**PIZZA SALES SQL QUERY DOCUMENTATION**

1. **KPI’s**

1.Total Revenue:

SELECT SUM(total\_price) AS Total\_Revenue

FROM pizza\_sales

*Output:*

2.Average Order Value

SELECT SUM(total\_price)/ COUNT(DISTINCT order\_id) AS Avg\_order\_value

FROM pizza\_sales

*Output:*

3.Total Pizza Sold

SELECT SUM(quantity) AS Tot\_pizza\_sold

FROM pizza\_sales

*Output:*

4.Total orders

SELECT COUNT(DISTINCT order\_id) AS Tot\_orders

FROM pizza\_sales

*Output:*

5.Average Pizzas Per Order

SELECT CAST(SUM(quantity) AS DECIMAL(10,2))/

CAST(COUNT(DISTINCT order\_id) AS DECIMAL(10,2)) AS Avg\_pizza\_orders

FROM pizza\_sales

*Output:*

1. **Chart Requirements**

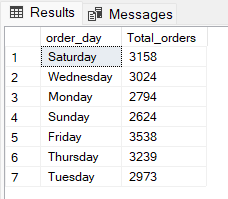
1.Daily Trend for Total Orders

SELECT DATENAME(DW, order\_date) as order\_day,

COUNT(DISTINCT order\_id) as Total\_orders

FROM pizza\_sales

group by DATENAME(DW, order\_date)

*Output:*

2.Monthly Trend for Total Orders

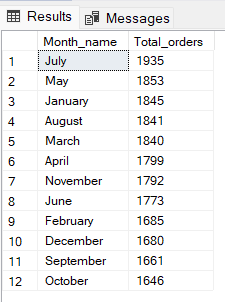
SELECT DATENAME(MONTH, order\_date) as Month\_name,

COUNT(DISTINCT order\_id) as Total\_orders

FROM pizza\_sales

group by DATENAME(MONTH, order\_date)

order by Total\_orders DESC

*Output:*

3.Percentage of Sales by Pizza Category

SELECT pizza\_category, CAST(SUM(total\_price) \* 100 / (

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

AS DECIMAL(10,2)) AS Per\_cat\_sales FROM pizza\_sales

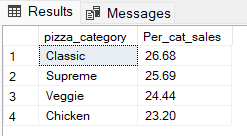
WHERE MONTH(order\_date)=1

GROUP BY pizza\_category

ORDER BY Per\_cat\_sales DESC;

*\*\* Note: In the above query the ‘WHERE MONTH(order\_date)=1’ is a type of filter function, where I was used a January (as 1). You can change the number of month and get insights from it. \*\**

*Output:*



4.Percentage of Sales by Pizza Size

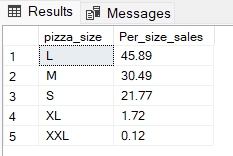
SELECT pizza\_size, CAST(SUM(total\_price) \* 100 /

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

FROM pizza\_sales

GROUP BY pizza\_size

ORDER BY Per\_size\_sales DESC;

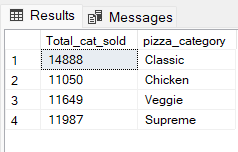
*Output:*

5.Total Pizzas sold by Pizza Category

SELECT SUM(quantity) as Total\_cat\_sold, pizza\_category

FROM pizza\_sales

GROUP BY pizza\_category

*Output:*

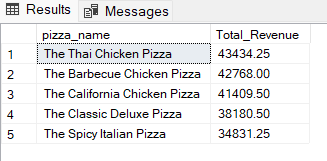
6.Top 5 Best Seller by Total Pizzas sold

SELECT TOP 5 pizza\_name, CAST(SUM(total\_price) AS DECIMAL(10,2)) AS Total\_Revenue

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Revenue DESC

*Output:*

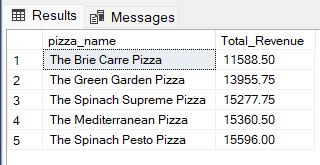
7.Bottom 5 worst sellers by Total Pizzas sold

SELECT TOP 5 pizza\_name, CAST(SUM(total\_price) AS DECIMAL(10,2)) AS Total\_Revenue

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Revenue ASC;

*Output:*

8.Top 5 Pizzas by Quantity

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

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_quantity DESC;

*Output:*

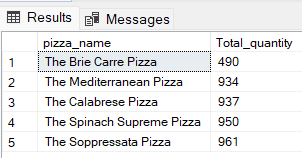
9.Bottom 5 Pizzas by Quantity

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

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_quantity ASC;

*Output:*

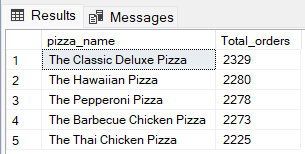
10.Top 5 Pizzas by Orders

SELECT TOP 5 pizza\_name, COUNT(DISTINCT order\_id) AS Total\_orders

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_orders DESC;

*Output:*

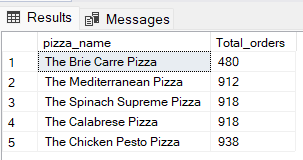
11.Bottom 5 Pizzas by Orders

SELECT TOP 5 pizza\_name, COUNT(DISTINCT order\_id) AS Total\_orders

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_orders ASC;

*Output:*