PIZZA SALES SQL QUERIES

A. KPI's

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)
```

Output:

C. Monthly Trend for 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)Output
```

D. % 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
```

Output

E. % 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
```

Output

F. Total Pizzas Sold by Pizza Category

```
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
```

Output

G. Top 5 Pizzas 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

H. Bottom 5 Pizzas by Revenue

SELECT Top 5 pizza_name, SUM(total_price) AS Total_Revenue

FROM pizza_sales

GROUP BY pizza_name

ORDER BY Total_Revenue ASC

I. Top 5 Pizzas by Quantity

SELECT Top 5 pizza_name, SUM(quantity) AS Total_Pizza_Sold

FROM pizza_sales

GROUP BY pizza_name

ORDER BY Total_Pizza_Sold DESC

Output

J. Bottom 5 Pizzas by Quantity

SELECT TOP 5 pizza_name, SUM(quantity) AS Total_Pizza_Sold

FROM pizza_sales

GROUP BY pizza_name

ORDER BY Total_Pizza_Sold ASC

Output

K. Top 5 Pizzas by Total 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

L. Borrom 5 Pizzas by Total Orders

```
SELECT Top 5 pizza_name, COUNT(DISTINCT order_id) AS Total_Orders
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Orders ASC
```

If you want to apply the pizza_category or pizza_size filters to the above queries you can use WHERE clause. Follow some of below examples

```
SELECT Top 5 pizza_name, COUNT(DISTINCT order_id) AS Total_Orders
FROM pizza_sales
WHERE pizza_category = 'Classic'
GROUP BY pizza_name
ORDER BY Total_Orders ASC
```

Visualization