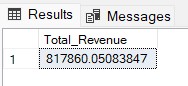
**PIZZA SALES SQL QUERIES**

# A. KPI’s

**1. Total Revenue:**

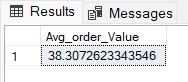
SELECT SUM(total\_price) AS Total\_Revenue FROM pizza\_sales;



## 2. Average Order Value

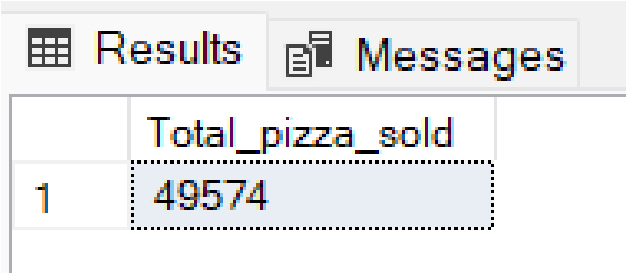
SELECT (SUM(total\_price) / COUNT(DISTINCT order\_id)) AS Avg\_order\_Value

FROM pizza\_sales



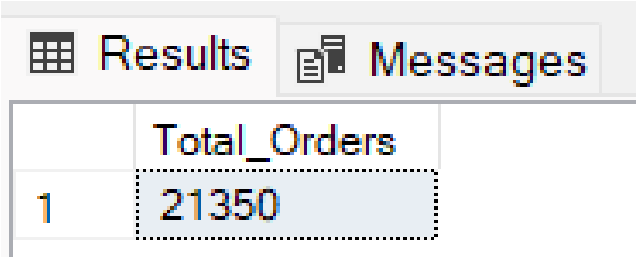
## 3. Total Pizzas Sold

SELECT SUM(quantity) AS Total\_pizza\_sold FROM pizza\_sales



## 4. Total Orders

SELECT COUNT(DISTINCT order\_id) AS Total\_Orders FROM pizza\_sales

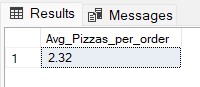


## 5. Average Pizzas Per Order

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

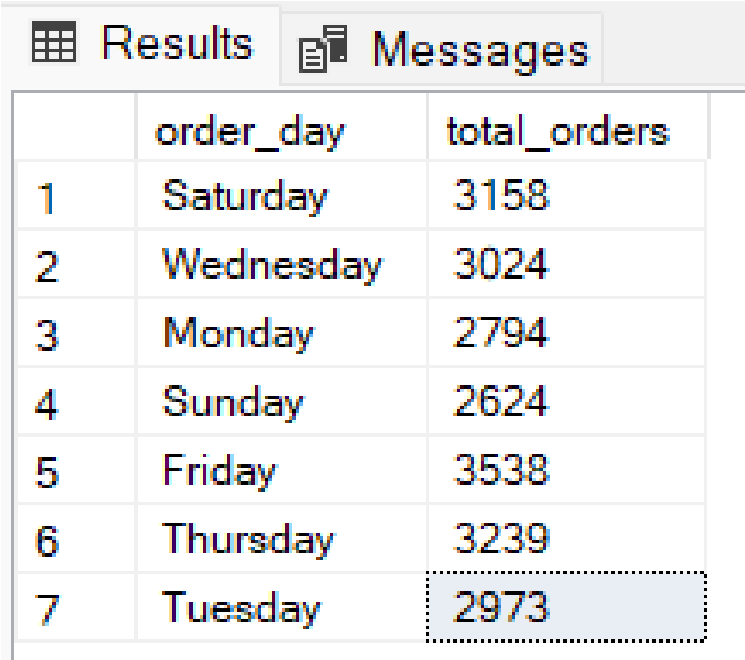


# B. Daily Trend for Total Orders

SELECT DATENAME(DW, order\_date) AS order\_day, COUNT(DISTINCT order\_id) AS total\_orders

FROM pizza\_sales

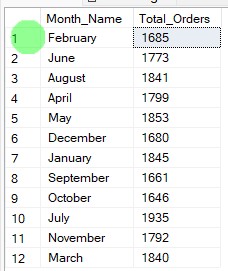
GROUP BY DATENAME(DW, order\_date) ***Output:***



# 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,

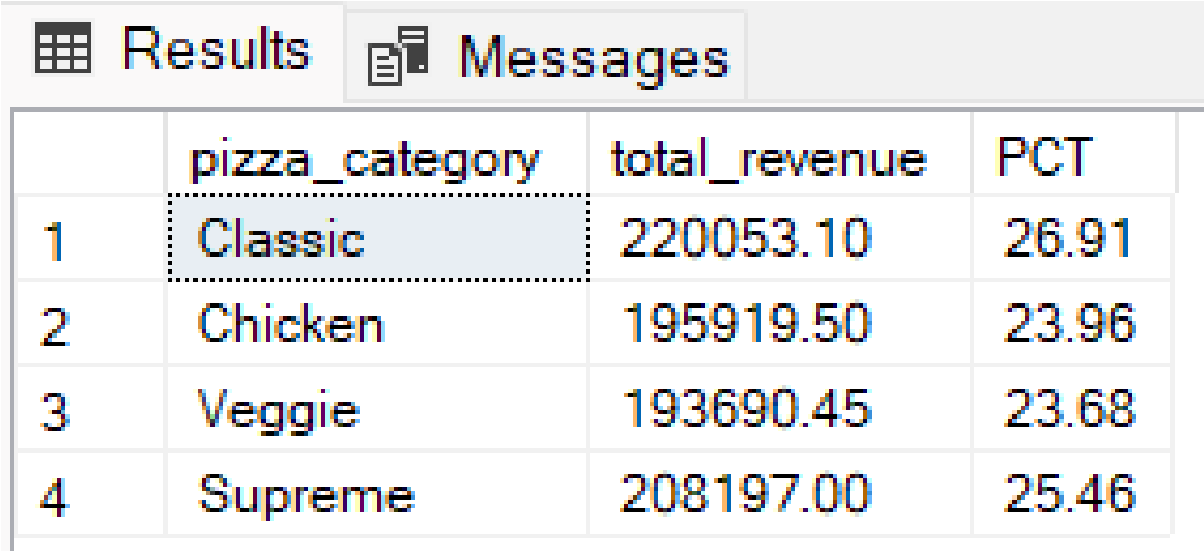
CAST(SUM(total\_price) \* 100 / (SELECT SUM(total\_price) from pizza\_sales)

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)

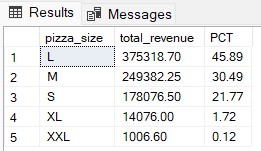
AS DECIMAL(10,2)) AS PCT

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

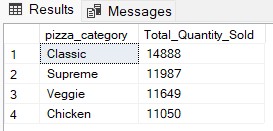
FROM pizza\_sales

WHERE MONTH(order\_date) = 2

GROUP BY pizza\_category

ORDER BY Total\_Quantity\_Sold DESC

***Output***



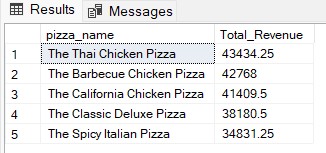
# G. Top 5 Pizzas by Revenue

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

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Revenue DESC



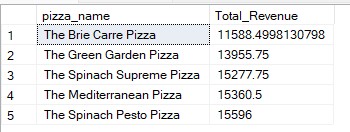
# H. Bottom 5 Pizzas by Revenue

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

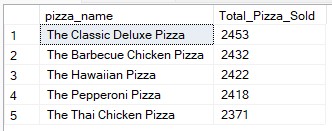
SELECT Top 5 pizza\_name, SUM(quantity) AS Total\_Pizza\_Sold

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Pizza\_Sold DESC

## *Output*



# J. Bottom 5 Pizzas by Quantity

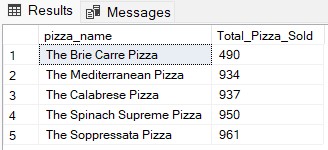
SELECT TOP 5 pizza\_name, SUM(quantity) AS Total\_Pizza\_Sold

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

