# **Pizza Sales SQL Queries**

1. **KPI’s:**
2. **Total Revenue:**

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

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1. **Average Order Value:**

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

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1. **Total Pizza Quantity Sold:**

select sum(quantity) as Quantity\_Sold from pizza\_sales

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1. **Total Order Count:**

select count(Distinct order\_id) as Total\_Orders from pizza\_sales

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1. **Average 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 Average\_Pizza\_per\_Order from pizza\_sales

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1. **Daily trend for orders:**

select DATENAME(dw, order\_date) as day\_name, count(distinct order\_id) as order\_count

from pizza\_sales

group by DATENAME(dw, order\_date)

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1. **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)

order by total\_orders desc

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1. **Percentage of sales by pizza category:**

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

from pizza\_sales

group by pizza\_category

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**Specifically with months:**

**select pizza\_category, sum(total\_price) \* 100 / (select sum(total\_price) from pizza\_sales where DATENAME(month, order\_date) = 'January') as percent\_sales**

**from pizza\_sales**

**where DATENAME(month, order\_date) = 'January'**

**group by pizza\_category**

**-------will show percent sale for month of January, you can also use month(order\_date)=1 in where clause**

1. **Percentage of 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 percent\_sales

from pizza\_sales

group by pizza\_size

order by percent\_sales

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1. **Top 5 best sellers by revenue, Total Quantity and Total Orders:**

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

group by pizza\_name

order by total\_price desc

**A screenshot of a menu

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1. **Bottom 5:**

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

group by pizza\_name

order by total\_price

**A screenshot of a menu

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1. **Top 5 by quantity and orders respectively:**

select top 5 pizza\_name, sum(quantity) as total\_quantity from pizza\_sales

group by pizza\_name

order by total\_quantity desc

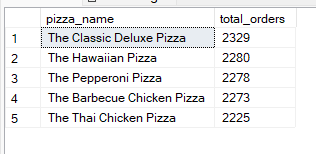
**A screenshot of a menu

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

**group by pizza\_name**

**order by total\_orders desc**

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