PIZZA SALES SQL QUERIES

1. KPI’s
2. **Total revenue :**

SELECT SUM(total\_price) as Total\_Revenue from [pizza\_sales excel file]

A close-up of a number

Description automatically generated

1. **Average Order Value :**

SELECT SUM(total\_price) / count (distinct order\_id) as Avg\_Order\_Value from [pizza\_sales excel file]

A number and text on a white background

Description automatically generated

1. **Total Pizzas Sold :**

select sum(quantity) as Total\_Pizza\_Sold from [pizza\_sales excel file]

A close-up of a label

Description automatically generated

1. **Total Orders :**

select count(distinct order\_id) as Total\_Orders from [pizza\_sales excel file]

A close-up of a number

Description automatically generated

1. **Avg 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 excel file]

A white rectangular object with black text

Description automatically generated

1. Daily trend for total orders

select DATENAME(DW, order\_date) as order\_day, count (distinct order\_id) AS Total\_orders

from [pizza\_sales excel file]

group by DATENAME (DW, order\_date)

1. Hourly Trend

select DATEPART(HOUR, order\_time) as order\_hours, count (distinct order\_id) AS Total\_orders

from [pizza\_sales excel file]

Group by DATEPART(HOUR, order\_time)

Order by DATEPART(HOUR, order\_time)

A screenshot of a computer

Description automatically generated

1. Percentage

select pizza\_category, sum(total\_price) \* 100 / (select sum (total\_price) from [pizza\_sales excel file]) as PCT

from [pizza\_sales excel file] as total\_sales

group by pizza\_category

A screenshot of a computer

Description automatically generated

1. Percentage of sales by pizza size

select pizza\_size,cast (sum(total\_price) as decimal (10,2)) as Total\_sales, cast( sum(total\_price) \* 100 /

(select sum (total\_price) from [pizza\_sales excel file] where DATEPART (quarter, order\_date) = 1) as decimal(10,2)) as PCT

from [pizza\_sales excel file] as total\_sales

where DATEPART (quarter, order\_date) = 1

group by pizza\_size

order by PCT desc

A screenshot of a data

Description automatically generated

1. Total pizzas sold by pizza category

select pizza\_category, sum(quantity) as Total\_Pizzas\_Sold

from [pizza\_sales excel file]

group by pizza\_category

A screenshot of a computer

Description automatically generated

1. Top 5 pizzas sold

select top 5 pizza\_name, sum(quantity) as Total\_pizzas\_sold

from [pizza\_sales excel file]

group by pizza\_name

order by Total\_pizzas\_sold desc

A menu with a list of pizza

Description automatically generated with medium confidence

1. Bottom 5 worst pizzas sold

select top 5 pizza\_name, sum(quantity) as Total\_pizzas\_sold

from [pizza\_sales excel file]

group by pizza\_name

order by Total\_pizzas\_sold asc

A screenshot of a menu

Description automatically generated