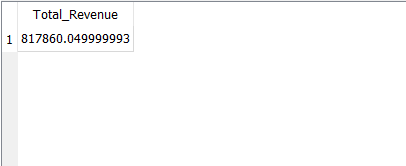
**PIZZA SALES SQL QUERIES**

**A. KPI’s**

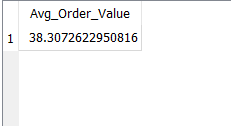
**1. Total Revenue:**

SELECT SUM(total\_price) AS Total\_Revenue FROM pizza\_sales;



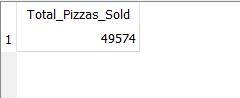
**2. Average Order Value**

SELECT (SUM(total\_price) / COUNT(DISTINCT order\_id)) AS Avg\_order\_Value FROM pizza\_sales



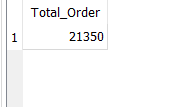
**3. Total Pizzas Sold**

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



**4. Total Orders**

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



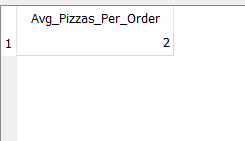
**5. Average Pizzas Per Order**

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 strftime ('%w', order\_date) AS order\_day\_number,

CASE strftime ('%w', order\_date)

WHEN '0' THEN 'Sunday'

WHEN '1' THEN 'Monday'

WHEN '2' THEN 'Tuesday'

WHEN '3' THEN 'Wednesday'

WHEN '4' THEN 'Thursday'

WHEN '5' THEN 'Friday'

WHEN '6' THEN 'Saturday'

END AS order\_day,

COUNT(DISTINCT order\_id) AS total\_orders

FROM pizza\_sales

GROUP BY order\_day\_number;

***Output:***

****

**C. Monthly Trend for Orders**

SELECT strftime('%m', order\_date) AS Month , count(Distinct order\_id)

FROM pizza\_sales

GROUP BY strftime('%m', order\_date)

***Output***

****

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

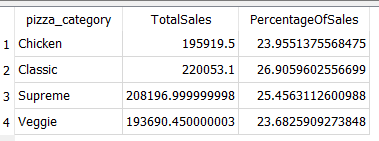
SELECT

pizza\_category, SUM (total\_price) AS TotalSales, (SUM(total\_price) / (SELECT SUM(total\_price) FROM pizza\_sales)) \* 100 AS PercentageOfSales

FROM pizza\_sales

GROUP BY pizza\_category;

***Output***

****

**E. % of Sales by Pizza Size**

SELECT

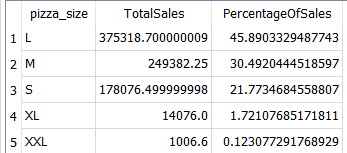
pizza\_size, SUM(total\_price) AS TotalSales,

CAST((SUM(total\_price) / (SELECT SUM(total\_price) FROM pizza\_sales)) \* 100 AS DECIMAL(10,2)) AS PercentageOfSales

FROM pizza\_sales

GROUP BY pizza\_size;

***Output***

****

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

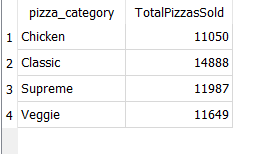
SELECT pizza\_category,

SUM(quantity) AS TotalPizzasSold

FROM pizza\_sales

GROUP BY pizza\_category;

***Output***

****

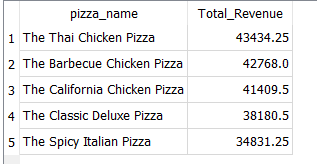
**G. Top 5 Pizzas by Revenue**

SELECT pizza\_name, sum(total\_price) As Total\_Revenue FROM pizza\_sales

GROUP By pizza\_name

ORDER BY Total\_Revenue DESC

LIMIT 5

****

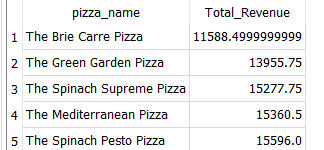
**H. Bottom 5 Pizzas by Revenue**

SELECT pizza\_name, sum(total\_price) As Total\_Revenue FROM pizza\_sales

GROUP By pizza\_name

ORDER BY Total\_Revenue ASC

LIMIT 5

****

**I. Top 5 Pizzas by Quantity**

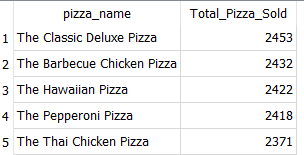
SELECT pizza\_name, sum(quantity) As Total\_Pizza\_Sold FROM pizza\_sales

GROUP By pizza\_name

ORDER BY Total\_Pizza\_Sold DESC

LIMIT 5

***Output***

****

**J. Bottom 5 Pizzas by Quantity**

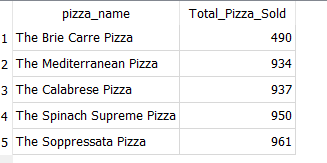
SELECT pizza\_name, sum(quantity) As Total\_Pizza\_Sold FROM pizza\_sales

GROUP By pizza\_name

ORDER BY Total\_Pizza\_Sold ASC

LIMIT 5

***Output***

****

**K. Top 5 Pizzas by Total Orders**

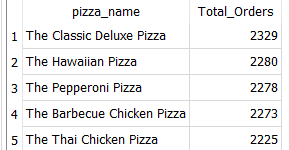
SELECT pizza\_name, count(DISTINCT order\_id) As Total\_Orders FROM pizza\_sales

GROUP By pizza\_name

ORDER BY Total\_Orders DESC

LIMIT 5

**Output**

****

**L. Bottom 5 Pizzas by Total Orders**

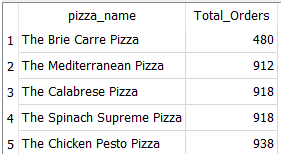
SELECT pizza\_name, count(DISTINCT order\_id) As Total\_Orders FROM pizza\_sales

GROUP By pizza\_name

ORDER BY Total\_Orders ASC

LIMIT 5

**Output**

******