**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\_Order FROM pizza\_sales;

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**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;

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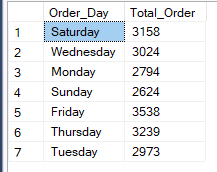
**B. Daily Trend for Total Orders**

**SELECT DATENAME(DW, order\_date) AS Order\_Day,**

**COUNT(DISTINCT order\_id) AS Total\_Order**

**FROM pizza\_sales**

**GROUP BY DATENAME(DW, order\_date);**

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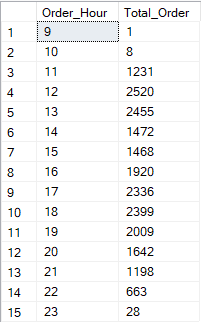
**C. Hourly Trend for Orders**

**SELECT DATEPART(HOUR, order\_time) AS Order\_Hour, COUNT(DISTINCT order\_id) AS Total\_Order**

**FROM pizza\_sales**

**GROUP BY DATEPART(HOUR, order\_time)**

**ORDER BY DATEPART(HOUR, order\_time)**

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**D. % of Sales by Pizza Category**

SELECT pizza\_category, SUM(total\_price) AS Total\_Price, SUM(total\_price) \* 100 /

(SELECT SUM(total\_price) FROM pizza\_sales WHERE MONTH(order\_date) = 1) AS PCT

FROM pizza\_sales

WHERE MONTH(order\_date) = 1

GROUP BY pizza\_category

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**E. % of Sales by Pizza Size**

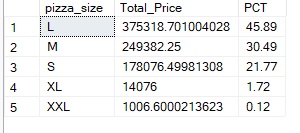
SELECT pizza\_size, SUM(total\_price) AS Total\_Price, CAST(SUM(total\_price) \* 100 /

(SELECT SUM(total\_price) FROM pizza\_sales) AS DECIMAL(10,2)) AS PCT

FROM pizza\_sales

GROUP BY pizza\_size

ORDER BY PCT DESC

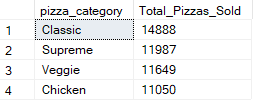
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**F. Total Pizzas Sold by Pizza Category**

SELECT pizza\_category, SUM(quantity) AS Total\_Pizzas\_Sold FROM pizza\_sales

GROUP BY pizza\_category

ORDER BY Total\_Pizzas\_Sold DESC

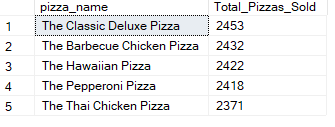
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**G. Top 5 Best Sellers by Total Pizzas Sold**

SELECT TOP 5 pizza\_name, SUM(quantity) AS Total\_Pizzas\_Sold FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Pizzas\_Sold DESC

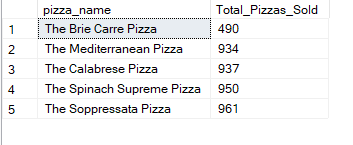
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**H. Bottom 5 Best Sellers by Total Pizzas Sold**

SELECT TOP 5 pizza\_name, SUM(quantity) AS Total\_Pizzas\_Sold FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Pizzas\_Sold ASC

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