**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 Avg\_order\_Value FROM pizza\_sales



**3. Total Pizzas Sold**

SELECT SUM(quantity) AS Total\_pizza\_sold FROM pizza\_sales



**4. Total Orders**

SELECT COUNT(DISTINCT order\_id) AS Total\_Orders FROM pizza\_sales



**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 Avg\_Pizzas\_per\_order

FROM pizza\_sales



**B. Daily Trend for Total Orders**SELECT

DAYNAME(order\_date) AS order\_day,

COUNT(DISTINCT order\_id) AS total\_orders

FROM

pizzasales

WHERE

order\_date IS NOT NULL

GROUP BY

DAYOFWEEK(order\_date), DAYNAME(order\_date)

ORDER BY

DAYOFWEEK(order\_date);

***Output:***

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**C. Hourly Trend for Orders**

SELECT

HOUR(order\_time) AS order\_hours,

COUNT(DISTINCT order\_id) AS total\_orders

FROM

pizzasales

GROUP BY

HOUR(order\_time);

***Output***

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

SELECT

pizza\_category,

SUM(total\_price) AS Total\_Sales,

SUM(total\_price) \* 100 /

(SELECT SUM(total\_price) FROM pizzasales WHERE MONTH(STR\_TO\_DATE(order\_date, '%d-%m-%Y')) = 1) AS PCT

FROM

pizzasales

WHERE

MONTH(STR\_TO\_DATE(order\_date, '%d-%m-%Y')) = 1

GROUP BY

pizza\_category;

***Output***

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**E. % 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 pizzasales

WHERE QUARTER(STR\_TO\_DATE(order\_date, '%d-%m-%Y')) = 1) AS DECIMAL(10,2)) AS PCT

FROM

pizzasales

WHERE

QUARTER(STR\_TO\_DATE(order\_date, '%d-%m-%Y')) = 1

GROUP BY

pizza\_size

ORDER BY

PCT DESC;

***Output***

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**F. Total Pizzas Sold by Pizza Category**

SELECT pizza\_category, SUM(quantity) as Total\_Quantity\_Sold

FROM pizza\_sales

WHERE MONTH(order\_date) = 2

GROUP BY pizza\_category

ORDER BY Total\_Quantity\_Sold DESC

***Output***

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

select pizza\_name,sum(quantity) as Total\_Pizzas\_Sold

from pizzasales

Group by pizza\_name

Order by sum(quantity) DESC

limit 5;

***Output***

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

select pizza\_name,sum(quantity) as Total\_Pizzas\_Sold

from pizzasales

Group by pizza\_name

Order by sum(quantity) ASC

limit 5;

***Output***

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***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.*