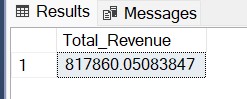
**Pizza Sales SQL Queries**

**A. KPI’s**

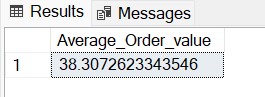
**1. Total\_Revenue**

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



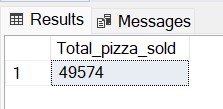
**2. Average\_Order\_value**

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



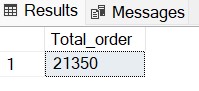
**3. Total\_pizza\_sold**

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



**4. Total\_order**

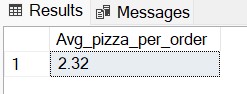
select count(distinct(order\_id)) as Total\_order from pizza\_sales;



**5. Avg\_pizza\_per\_order**

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

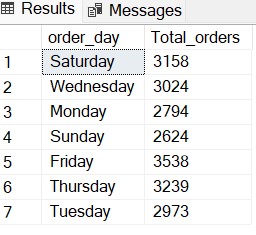
cast(count(distinct order\_id)as decimal(10,2)) as decimal(10,2)) as Avg\_pizza\_per\_order from pizza\_sales



**B. Daily Trend for Total Orders**

select DATENAME(DW, order\_date) as order\_day, count(distinct order\_id) as Total\_orders from pizza\_sales

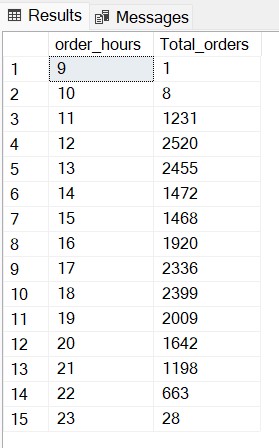
group by DATENAME(DW, order\_date)



**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)



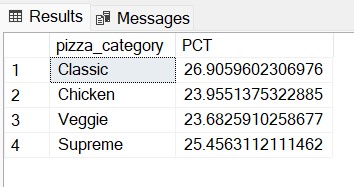
**D. % of Sales by Pizza Category**

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

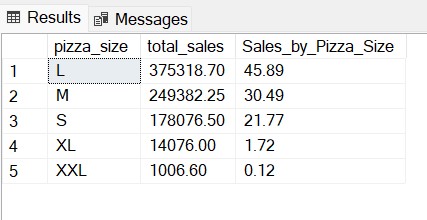


**E. %Sales by Pizza Size**

select pizza\_size, cast(sum(total\_price) as decimal(10,2)) as total\_sales, cast(sum(total\_price) \* 100 /

(select sum(total\_price) from pizza\_sales) as decimal(10,2)) as Sales\_by\_Pizza\_Size

from pizza\_sales group by pizza\_Size order by Sales\_by\_Pizza\_Size desc

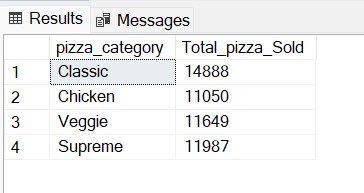


**F. Total\_pizza\_Sold\_by\_Pizza\_Category**

select pizza\_category, sum(quantity) as Total\_pizza\_Sold

from pizza\_sales

group by pizza\_category



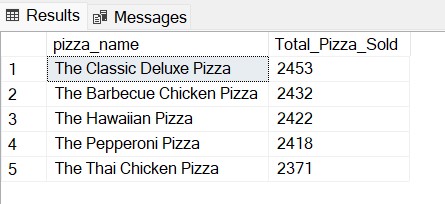
**G. Top 5 Best Sellers by Total Pizzas Sold**

select top 5 pizza\_name, sum(quantity) as Total\_Pizza\_Sold

from pizza\_sales

group by pizza\_name

order by sum(quantity) desc



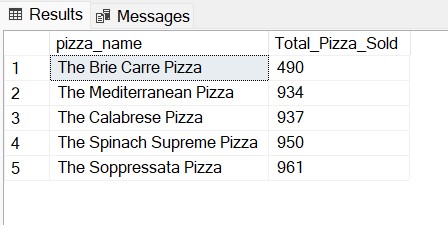
**H. Bottom 5 Best Sellers by Total Pizzas Sold**

select top 5 pizza\_name, sum(quantity) as Total\_Pizza\_Sold

from pizza\_sales

group by pizza\_name

order by sum(quantity) asc



***NOTE***

If you want to apply the Month, Quarter, Week filters to the above queries you can use WHERE clause. Follow some of below examples

SELECT DATENAME(DW, order\_date) AS order\_day, COUNT(DISTINCT order\_id) AS total\_orders

FROM pizza\_sales

WHERE MONTH(order\_date) = 1

GROUP BY DATENAME(DW, order\_date)

*\*Here MONTH(order\_date) = 1 indicates that the output is for the month of January. MONTH(order\_date) = 4 indicates output for Month of April.*

SELECT DATENAME(DW, order\_date) AS order\_day, COUNT(DISTINCT order\_id) AS total\_orders

FROM pizza\_sales

WHERE DATEPART(QUARTER, order\_date) = 1

GROUP BY DATENAME(DW, order\_date)

*\*Here DATEPART(QUARTER, order\_date) = 1 indicates that the output is for the Quarter 1. MONTH(order\_date) = 3 indicates output for Quarter 3.*