PIZZA SALES SQL QUERIES

1. KPI’s
2. Total Revenue:

SELECT SUM(Total\_Price) as TOTAL\_REVENUE FROM DBO.PIZZA\_SALES;

A screenshot of a computer screen

Description automatically generated

1. Average Order Value:

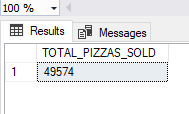
SELECT SUM(TOTAL\_PRICE) / COUNT(DISTINCT ORDER\_ID) AS AVERAGE\_ORDER\_VALUE FROM DBO.PIZZA\_SALES;

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1. Total Pizzas Sold:

SELECT SUM(QUANTITY) AS TOTAL\_PIZZAS\_SOLD FROM DBO.PIZZA\_SALES;



1. Total Orders Placed:

SELECT COUNT(DISTINCT ORDER\_ID) AS TOTAL\_ORDERS\_PLACED FROM DBO.PIZZA\_SALES;

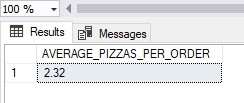
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1. Average Pizzas Per Order:

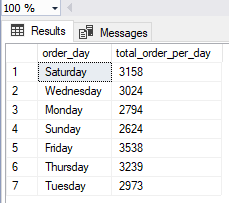
SELECT CAST(CAST(SUM(QUANTITY) AS DECIMAL(10, 2)) / CAST(COUNT(DISTINCT ORDER\_ID) AS DECIMAL(10, 2)) AS DECIMAL(10, 2))

AS AVERAGE\_PIZZAS\_PER\_ORDER FROM DBO.PIZZA\_SALES;



1. Charts
2. Daily Trend:

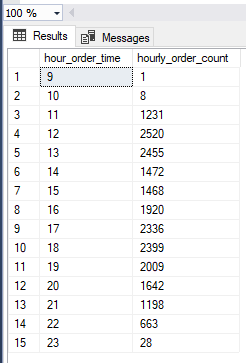
select DATENAME(DW, order\_date) as order\_day, count(distinct order\_id) as total\_order\_per\_day from pizza\_sales group by DATENAME(DW, order\_date);



1. Hourly Trend:

select datepart(hour, order\_time) as hour\_order\_time, count(distinct order\_id) as hourly\_order\_count

from pizza\_sales group by datepart(hour, order\_time) order by datepart(hour, order\_time);



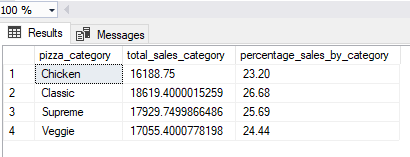
1. Percentage of sales by pizza categories:

select pizza\_category, sum(total\_price) as total\_sales\_category, cast(sum(total\_price)\*100 /

(select sum(total\_price) from pizza\_sales where MONTH(order\_date) = 1) as decimal(10, 2))

as percentage\_sales\_by\_category from pizza\_sales where MONTH(order\_date) = 1

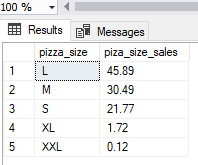
group by pizza\_category order by pizza\_category;



1. Percentage of Sales by pizza size:

select pizza\_size, round(sum(total\_price)\*100 / (select sum(total\_price) from pizza\_sales), 2) as piza\_size\_sales

from pizza\_sales group by pizza\_size order by pizza\_size;



1. Total Pizzas Sold by Pizza Category:

select pizza\_category, sum(quantity) as total\_pizza\_sold\_category\_wise from pizza\_sales group by pizza\_category order by sum(quantity) desc;

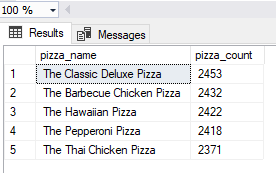
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1. Top 5 best sellers pizzas in terms of total pizzas sold:

select top 5 pizza\_name, sum(quantity) as pizza\_count

from pizza\_sales group by pizza\_name order by count(pizza\_name) desc;



1. Top 5 worst sellers pizzas in terms of total pizzas sold:

select top 5 pizza\_name, sum(quantity) as pizza\_count

from pizza\_sales group by pizza\_name order by count(pizza\_name) ASC;

