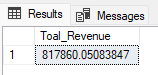
**PIZZA SALES SQL QUERIES**

**A. KPI’s**

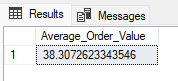
**1. Total Revenue:**

Select sum(total\_price) Toal\_Revenue from pizza\_sales;



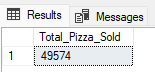
**2. Average Order Value**

Select Sum(total\_price) / Count(Distinct order\_id) Average\_Order\_Value from pizza\_sales;



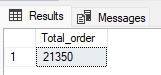
**3. Total Pizzas Sold**

Select Sum(quantity) Total\_Pizza\_Sold from pizza\_sales;



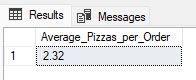
**4. Total Orders**

Select Count(Distinct order\_id) Total\_order from pizza\_sales;



**5. Average Pizzas Per Order**

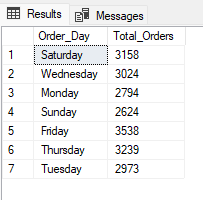
Select Cast(Cast(Sum(quantity) AS Decimal (10,2)) / Cast(Count(Distinct order\_id) AS Decimal(10,2)) As Decimal(10,2)) Average\_Pizzas\_per\_Order fROM pizza\_sales;



**B. Daily Trend for Total Orders**

Select DATENAME(DW,order\_date) Order\_Day, Count(Distinct order\_id) Total\_Orders from pizza\_sales

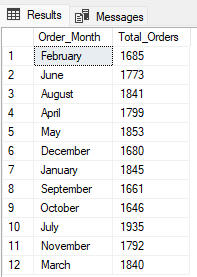
Group By DATENAME(DW,order\_date);



**C. Monthly Trend for Orders**

Select DATENAME(Month,order\_date) Order\_Month, Count(Distinct order\_id) Total\_Orders from pizza\_sales

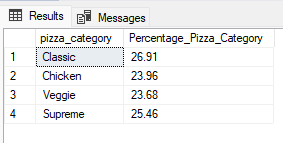
Group By DATENAME(Month,order\_date);



**D. % of Sales by Pizza Category**

Select pizza\_category, Cast(Sum(total\_price)\*100 / (Select Sum(total\_price) from pizza\_sales) AS Decimal(10,2)) Percentage\_Pizza\_Category from pizza\_sales

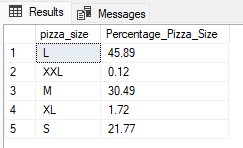
Group By pizza\_category;



**E. % of Sales by Pizza Size**

Select pizza\_size, Cast(Sum(total\_price)\*100 / (Select Sum(total\_price) from pizza\_sales) As Decimal(10,2)) Percentage\_Pizza\_Size from pizza\_sales

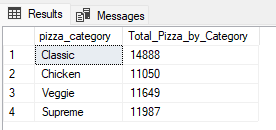
Group By pizza\_size;



**F. Total Pizzas Sold by Pizza Category**

Select pizza\_category, Sum(quantity) Total\_Pizza\_by\_Category From pizza\_sales

Group By pizza\_category;

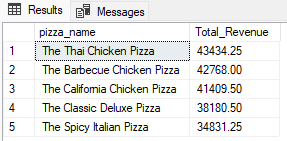


**G. Top 5 Pizzas by Revenue**

Select Top 5 pizza\_name, Cast(Sum(total\_price) AS Decimal(10,2)) Total\_Revenue from pizza\_sales

Group By pizza\_name

order by Sum(total\_price) desc;

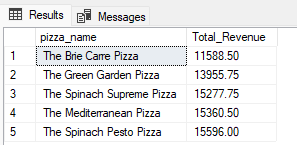


**H. Bottom 5 Pizzas by Revenue**

Select Top 5 pizza\_name, Cast(Sum(total\_price) AS Decimal(10,2)) Total\_Revenue from pizza\_sales

Group By pizza\_name

order by Sum(total\_price) Asc;

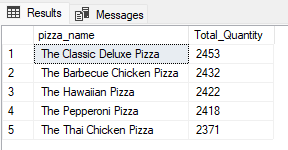


**I. Top 5 Pizzas by Quantity**

Select Top 5 pizza\_name, Sum(quantity) Total\_Quantity from pizza\_sales

Group By pizza\_name

Order By Sum(quantity) Desc;

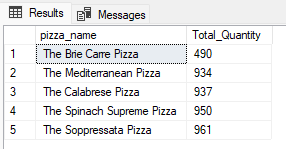


**J. Bottom 5 Pizzas by Quantity**

Select Top 5 pizza\_name, Sum(quantity) Total\_Quantity from pizza\_sales

Group By pizza\_name

Order By Sum(quantity) Asc;

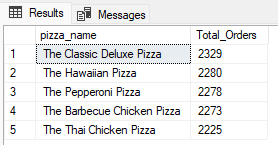


**K. Top 5 Pizzas by Total Orders**

Select Top 5 pizza\_name, Count(DISTINCT order\_id) Total\_Orders from pizza\_sales

Group By pizza\_name

Order By Total\_Orders Desc;

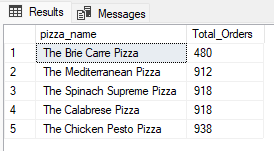


**L. Bottom 5 Pizzas by Total Orders**

Select Top 5 pizza\_name, Count(DISTINCT order\_id) Total\_Orders from pizza\_sales

Group By pizza\_name

Order By Total\_Orders Asc;



**K. Top 5 Pizzas by Total Orders by Classic Category**

Select Top 5 pizza\_name, Count(DISTINCT order\_id) Total\_Orders from pizza\_sales

Where pizza\_category = 'Classic'

Group By pizza\_name

Order By Total\_Orders Desc

