PIZZA SALES SQL QUERIES

# KPI’s:

## Total Revenue:

Select CAST(sum(total\_price) as decimal(10,2)) as Total\_Revenue from pizza\_sales;

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## Average order value

Select cast(Sum(total\_price)/ count(distinct order\_id) as decimal (10,2)) as Average\_Order\_Value from pizza\_sales;

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## Total Pizzas Sold

Select sum(quantity) as Total\_Pizzas\_Sold from pizza\_sales;

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## Total orders

Select count(distinct order\_id) as Total\_orders from pizza\_sales;

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## Average Pizzas per order

Select cast(cast(count(quantity) as decimal (10,2))/ cast(count(distinct order\_id) as decimal (10,2)) as decimal (10,2)) as Average\_pizzas\_per\_order from pizza\_sales;

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# Daily trend of total orders:

Select DATENAME(dw,order\_date) as Order\_Day, count(distinct order\_id) as Total\_Orders from pizza\_sales

group by DATENAME(dw,order\_date)

order by Total\_Orders desc;

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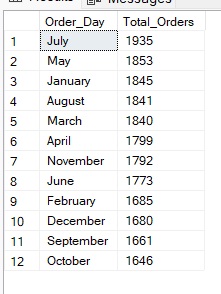
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# Monthly trend of total orders

Select DATENAME(month,order\_date) as Order\_Day, count(distinct order\_id) as Total\_Orders from pizza\_sales

group by DATENAME(month,order\_date)

order by Total\_Orders desc



# Percentage of sales by pizza category

Select pizza\_category, cast(sum(total\_price) as decimal (10,2)) as total\_revenue, cast(Sum(total\_price) \* 100/ (select sum(total\_price) from pizza\_sales) as decimal (10,2)) as PCT

from pizza\_sales

group by pizza\_category

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# Percentage of sales by pizza size

Select pizza\_size, cast(sum(total\_price) as decimal (10,2)) as total\_revenue, cast(Sum(total\_price) \* 100/ (select sum(total\_price) from pizza\_sales) as decimal (10,2)) as PCT

from pizza\_sales

group by pizza\_size

order by PCT desc

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# Top 5 pizzas by revenue

Select Top 5 pizza\_name,cast(sum(total\_price) as decimal (10,2)) as Total\_revenue from pizza\_sales

group by pizza\_name

order by Total\_revenue desc

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1. **Bottom 5 pizzas by revenue**

Select Top 5 pizza\_name,cast(sum(total\_price) as decimal (10,2)) as Total\_revenue from pizza\_sales

group by pizza\_name

order by Total\_revenue

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1. **Top 5 pizzas by Quantity**

Select Top 5 pizza\_name,sum(quantity) as Quantity from pizza\_sales

group by pizza\_name

order by Quantity desc

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# Bottom 5 pizzas by Quantity

Select Top 5 pizza\_name,sum(quantity) as Quantity from pizza\_sales

group by pizza\_name

order by Quantity

A screenshot of a menu

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# Top 5 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 desc

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# Bottom 5 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 menu

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