**PIZZA SALES SQL QUERIES**

**KPI's REQUIREMENT**

-- 1. Total Revenue

SELECT SUM([total\_price]) as Total\_Revenue

FROM [dbo].[pizza\_sales]

A screenshot of a computer

Description automatically generated

-- 2. Average Order Value

SELECT SUM([total\_price])/COUNT(DISTINCT([order\_id]))

FROM [dbo].[pizza\_sales]

A screenshot of a computer

Description automatically generated

-- 3. Total Pizzas Sold

SELECT SUM([quantity]) as Total\_Pizzas\_Sold

FROM [dbo].[pizza\_sales]

A screenshot of a computer

Description automatically generated

-- 4. Total Orders

SELECT COUNT(DISTINCT([order\_id])) as Total\_Orders

FROM [dbo].[pizza\_sales]

A screenshot of a computer

Description automatically generated

-- 5. Average Pizzas Per Order

SELECT (CAST(SUM([quantity]) AS DECIMAL(10,2))/ CAST(COUNT(DISTINCT([order\_id])) AS DECIMAL(10,2)))

as Average\_Pizzas\_Per\_Order

FROM [dbo].[pizza\_sales]

A screenshot of a computer

Description automatically generated

**CHARTS REQUIREMENT**

-- 1. Daily Trend for Total Orders

WITH TB

AS (

SELECT

[order\_id]

,DATENAME(WEEKDAY,[order\_date]) AS Weekday

,[order\_time]

,CASE WHEN DATENAME(HOUR,[order\_time])< 12 THEN 'AM' ELSE 'PM' END AS AM\_PM

FROM

[dbo].[pizza\_sales]

)

SELECT

[Weekday]

,[AM\_PM]

,COUNT(DISTINCT([order\_id])) AS Total\_Orders

FROM

TB

GROUP BY

[Weekday]

,[AM\_PM]

ORDER BY

Total\_Orders DESC

**Output:**

A screenshot of a computer

Description automatically generated

-- 2. Monthly Trend for Total Orders

SELECT

[Month]

,COUNT(DISTINCT([order\_id])) AS Total\_Orders

FROM

(SELECT

DATENAME(MONTH,[order\_date]) AS Month

,[order\_id]

FROM

[dbo].[pizza\_sales]) AS TB

GROUP BY

[Month]

ORDER BY

Total\_Orders DESC

**Output:**

A screenshot of a calendar

Description automatically generated

-- 3. Percentage of Sales by Pizza Category

SELECT

[pizza\_category]

,SUM([total\_price]) AS Sales

,CAST(SUM([total\_price])\*100/(SELECT SUM([total\_price]) FROM [dbo].[pizza\_sales]) AS DECIMAL(10,2)) AS Percentage\_of\_Sales

FROM

[dbo].[pizza\_sales]

GROUP BY

[pizza\_category]

ORDER BY

Percentage\_of\_Sales DESC

**Output:**

A screenshot of a computer

Description automatically generated

-- 4. Percentage of Sales by Pizza Size

SELECT

[pizza\_size]

,SUM([total\_price]) AS Sales

,CAST(SUM([total\_price])\*100/(SELECT SUM([total\_price]) FROM [dbo].[pizza\_sales]) AS DECIMAL(10,2)) AS Percentage\_of\_Sales

FROM

[dbo].[pizza\_sales]

GROUP BY

[pizza\_size]

ORDER BY

Percentage\_of\_Sales DESC

**Output:**

A screenshot of a computer

Description automatically generated

-- 5. Total Pizzas Sold by Pizza Category

SELECT

[pizza\_category]

,SUM([quantity]) AS Total\_Pizzas\_Sold

FROM

[dbo].[pizza\_sales]

GROUP BY

[pizza\_category]

ORDER BY

Total\_Pizzas\_Sold DESC

**Output:**

A screenshot of a computer

Description automatically generated

-- 6. Top 5 Best Sellers by Revenue, Total Quantity and Total Orders

SELECT TOP 5

[pizza\_name]

,SUM([total\_price]) AS Revenue

FROM

[dbo].[pizza\_sales]

GROUP BY

[pizza\_name]

ORDER BY

Revenue DESC

SELECT TOP 5

[pizza\_name]

,COUNT(DISTINCT([order\_id])) AS Total\_Orders

FROM

[dbo].[pizza\_sales]

GROUP BY

[pizza\_name]

ORDER BY

Total\_Orders DESC

SELECT TOP 5

[pizza\_name]

,SUM([quantity]) AS Total\_Quantity

FROM

[dbo].[pizza\_sales]

GROUP BY

[pizza\_name]

ORDER BY

Total\_Quantity DESC

**Output:**

A screenshot of a menu

Description automatically generated

A menu with a box of pizza

Description automatically generated with medium confidence

A menu with a list of pizzas

Description automatically generated with medium confidence

-- 7. Bottom 5 Best Sellers by Revenue, Total Quantity and Total Orders

SELECT TOP 5

[pizza\_name]

,SUM([total\_price]) AS Revenue

FROM

[dbo].[pizza\_sales]

GROUP BY

[pizza\_name]

ORDER BY

Revenue

SELECT TOP 5

[pizza\_name]

,COUNT(DISTINCT([order\_id])) AS Total\_Orders

FROM

[dbo].[pizza\_sales]

GROUP BY

[pizza\_name]

ORDER BY

Total\_Orders

SELECT TOP 5

[pizza\_name]

,SUM([quantity]) AS Total\_Quantity

FROM

[dbo].[pizza\_sales]

GROUP BY

[pizza\_name]

ORDER BY

Total\_Quantity

**Output:**

A screenshot of a menu

Description automatically generated

A list of food items

Description automatically generated

A screenshot of a menu

Description automatically generated