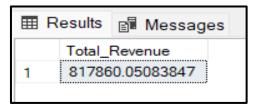
PIZZA SALES SQL QUERIES

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



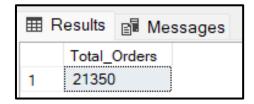
3. Total Pizzas Sold

SELECT SUM(quantity) AS Total pizza sold FROM pizza sales



4. Total Orders

SELECT COUNT(DISTINCT order id) AS Total Orders FROM pizza sales



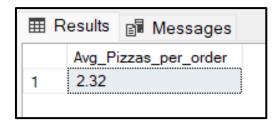
5. Average Pizzas Per Order

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)

⊞ Results		
	order_day	total_orders
1	Saturday	3158
2	Wednesday	3024
3	Monday	2794
4	Sunday	2624
5	Friday	3538
6	Thursday	3239
7	Tuesday	2973

C. Hourly Trend for Orders

SELECT DATEPART(HOUR, order_time) as order_hours, COUNT(DISTINCT order_id) as total_orders from pizza_sales group by DATEPART(HOUR, order_time) order by DATEPART(HOUR, order_time)

■ Results		
	order_hours	total_orders
1	9	1
2	10	8
3	11	1231
4	12	2520
5	13	2455
6	14	1472
7	15	1468
8	16	1920
9	17	2336
10	18	2399
11	19	2009
12	20	1642
13	21	1198
14	22	663
15	23	28

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.

⊞ F	■ Results			
	pizza_category	total_revenue	PCT	
1	Classic	220053.10	26.91	
2	Chicken	195919.50	23.96	
3	Veggie	193690.45	23.68	
4	Supreme	208197.00	25.46	

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

⊞ Results			
	pizza_size	total_revenue	PCT
1	L	375318.70	45.89
2	M	249382.25	30.49
3	S	178076.50	21.77
4	XL	14076.00	1.72
5	XXL	1006.60	0.12

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

Results		
	pizza_category	Total_Quantity_Sold
1	Classic	14888
2	Supreme	11987
3	Veggie	11649
4	Chicken	11050

G. Top 5 Best Sellers by Total Pizzas Sold

SELECT Top 5 pizza_name, SUM(quantity) AS Total_Pizza_Sold FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Pizza_Sold DESC

	pizza_name	Total_Pizza_Sold
1	The Classic Deluxe Pizza	2453
2	The Barbecue Chicken Pizza	2432
3	The Hawaiian Pizza	2422
4	The Pepperoni Pizza	2418
5	The Thai Chicken Pizza	2371

H. Bottom 5 Best Sellers by Total Pizzas Sold

SELECT TOP 5 pizza_name, SUM(quantity) AS Total_Pizza_Sold FROM pizza_sales GROUP BY pizza_name ORDER BY Total_Pizza_Sold ASC

■ Results		
	pizza_name	Total_Pizza_Sold
1	The Brie Carre Pizza	490
2	The Mediterranean Pizza	934
3	The Calabrese Pizza	937
4	The Spinach Supreme Pizza	950
5	The Soppressata Pizza	961