**PIZZA SALES SQL QUERIES**

**KPI’s**

**1. Total Revenue**

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

A screenshot of a computer

Description automatically generated

**2. Average Order Value**

select SUM(total\_price)/ Count(DISTINCT(order\_id)) as Average\_order\_sales from pizza\_sales

A computer screen shot of a computer

Description automatically generated

**3. Total pizzas sold**

select SUM(quantity) as Total\_Pizza\_Sold from pizza\_sales

A close-up of a message

Description automatically generated

**4. Total Orders**

select COUNT(DISTINCT(order\_id)) as Total\_Orders from pizza\_sales

A screen shot of a computer

Description automatically generated

**5. 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

A screen shot of a computer

Description automatically generated

**6. Total order per day**

select DATENAME(DW, order\_date) as order\_day, COUNT(DISTINCT(order\_id))

as Total\_Orders from pizza\_sales GROUP BY DATENAME(DW, order\_date)

A screenshot of a computer

Description automatically generated

**7. Total orders by Month**

select DATENAME(MONTH, order\_date) as order\_day, COUNT(DISTINCT(order\_id))

as Total\_Orders from pizza\_sales GROUP BY DATENAME(MONTH, order\_date)

A screenshot of a computer

Description automatically generated

**8. 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 PCT from pizza\_sales GROUP BY pizza\_category

A screenshot of a computer

Description automatically generated

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

select pizza\_size, SUM(total\_price) as Total\_Sales,

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

as PCT from pizza\_sales GROUP BY pizza\_size

A screenshot of a computer

Description automatically generated

**10. Total revenue earned by each pizzas**

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

GROUP BY pizza\_name

A screenshot of a computer

Description automatically generated

**11. Top 5 pizza 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

A screenshot of a computer

Description automatically generated

**12. Top 5 Underperforming 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

A screenshot of a computer

Description automatically generated

**13. Top 5 pizzas by quantity sold**

select TOP 5 pizza\_name, SUM(quantity) as Total\_Quantity from pizza\_sales

GROUP BY pizza\_name ORDER BY Total\_Quantity DESC

A screenshot of a computer

Description automatically generated

**14. Top 5 underperforming pizzas by quantity sold**

select TOP 5 pizza\_name, SUM(quantity) as Total\_Quantity from pizza\_sales

GROUP BY pizza\_name ORDER BY Total\_Quantity

A screenshot of a computer

Description automatically generated

**15. Top 5 pizzas by number of 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

A screenshot of a computer

Description automatically generated

**16. Top 5 underperforming 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

A screenshot of a computer

Description automatically generated