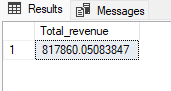
**PIZZA SALES SQL QUERIES**

**A. KPI’s**

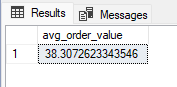
**1. Total Revenue:**

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



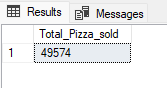
**2. Average Order Value**

select sum(total\_price)/count(distinct order\_id) as avg\_order\_value from pizza\_sales



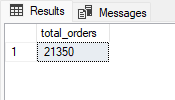
**3. Total Pizzas Sold**

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



**4. Total Orders**

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

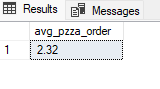


**5. Average Pizzas Per Order**

select cast(cast(sum(quantity) as decimal(10,2))/

cast(count(distinct order\_id) as decimal(10,2)) as decimal(10,2)) as avg\_pzza\_order

from pizza\_sales

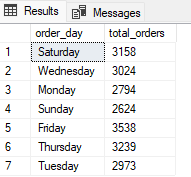


**B. Daily Trend for Total Orders**

select DATENAME(dw,order\_date) as order\_day,count(distinct order\_id) as total\_orders

from pizza\_sales

group by DATENAME(dw,order\_date)



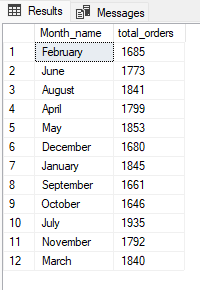
**C. Monthly Trend for Orders**

select DATENAME(month,order\_date) as Month\_name , count(distinct order\_id)

as total\_orders

from pizza\_sales

group by datename(month,order\_date)



**D. % of Sales by Pizza Category**

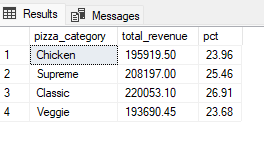
select pizza\_category, cast(sum(total\_price) as decimal(10,2))as total\_revenue,

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



**E. % of Sales by Pizza Size**

select pizza\_size,cast(sum(total\_price) as decimal(10,2)) as total\_revenue,

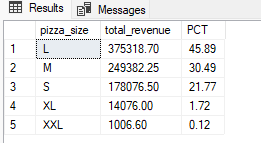
cast(sum(total\_price)\* 100/ (select sum(total\_price) from pizza\_sales)

as decimal (10,2)) as PCT

from pizza\_sales

group by pizza\_size

order by pizza\_size



**F. Total Pizzas Sold by Pizza Category**

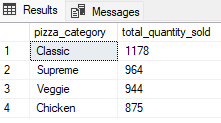
select pizza\_category,sum(quantity) as total\_quantity\_sold

from pizza\_sales

where month(order\_date)=2

group by pizza\_category

order by total\_quantity\_sold DESC



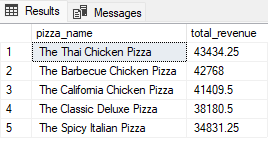
**G. Top 5 Pizzas by Revenue**

select top 5 pizza\_name,sum(total\_price) as total\_revenue

from pizza\_sales

group by pizza\_name

order by total\_revenue DESC



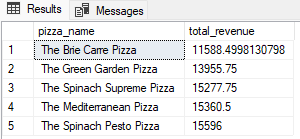
**H. Bottom 5 Pizzas by Revenue**

select top 5 pizza\_name,sum(total\_price) as total\_revenue

from pizza\_sales

group by pizza\_name

order by total\_revenue ASC



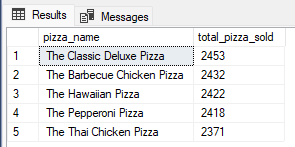
**I. Top 5 Pizzas by Quantity**

select top 5 pizza\_name,sum(quantity) as total\_pizza\_sold

from pizza\_sales

group by pizza\_name

order by total\_pizza\_sold DESC



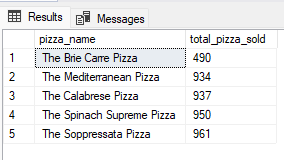
**J. Bottom 5 Pizzas by Quantity**

select top 5 pizza\_name,sum(quantity) as total\_pizza\_sold

from pizza\_sales

group by pizza\_name

order by total\_pizza\_sold asc



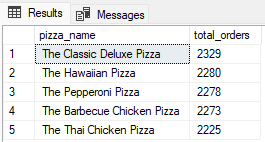
**K. Top 5 Pizzas by Total Orders**

select top 5 pizza\_name,count(distinct order\_id) as total\_orders

from pizza\_sales

group by pizza\_name

order by total\_orders DESC



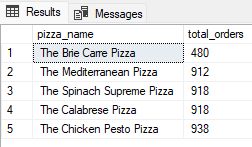
**L. Bottom 5 Pizzas by Total Orders**

select top 5 pizza\_name,count(distinct order\_id) as total\_orders

from pizza\_sales

group by pizza\_name

order by total\_orders ASC

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