**PIZZA SALES SQL QUERIES**

**KPIs**

**1.Total Revenue**

SELECT SUM(total\_price) AS Total\_Revenue

FROM pizza\_sales



**2.** **Average Order Value**

SELECT SUM(total\_price)/COUNT(DISTINCT order\_id) AS Average\_Order\_Value

FROM pizza\_sales



**3.Total Pizza Sold**

SELECT SUM(quantity) AS Total\_Pizza\_Sold

FROM pizza\_sales



**4.** **Total Orders Placed**

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 Average\_Pizzas\_per\_Order

FROM pizza\_sales



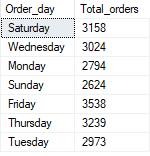
**INSIGHTS**

**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)



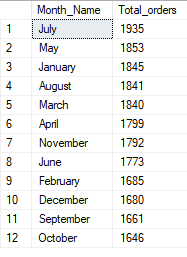
**2.** **Monthly Trend for Total Orders**

SELECT DATENAME(MONTH , order\_date) as Month\_Name , COUNT(DISTINCT order\_id) AS Total\_orders

FROM pizza\_sales

GROUP BY DATENAME(MONTH , order\_date)

ORDER BY Total\_orders DESC



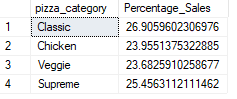
**3.** **% Sales by Pizza Category**

SELECT pizza\_category,

SUM(total\_price) \* 100.0 / (SELECT SUM(total\_price) FROM pizza\_sales) AS Percentage\_Sales

FROM pizza\_sales

GROUP BY pizza\_category;



**3.** **% Sales by Pizza Size**

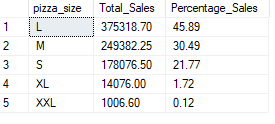
SELECT pizza\_size, CAST(SUM(total\_price) AS DECIMAL(10,2)) AS Total\_Sales,

CAST(SUM(total\_price) \* 100.0 / (SELECT SUM(total\_price) FROM pizza\_sales) AS DECIMAL(10,2)) AS Percentage\_Sales

FROM pizza\_sales

GROUP BY pizza\_size

ORDER BY Percentage\_Sales DESC



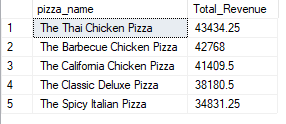
**4.Top 5 Pizza by Revenue**

SELECT TOP 5 pizza\_name , SUM(total\_price) AS Total\_Revenue

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Revenue DESC



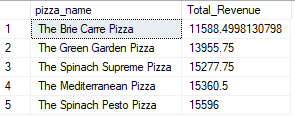
**5.Bottom 5 Pizza by Revenue**

SELECT TOP 5 pizza\_name , SUM(total\_price) AS Total\_Revenue

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Revenue



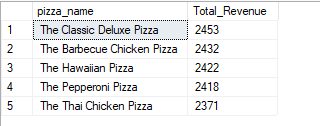
**6.Top 5 Pizza by Quantity**

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

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Revenue DESC



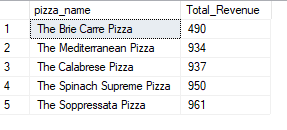
**7.Bottom 5 Pizza by Quantity**

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

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Revenue



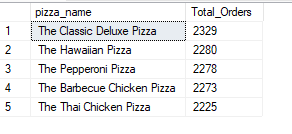
**8.Top 5 Pizza by Orders**

SELECT TOP 5 pizza\_name , COUNT(DISTINCT order\_id) AS Total\_Orders

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Orders DESC

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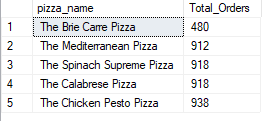
**9.Bottom 5 Pizza by Orders**

SELECT TOP 5 pizza\_name , COUNT(DISTINCT order\_id) AS Total\_Orders

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Orders

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