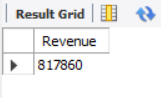
PIZZA SALES SQL QUERIES

A. KPI Requirement

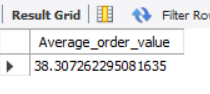
1. Total revenue = Sum of total\_price of all pizzas ordered.

select round(sum(total\_price),0) as Revenue from pizza\_sales;



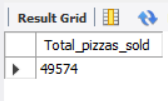
2. Average order value = total revenue/ total orders.

select sum(total\_price)/count(distinct order\_id) as Average\_order\_value from pizza\_sales;



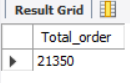
3. Total pizzas sold = Sum of quantities of all pizzas sold.

select sum(quantity) as Total\_pizzas\_sold from pizza\_sales;



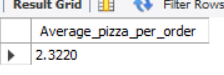
4. Total orders.

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



5. Average pizzas per order = total pizza sold / total order

select sum(quantity)/count(distinct order\_id) as Average\_pizza\_per\_order from pizza\_sales;



B. Daily trend for total orders

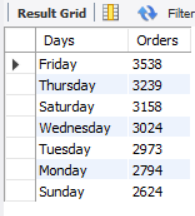
Calculating total orders from Monday to Sunday to observe fluctuations.

select dayname(cast(order\_date as date)) as Days,count(distinct order\_id) as Orders

from pizza\_sales

group by days

order by Orders desc;



C. Monthly trend for total orders

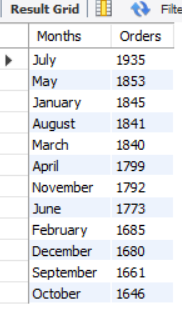
Calculating total orders from Jan to Dec to observe fluctuations.

select monthname(cast(order\_date as date)) as Months, count(distinct order\_id) as Orders

from pizza\_sales

group by Months

order by Orders desc;



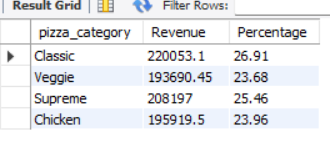
D. Percent of sales by Pizza category

Sales per pizza category / total sales

select pizza\_category, round(sum(total\_price),2) as Revenue, round((sum(total\_price)/(select sum(total\_price) from pizza\_sales))\*100,2) as Percentage

from pizza\_sales

group by pizza\_category;



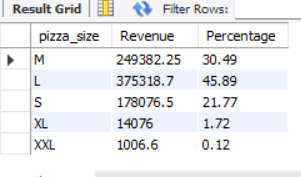
E. Percent of sales by Pizza size

Sales per pizza size / total sales

select pizza\_size, round(sum(total\_price),2) as Revenue, round((sum(total\_price)/(select sum(total\_price) from pizza\_sales))\*100,2) as Percentage

from pizza\_sales

group by pizza\_size;



F. Top 5 pizza based on Revenue

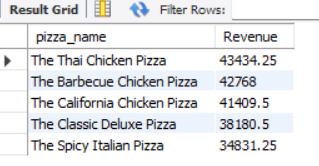
select pizza\_name, sum(total\_price) as Revenue

from pizza\_sales

group by pizza\_name

order by revenue desc

limit 5;



G. Top 5 pizza based on Quantity

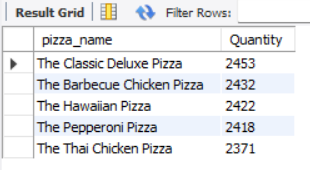
select pizza\_name, sum(quantity) as Quantity

from pizza\_sales

group by pizza\_name

order by Quantity desc

limit 5;



H. Top 5 pizza based on Orders

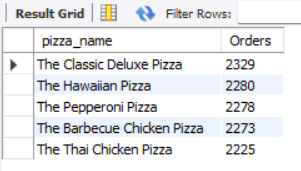
select pizza\_name, count(distinct order\_id) as Orders

from pizza\_sales

group by pizza\_name

order by Orders desc

limit 5;



I. Bottom 5 pizza based on Revenue

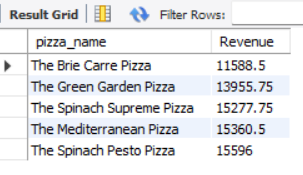
select pizza\_name, round(sum(total\_price),2) as Revenue

from pizza\_sales

group by pizza\_name

order by revenue

limit 5;



J. Bottom 5 pizza based on Quantity

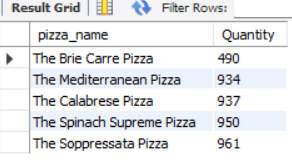
select pizza\_name, sum(quantity) as Quantity

from pizza\_sales

group by pizza\_name

order by Quantity

limit 5;



K. Bottom 5 pizza based on Orders

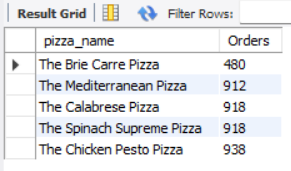
select pizza\_name, count(distinct order\_id) as Orders

from pizza\_sales

group by pizza\_name

order by Orders

limit 5;



**NOTE:-**

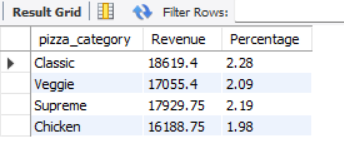
Percent of sales by Pizza category for January month

select pizza\_category, round(sum(total\_price),2) as Revenue, round((sum(total\_price)/(select sum(total\_price) from pizza\_sales))\*100,2) as Percentage

from pizza\_sales

where monthname(cast(order\_date as date)) = "January"

group by pizza\_category;



Percent of sales by Pizza category for 2nd quarter

select pizza\_category, round(sum(total\_price),2) as Revenue, round((sum(total\_price)/(select sum(total\_price) from pizza\_sales))\*100,2) as Percentage

from pizza\_sales

where quarter(cast(order\_date as date)) = 2

group by pizza\_category;

