**Pizza Sales Queries**

1. **KPI’s**
2. **Total revenue:**

SELECT ROUND(SUM(total\_price),2) as Total\_revenue

FROM pizza\_sales

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1. **Average Order Value:**

SELECT ROUND(SUM(total\_price) / COUNT(DISTINCT order\_id),2) as Avg\_order\_val

FROM pizza\_sales

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1. **Total Pizza Sold:**

SELECT SUM(quantity) as Total\_Pizza\_Sold

FROM pizza\_sales

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1. **Total Orders:**

SELECT COUNT(DISTINCT order\_id) AS Total\_Orders

FROM pizza\_sales

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1. **Average Pizza Per Order:**

SELECT

CAST(CAST(COUNT(pizza\_id) AS decimal(10,2))/

COUNT(DISTINCT order\_id) AS decimal(10,2)) as Avg\_Pizza\_Per\_Order

FROM pizza\_sales

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1. **Daily trend for Total Orders:**

SELECT

DATENAME(WEEKDAY, order\_date) as Order\_Day,

COUNT(DISTINCT order\_id) AS No\_Of\_Orders

FROM pizza\_sales

GROUP BY DATENAME(WEEKDAY, order\_date)

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1. **Monthly Trend for Total Orders:**

SELECT

DATENAME(MONTH, order\_date) as Month,

MONTH(order\_date) as Month\_number,

COUNT(DISTINCT order\_id) AS No\_Of\_Orders

FROM pizza\_sales

GROUP BY DATENAME(MONTH, order\_date),MONTH(order\_date)

ORDER BY Month\_number

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1. **Percentage of Sales by Category:**

SELECT

pizza\_category,

CONCAT(ROUND(SUM(total\_price)/(SELECT SUM(total\_price)FROM pizza\_sales)\* 100, 2), '%') AS PCT

FROM pizza\_sales

GROUP BY pizza\_category

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1. **Percentage of sales by pizza size:**

SELECT

pizza\_size,

CONCAT(ROUND(SUM(total\_price)/(SELECT SUM(total\_price) FROM pizza\_sales) \*100,2), '%') as PCT

FROM pizza\_sales

GROUP BY pizza\_size

ORDER BY PCT DESC

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1. **Total Pizza sold by Category:**

SELECT

pizza\_category,

COUNT(quantity) as Pizza\_sold

FROM pizza\_sales

GROUP BY pizza\_category

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1. **Top 5 sellers by revenue, quantity, and total orders:**

SELECT TOP 5

pizza\_name,

SUM(total\_price) as Revenue,

SUM(quantity) AS Quant,

COUNT(Distinct order\_id) as total\_orders

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Revenue DESC, total\_orders DESC, Quant DESC

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1. **Bottom 5 sellers by revenue, quantity, and total orders:**

SELECT TOP 5

pizza\_name,

ROUND(SUM(total\_price),2) as Revenue,

SUM(quantity) AS Quant,

COUNT(Distinct order\_id) as total\_orders

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Revenue ASC, total\_orders ASC, Quant ASC

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