**Restaurant Revenue Analysis 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 Avg\_Order\_value from pizza\_sales**

1. **Total Pizza Sold**

**Select SUM(quantity) AS Total\_Pizza\_Sold from pizza\_sales**

1. **Total Orders**

**Select COUNT(DISTINCT order\_id) AS TotalOrders from pizza\_sales**

1. **Average Pizza 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

**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)

**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)

**% 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

# # for January Month

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 WHERE MONTH(order\_date) = 1) AS DECIMAL(10,2)) AS PCT

FROM pizza\_sales

WHERE MONTH(order\_date) = 1

GROUP BY pizza\_category

**% 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

For 1st Quarter

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 WHERE DATEPART(quarter, order\_date)=1) AS DECIMAL(10,2)) AS PCT

FROM pizza\_sales WHERE DATEPART(quarter, order\_date)=1

GROUP BY pizza\_size

ORDER BY pizza\_size

**Total Pizzas Sold by Pizza Category**

SELECT pizza\_category,SUM(quantity) AS Total\_Pizza\_Sold FROM pizza\_sales

GROUP BY pizza\_category

ORDER BY pizza\_category

**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

USNIG CTE

WITH PizzaRank AS (

SELECT

pizza\_name,

SUM(quantity) AS total\_quantity,

RANK() OVER (ORDER BY SUM(quantity) DESC) AS sales\_rank

FROM

pizza\_sales

GROUP BY

pizza\_name

)

SELECT

pizza\_name,

total\_quantity

FROM

PizzaRank

WHERE

sales\_rank <= 5;

**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

Using CTE

WITH PizzaRank AS (

SELECT

pizza\_name,

SUM(quantity) AS total\_quantity,

RANK() OVER (ORDER BY SUM(quantity) ASC) AS sales\_rank

FROM

pizza\_sales

GROUP BY

pizza\_name

)

SELECT

pizza\_name,

total\_quantity

FROM

PizzaRank

WHERE

sales\_rank <= 5;