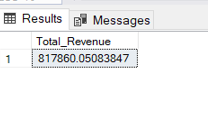
1. **KPI’s**

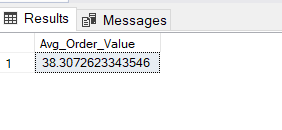
**Pizza sales SQL Query**

1. **Total Revenue**

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

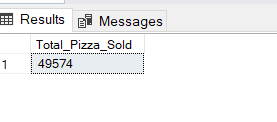
1. **Average Order Value**

select sum(total\_price) / count(distinct order\_id) as Avg\_Order\_Value from pizza\_sales



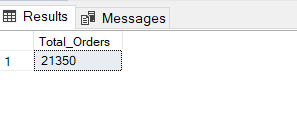
1. **Total Pizza Sold**

select sum(quantity) as Total\_Pizza\_Sold from pizza\_sales



1. **Total Orders**

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



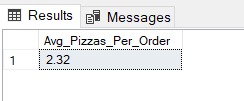
1. **Average Pizzas Per Order**

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

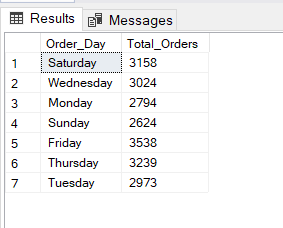


1. **Daily Trend For Total Orders.**

select DATENAME(DW , order\_date) as Order\_Day , count(distinct order\_id) as Total\_Orders

from pizza\_sales

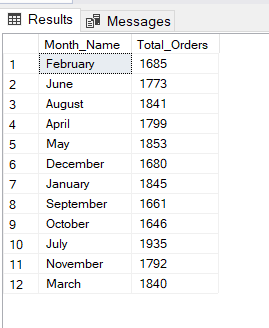
group by DATENAME(DW , order\_date)



1. **Monthly Trend for Orders.**

select DATENAME(month , order\_date) as Month\_Name , count(distinct order\_id) as Total\_Orders

from pizza\_sales

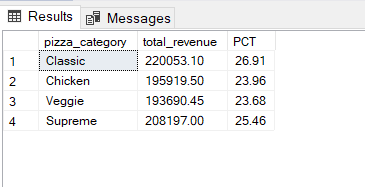
group by DATENAME(month , order\_date)

1. **% 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

1. **% of sales by Pizza size**

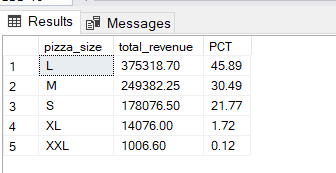
SELECT pizza\_size, CAST(SUM(total\_price) AS DECIMAL(10,2)) as total\_revenue,

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



1. **Total Pizzas sold by pizza category**.

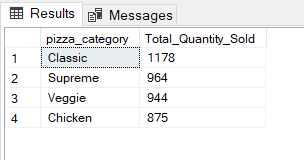
SELECT pizza\_category, SUM(quantity) as Total\_Quantity\_Sold

FROM pizza\_sales

WHERE MONTH(order\_date) = 2

GROUP BY pizza\_category

ORDER BY Total\_Quantity\_Sold DESC

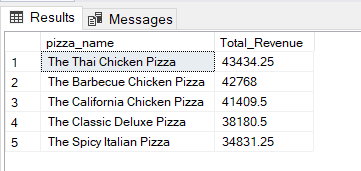


1. **Top 5 Pizzas by revenue.**

select top 5 pizza\_name , sum(total\_price) as Total\_Revenue from pizza\_sales

group by pizza\_name

order by Total\_Revenue DESC



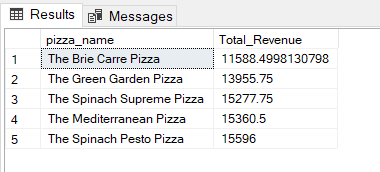
1. **Bottom 5 Pizzas by Revenue.**

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

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Revenue ASC



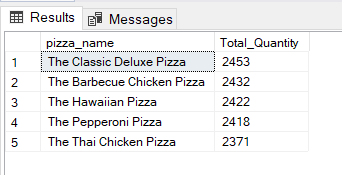
1. **Top 5 Pizzas by Quantity**

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

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Pizza\_Sold DESC



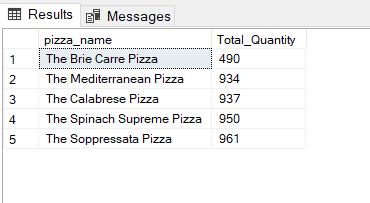
1. **Bottom 5 Pizzas by Quantity.**

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

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Pizza\_Sold ASC



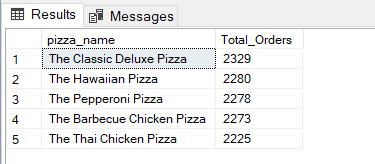
1. **Top 5 pizzas by total orders.**

SELECT Top 5 pizza\_name, COUNT(DISTINCT order\_id) AS Total\_Orders

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Orders DESC



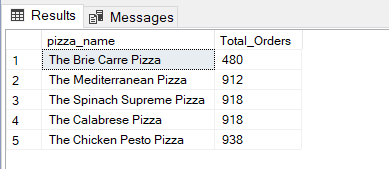
1. **Bottom 5 pizzas by total orders.**

SELECT Top 5 pizza\_name, COUNT(DISTINCT order\_id) AS Total\_Orders

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Orders ASC



**NOTE**

**If you want to apply the pizza category or pizza size filters to the above queries you can use WHERE clause. Follow some of below examples.**

SELECT Top 5 pizza\_name, COUNT(DISTINCT order\_id) AS Total\_Orders

FROM pizza\_sales

WHERE pizza\_category = 'Classic'

GROUP BY pizza\_name

ORDER BY Total\_Orders ASC