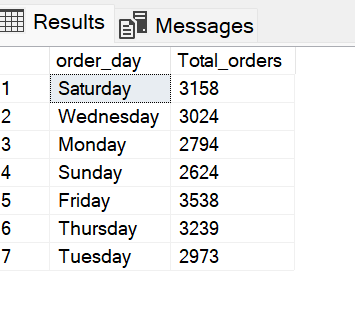
as decimal(10,2))as Avg\_Pizzas\_per\_Order from pizza\_sales



**2.DAILY TREND OF 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)

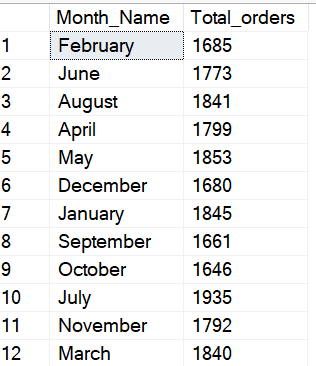


**3. MONTHLY TREND FOR TOTAL ORDERS**

select datename(MONTH,order\_date) as Month\_Name,

count(distinct order\_id) as Total\_orders from pizza\_sales

group by datename(MONTH,order\_date)



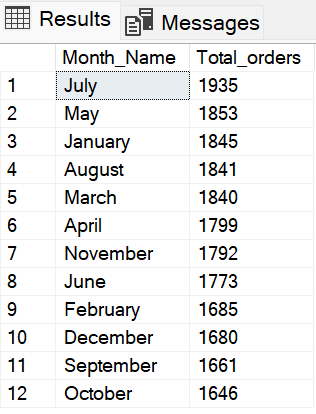
# IN DESCENDING ORDER WRT TOTAL\_ORDERS

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



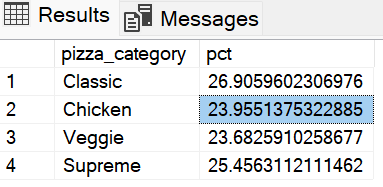
**4. PERCENTAGE**

**A. PERCENTAGE SALES BY PIZZA CATEGORY**

select pizza\_category, sum(total\_price)\*100/(select sum(total\_price) from pizza\_sales) as pct

from pizza\_sales

group by pizza\_category



Note:

select pizza\_category, sum(total\_price)\*100/(select sum(total\_price) from pizza\_sales) from pizza\_sales where month(order\_date)=1 as pct

from pizza\_sales

where month(order\_date)=1

group by pizza\_category

**B. PERCENTAGE SALES BY PIZZA SIZE**

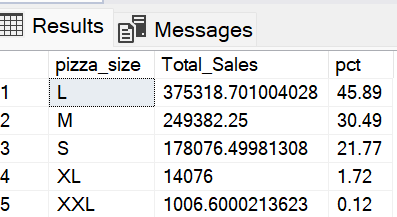
select pizza\_size, sum(total\_price)as Total\_Sales,cast(sum(total\_price)\*100/

(select sum(total\_price) from pizza\_sales) as decimal(10,2)) as pct

from pizza\_sales

group by pizza\_size

order by pct DESC



**C. TOP % BEST SELLERS BY TOTAL REVENUE**

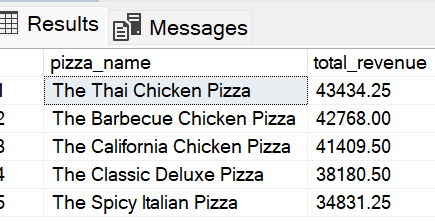
select top 5pizza\_name,cast(sum(total\_price) as decimal(10,2))

as total\_revenue

from pizza\_sales

group by pizza\_name

order by total\_revenue desc



**D. TOP % BEST SELLERS BY TOTAL QUANTITY**

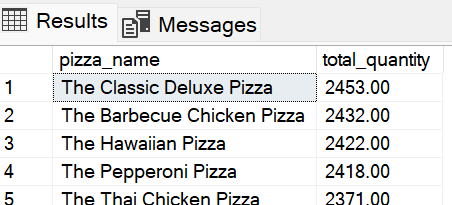
select top 5 pizza\_name,cast(sum(quantity) as decimal(10,2))

as total\_quantity

from pizza\_sales

group by pizza\_name

order by total\_quantity desc



**E. TOP % BEST SELLERS BY TOTAL ORDERS**

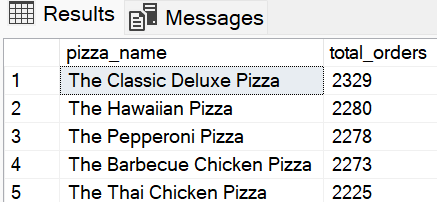
select top 5 pizza\_name,count(DISTINCT order\_id)

as total\_orders

from pizza\_sales

group by pizza\_name

order by total\_orders desc



**F. BOTTOM % WORST SELLERS BY TOTAL REVENUE**

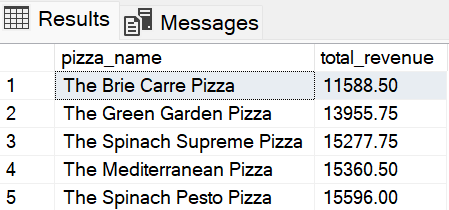
select top 5pizza\_name,cast(sum(total\_price) as decimal(10,2))

as total\_revenue

from pizza\_sales

group by pizza\_name

order by total\_revenue asc



**G. BOTTOM % WORST SELLERS BY TOTAL QUANTITY**

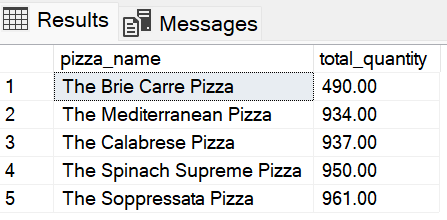
select top 5 pizza\_name,cast(sum(quantity) as decimal(10,2))

as total\_quantity

from pizza\_sales

group by pizza\_name

order by total\_quantity asc



**H. BOTTOM % WORST SELLERS BY TOTAL ORDERS**

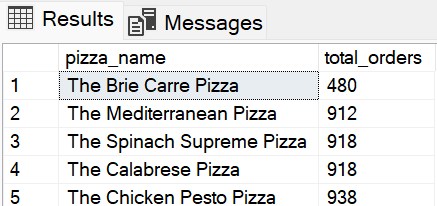
select top 5 pizza\_name,count(DISTINCT order\_id)

as total\_orders

from pizza\_sales

group by pizza\_name

order by total\_orders asc



NOTE:USE CAST TO CONVERT IT TO DECIMAL.