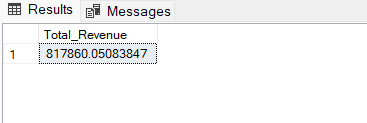
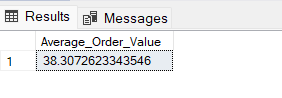
**PIZZA SALES SQL QUERIES**

1. **KPI’s (Key Performance Indicators)**
2. **Total Revenue**

select SUM(total\_price) as Total\_Revenue from pizza\_sales

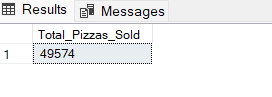
****

1. **Total Order Value**

****select Sum(total\_price)/count(distinct order\_id) as Average\_Order\_Value from pizza\_sales

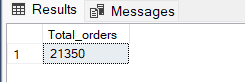
1. **Total Pizzas Sold**

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

****

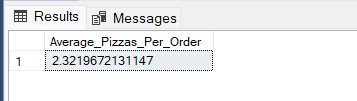
1. **Total Orders**

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



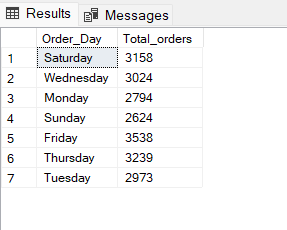
1. **Average Pizzas per Order**

select CAST(sum(quantity) AS decimal(10,2)) / CAST(count(distinct order\_id) AS decimal(10,2)) as Average\_Pizzas\_Per\_Order from pizza\_sales;



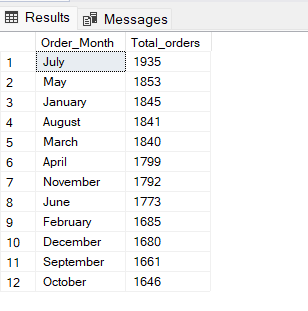
1. **Chart Requirements**
2. **Daily trends for total orders**

select DATENAME(dw, order\_date) as Order\_Day, COUNT(distinct order\_id) as Total\_orders from pizza\_sales group by DATENAME(dw, order\_date);



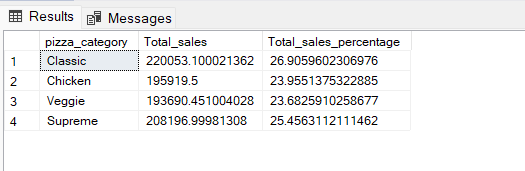
1. **Monthly Trend for total orders**

select DATENAME(month, order\_date) as Order\_Month, COUNT(distinct order\_id) as Total\_orders from pizza\_sales group by DATENAME(month, order\_date) order by Total\_orders desc;



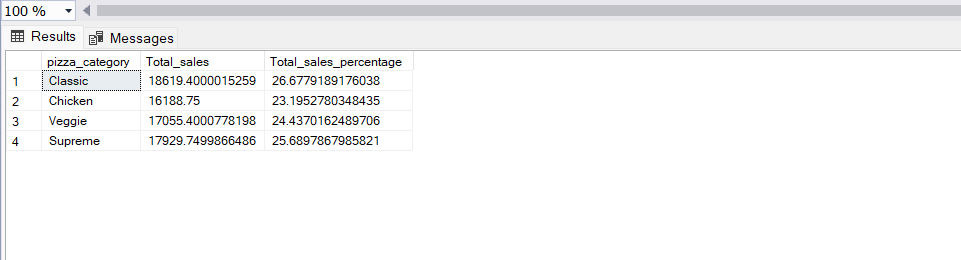
1. **Percentage of Sales by Pizza Category**

select pizza\_category,sum(total\_price) as Total\_sales, sum(total\_price) \*100 / (select sum(total\_price) from pizza\_sales) as Total\_sales\_percentage from pizza\_sales group by pizza\_category;

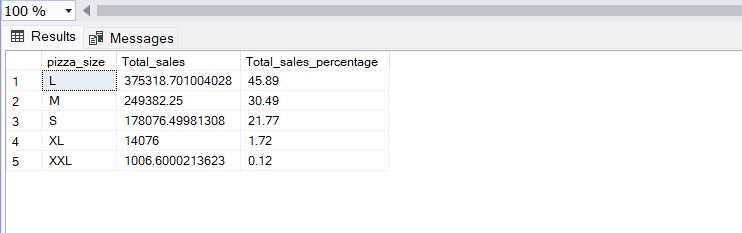
****

**(In case we want to see percentage of sales in the month of January)**

select pizza\_category,sum(total\_price) as Total\_sales, sum(total\_price) \*100 / (select sum(total\_price) from pizza\_sales where MONTH(order\_date)=1) as Total\_sales\_percentage from pizza\_sales where MONTH(order\_date)=1 group by pizza\_category;

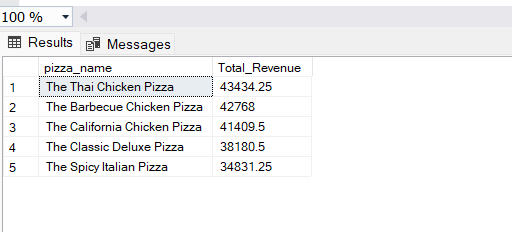


1. **Percentage of Sales by Pizza size**

****select pizza\_size,sum(total\_price) as Total\_sales, cast(sum(total\_price) \*100 / (select sum(total\_price) from pizza\_sales) as decimal(10,2)) as Total\_sales\_percentage from pizza\_sales group by pizza\_size order by Total\_sales\_percentage desc;

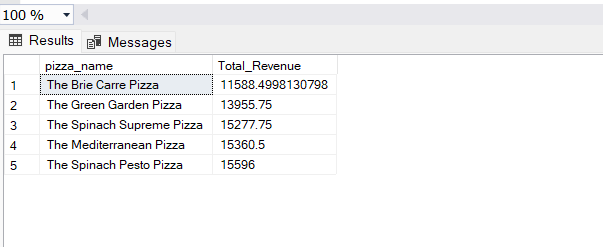
1. **Top 5 best sellers by revenue**

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

****

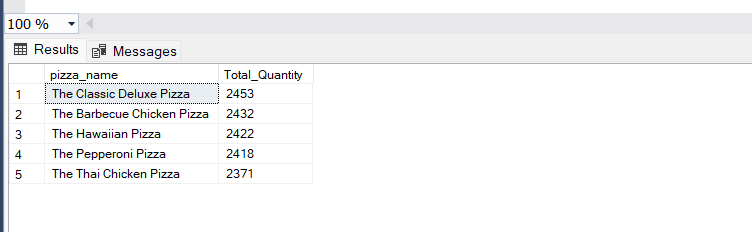
1. **Bottom 5 best sellers by revenue, total quantity and total orders**

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

****

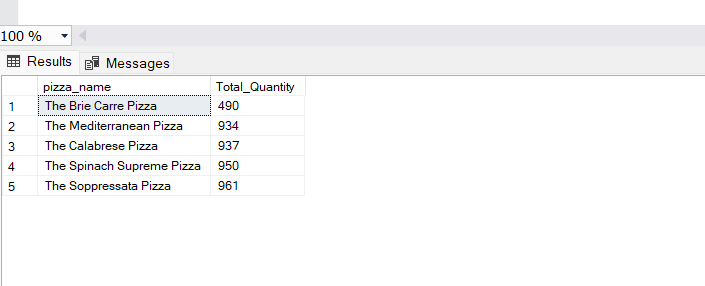
1. **Top 5 best sellers by quantity**

select top 5 pizza\_name, sum(quantity) as Total\_Quantity from pizza\_sales group by pizza\_name order by Total\_Quantity desc

****

1. **Bottom 5 best sellers by quantity**

select top 5 pizza\_name, sum(quantity) as Total\_Quantity from pizza\_sales group by pizza\_name order by Total\_Quantity

****