**Pizza Sales PROJECT QUERY**

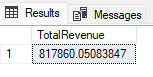
**KPI’s:**

**-- 1. Total Revenue**

SELECT total\_price FROM pizza\_sales;

SELECT SUM(total\_price) As TotalRevenue

FROM pizza\_sales;

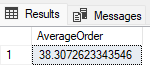


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**-- 2. Average Order Value**

SELECT SUM(total\_price) / COUNT(DISTINCT order\_id ) As AverageOrder

FROM pizza\_sales;

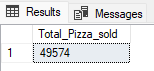


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**-- 3. Total Pizzas Sold**

SELECT SUM(quantity) AS Total\_Pizza\_sold

FROM pizza\_sales;

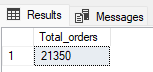


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**-- 4. Total Orders**

SELECT COUNT(DISTINCT order\_id) As Total\_orders

FROM pizza\_sales;



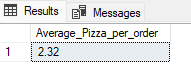
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**-- 5. Average Pizzas per Order**

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

CAST(COUNT(DISTINCT order\_id) As DECIMAL(10,2)) As DECIMAL(10,2)) As Average\_Pizza\_per\_order

FROM pizza\_sales;



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--  ----------------------- CHART -----------------------------------------------------------------

**-- 1. Daily Trend for Total Order**

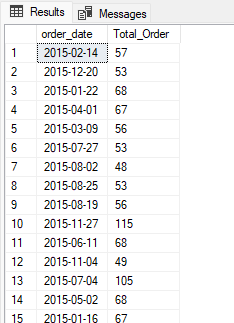
**-- count total order by date wise**

-- count total order by date wise

SELECT order\_date, COUNT(DISTINCT(order\_id)) As Total\_Order

FROM pizza\_sales

GROUP BY order\_date;



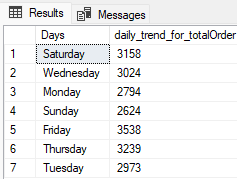
-- count total order by day wise

SELECT DATENAME(DW, order\_date) As Days,

COUNT(DISTINCT(order\_id)) As daily\_trend\_for\_totalOrder

FROM pizza\_sales

GROUP BY DATENAME(DW, order\_date);



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**-- 2. Hourly Trend for Total Order**

**Total Order by Time**

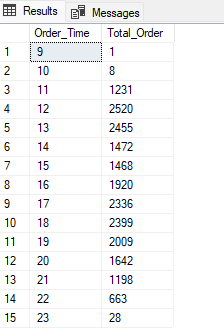
SELECT DATEPART(HOUR, order\_time) As Order\_Time,

COUNT(DISTINCT(order\_id)) As Total\_Order

FROM pizza\_sales

GROUP BY DATEPART(HOUR, order\_time)

ORDER BY DATEPART(HOUR, order\_time);



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**3. Percentage of Sales by Sales Category**

SELECT \* FROM pizza\_sales;

SELECT DISTINCT pizza\_category, SUM(total\_price) \*100 / (SELECT SUM(total\_price) FROM pizza\_sales) As percentage\_of\_sale

FROM pizza\_sales

GROUP BY pizza\_category;

-- add sum of total sale also

SELECT pizza\_category, SUM(total\_price) As Total\_sales,

SUM(total\_price) \* 100 / (SELECT SUM(total\_price) FROM pizza\_sales) As percentage\_of\_sale

FROM pizza\_sales

GROUP BY pizza\_category;

-- find percentage of sales month wise by pizza category

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 percentage\_of\_sale

FROM pizza\_sales

WHERE MONTH(order\_date) =1

GROUP BY pizza\_category;

-- find percentage of sales quarter wise by pizza category

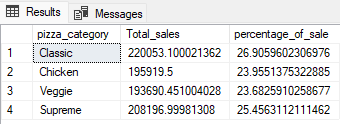
SELECT pizza\_category, SUM(total\_price) As Total\_sales,

SUM(total\_price) \* 100 / (SELECT SUM(total\_price) FROM pizza\_sales WHERE DATEPART(QUARTER,order\_date) =1 )As percentage\_of\_sale

FROM pizza\_sales

WHERE DATEPART(QUARTER,order\_date) =1 -- from jan to april

GROUP BY pizza\_category;

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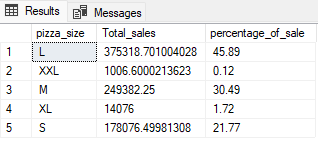
**4. Percentage of sales by pizza size**

SELECT DISTINCT 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 percentage\_of\_sale

FROM pizza\_sales

GROUP BY pizza\_size;

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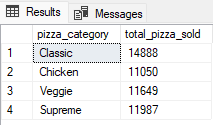
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**5. Total pizza sold by pizza category**

SELECT pizza\_category, SUM(quantity) As total\_pizza\_sold

FROM pizza\_sales

GROUP BY pizza\_category;



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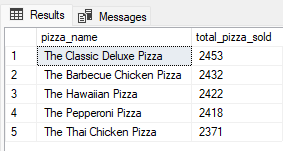
**6. Top 5 Best sellers by Total pizzas sold**

SELECT TOP 5 pizza\_name, SUM(quantity) AS total\_pizza\_sold

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY total\_pizza\_sold DESC;

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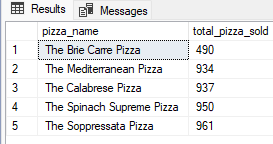
**7. Bottom 5 worst sellers by Total pizzas sold**

SELECT TOP 5 pizza\_name, SUM(quantity) As total\_pizza\_sold

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY total\_pizza\_sold ASC;



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