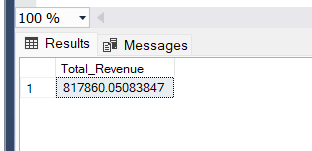
**Pizza sales sql queries**

**KPI’s**

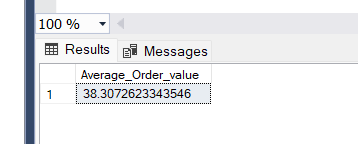
1. **Total Revenue :**

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

****

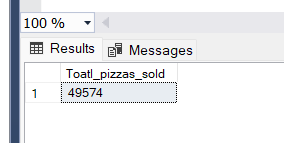
1. **Average Order Value**

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

****

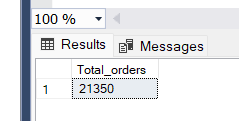
1. **Total Pizzas sold**

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

****

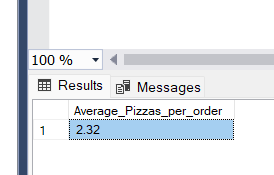
1. **Total Orders placed**

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 Average\_Pizzas\_per\_order from pizza\_sales;

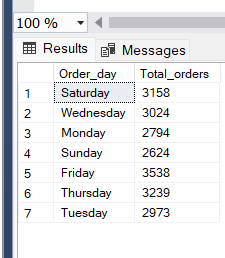
****

1. **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);

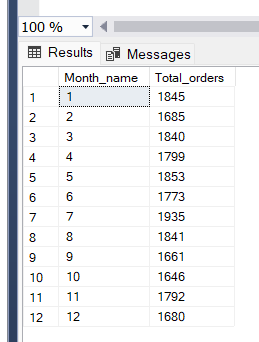
****

1. **Monthly trend for orders**

select month(order\_date) as Month\_name,count(distinct(order\_id)) as Total\_orders from pizza\_sales

group by month(order\_date)

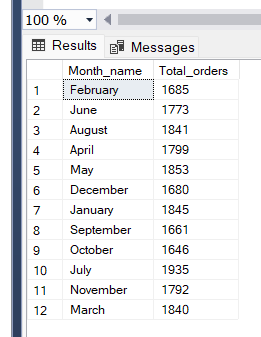
order by month(order\_date) asc;



or

select datename(month,order\_date) as Month\_name, count(distinct(order\_id)) as Total\_orders from pizza\_sales

group by datename(month,order\_date)



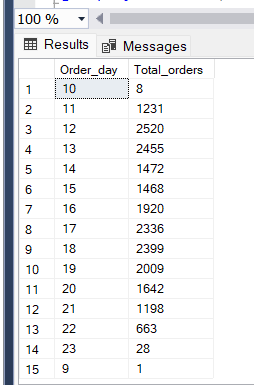
1. Hourly trend for orders:

select datename(hour,order\_time) as Order\_day, count(distinct order\_id) as Total\_orders

from pizza\_sales

group by datename(hour,order\_time)

order by datename(hour,order\_time);

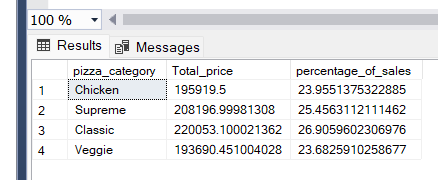


1. Percentage of sales by pizza category

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

from pizza\_sales

group by pizza\_category;



1. Percentage of sales by pizza size (for 1st quarter)

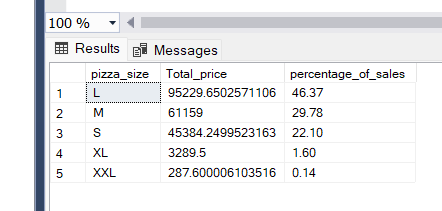
select pizza\_size,sum(total\_price) as Total\_price,cast( sum(total\_price)\*100/(select sum(total\_price) from pizza\_sales where datepart(quarter,order\_date)=1) as decimal(10,2))as percentage\_of\_sales

from pizza\_sales

where datepart(quarter,order\_date)=1

group by pizza\_size

order by percentage\_of\_sales desc;

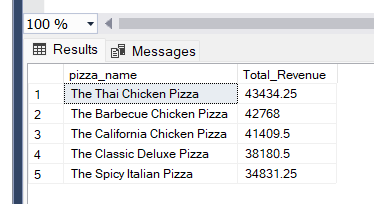


1. Top 5 pizaa by revenue

select top 5 pizza\_name,sum(total\_price) as Total\_Revenue from pizza\_sales

group by pizza\_name

order by Total\_Revenue desc;

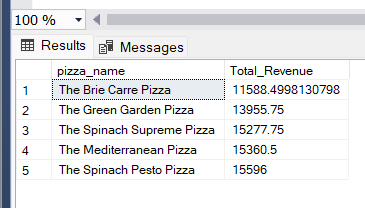


1. Bottom 5 pizza by revenue

select top 5 pizza\_name,sum(total\_price) as Total\_Revenue from pizza\_sales

group by pizza\_name

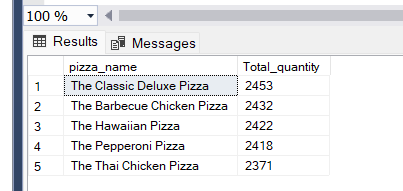
order by Total\_Revenue asc;



1. Top 5 pizzas by quantity

select top 5 pizza\_name,sum(quantity) as Total\_quantity from pizza\_sales

group by pizza\_name

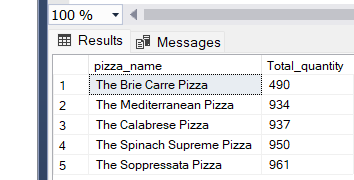
order by Total\_quantity desc;

1. Bottom 5 pizzas by quantity

select top 5 pizza\_name,sum(quantity) as Total\_quantity from pizza\_sales

group by pizza\_name

order by Total\_quantity asc;

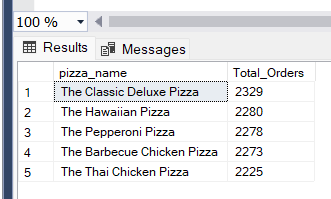


1. Top 5 pizzas by orders

select top 5 pizza\_name,count(distinct(order\_id)) as Total\_Orders from pizza\_sales

group by pizza\_name

order by Total\_Orders desc;



1. Bottom 5 pizzas by order

select top 5 pizza\_name,count(distinct(order\_id)) as Total\_Orders from pizza\_sales

group by pizza\_name

order by Total\_Orders asc;

