**PIZZA SALES QUERIES REPORT**

**A. KPI’s**

1. Total Revenue

select sum(total\_price) as Total\_Revenue from pizza\_sales;



1. Average Order Value

select sum(total\_price)/count(distinct(order\_id)) AS Avg\_Order\_Value from pizza\_sales

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1. Total pizzas sold

select sum(quantity) as Total\_Pizzas\_Sold from pizza\_sales

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1. Total Orders

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



1. 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

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B. Daily Trend for 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)

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C. Hourly Trend for Orders

select datepart(hour, order\_time) as order\_hour, count(distinct(order\_id)) as Total\_Orders

from pizza\_sales

group by datepart(hour, order\_time)

order by datepart(hour, order\_time)

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D. % of Sales by Pizza Category

select pizza\_category, cast(sum(total\_price) as decimal(10,2)) as Total\_revenue,

cast(sum(total\_price) \* 100 / (select sum(total\_price) from pizza\_sales) as decimal(10,2)) as prec

from pizza\_sales

group by pizza\_category

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E. % of Sales by Pizza Size

select pizza\_size, cast(sum(total\_price) as decimal(10,2)) as Total\_revenue,

cast(sum(total\_price) \* 100 / (select sum(total\_price) from pizza\_sales) as decimal(10,2)) as prec

from pizza\_sales

group by pizza\_size

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F. Total Pizzas Sold by Pizza Category

select pizza\_category, sum(quantity) as Pizzas\_sold

from pizza\_sales

group by pizza\_category

order by Pizzas\_sold desc

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G. Top 5 Best Sellers by Total Pizzas Sold

select top 5 pizza\_name,sum(quantity) as pizzas\_sold

from pizza\_sales

group by pizza\_name

order by pizzas\_sold desc

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H. Bottom 5 Best Sellers by Total Pizzas Sold

select top 5 pizza\_name,sum(quantity) as pizzas\_sold

from pizza\_sales

group by pizza\_name

order by pizzas\_sold asc

A screenshot of a menu

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