**🍕 PIZZA SALES SQL REPORT**

**A. Key Performance Indicators (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 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);

**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);

**D. Percentage of Sales by Pizza Category9**

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;

**E. Percentage 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;

**F. Total Pizzas Sold by Pizza Category (February Only)**

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;

**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;

**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;