**PIZZA SALES SQL QUERIES**

**A. KPI’s**

**1. Total Revenue:**

SELECT SUM(total\_price) AS Total\_Revenue FROM pizza\_sales;



**2. Average Order Value (Distinct order value)**

SELECT (SUM(total\_price) / COUNT(DISTINCT order\_id)) AS Avg\_order\_Value FROM pizza\_sales



**3. Total Pizzas Sold**

SELECT SUM(quantity) AS Total\_pizza\_sold FROM pizza\_sales



**4. Total Orders**

SELECT COUNT(DISTINCT order\_id) AS Total\_Orders 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))

AS Avg\_Pizzas\_per\_order

FROM pizza\_sales

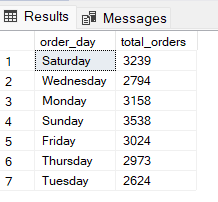


**B. Daily Trend for Total Orders**SELECT DATENAME(DW, order\_date) AS order\_day, COUNT(DISTINCT order\_id) AS total\_orders

FROM pizza\_sales

GROUP BY DATENAME(DW, order\_date)

***Output:***

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**C. Hourly Trend for Orders**

SELECT DATEPART(HOUR, order\_time) as order\_hours, COUNT(DISTINCT order\_id) as total\_orders

from pizza\_sales

group by DATEPART(HOUR, order\_time)

order by DATEPART(HOUR, order\_time)

***Output***

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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 PCT

FROM pizza\_sales

GROUP BY pizza\_category

***Output***

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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 PCT

FROM pizza\_sales

GROUP BY pizza\_size

ORDER BY pizza\_size

***Output***

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

SELECT pizza\_category, SUM(quantity) as Total\_Quantity\_Sold

FROM pizza\_sales

WHERE MONTH(order\_date) = 2

GROUP BY pizza\_category

ORDER BY Total\_Quantity\_Sold DESC

***Output***

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**G. Top 5 Best Sellers by Total Pizzas Sold**

SELECT Top 5 pizza\_name, SUM(quantity) AS Total\_Pizza\_Sold

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Pizza\_Sold DESC

***Output***

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**H. Bottom 5 Best Sellers by Total Pizzas Sold**

SELECT TOP 5 pizza\_name, SUM(quantity) AS Total\_Pizza\_Sold

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Pizza\_Sold ASC

***Output***

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***NOTE***

If you want to get the data Month or Quarter wise then apply the Month, Quarter, Week filters to the above queries you can use WHERE clause.

Below are the following examples:

SELECT DATENAME(DW, order\_date) AS order\_day, COUNT(DISTINCT order\_id) AS total\_orders

FROM pizza\_sales

WHERE MONTH(order\_date) = 1

GROUP BY DATENAME(DW, order\_date)

*\*Here MONTH(order\_date) = 1 indicates that the output is for the month of January. MONTH(order\_date) = 4 indicates output for Month of April.*

SELECT DATENAME(DW, order\_date) AS order\_day, COUNT(DISTINCT order\_id) AS total\_orders

FROM pizza\_sales

WHERE DATEPART(QUARTER, order\_date) = 1

GROUP BY DATENAME(DW, order\_date)

*\*Here DATEPART(QUARTER, order\_date) = 1 indicates that the output is for the Quarter 1. MONTH(order\_date) = 3 indicates output for Quarter 3.*