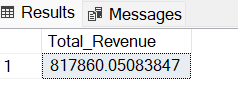
PIZZA SALES ANALYSIS SQL QUERIES

**A) KPIs:**

**1. Total Revenue:**

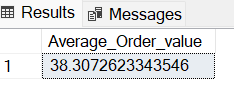
select sum(total\_price) as Total\_Revenue from pizza\_sales;



**2. Average Order Value:**

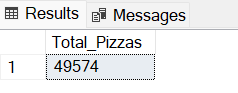
select sum(total\_price)/count(distinct(order\_id)) as Average\_Order\_value

from pizza\_sales;



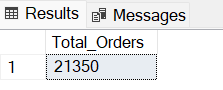
**3. Total Pizza Sold:**

select sum(quantity) as Total\_Pizzas from pizza\_sales;



**4. Total Orders:**

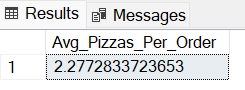
select count(distinct(order\_id)) as Total\_Orders from pizza\_sales;



**5. Average Pizzas Per Order:**

select cast(count(pizza\_id) as decimal (10,2)) / cast(count(distinct(order\_id)) as decimal (10,2)) as Avg\_Pizzas\_Per\_Order

from pizza\_sales;

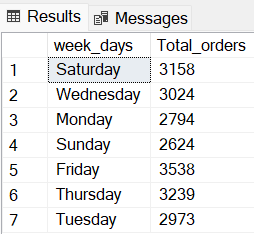


**B) Daily Trend for Total Orders:**

select datename(DW, order\_date) as week\_days, count(distinct(order\_id)) as Total\_orders

from pizza\_sales

group by datename(DW, order\_date);



**C) Monthly Trend for Total Orders:**

select datename(month, order\_date) as Months, count(distinct(order\_id)) as Total\_orders

from pizza\_sales

group by datename(month, order\_date);



**D) PCT (%) of Sales by Pizza Category:**

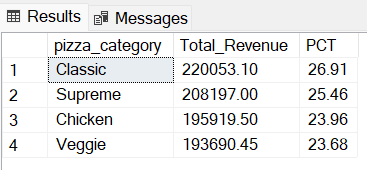
select pizza\_category, cast(sum(total\_price) as decimal(10,2)) as Total\_Revenue,

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

order by PCT desc;



**E) PCT (%) of Sales by Pizza Size:**

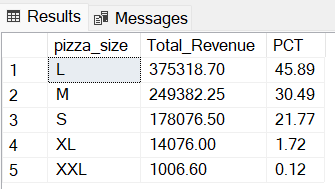
select pizza\_size, cast(sum(total\_price) as decimal(10,2)) as Total\_Revenue,

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 PCT desc;



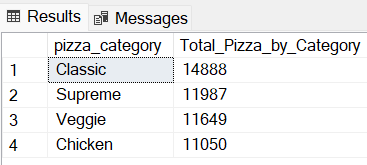
**F) Total Pizza Sold by Pizza Category:**

select pizza\_category, sum(quantity) as Total\_Pizza\_by\_Category

from pizza\_sales

group by pizza\_category

order by sum(quantity) desc;



**G) Top 5 Pizzas by Revenue:**

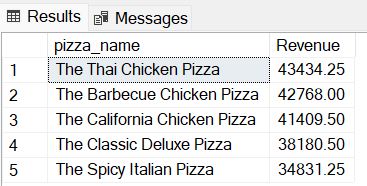
select top 5 pizza\_name, cast(sum(total\_price) as decimal(10,2))

as Revenue

from pizza\_sales

group by pizza\_name

order by Revenue desc;



**H) Bottom 5 Pizzas by Revenue:**

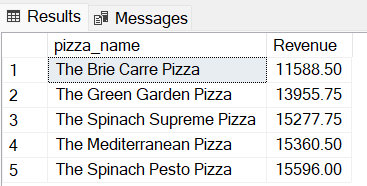
select top 5 pizza\_name, cast(sum(total\_price) as decimal(10,2))

as Revenue

from pizza\_sales

group by pizza\_name

order by Revenue;



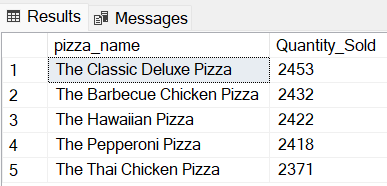
**I) Top 5 Pizzas by Quantity:**

select top 5 pizza\_name, sum(quantity) as Quantity\_Sold

from pizza\_sales

group by pizza\_name

order by sum(quantity) desc;



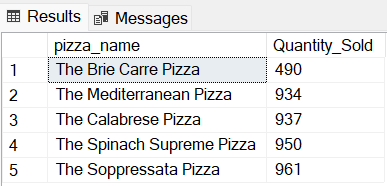
**J) Bottom 5 Pizzas by Quantity:**

select top 5 pizza\_name, sum(quantity) as Quantity\_Sold

from pizza\_sales

group by pizza\_name

order by sum(quantity);



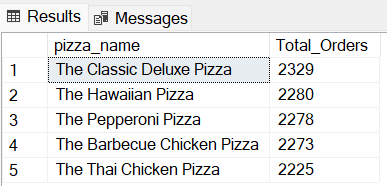
**K) Top 5 Pizzas by Total Orders:**

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) Bottom 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;

