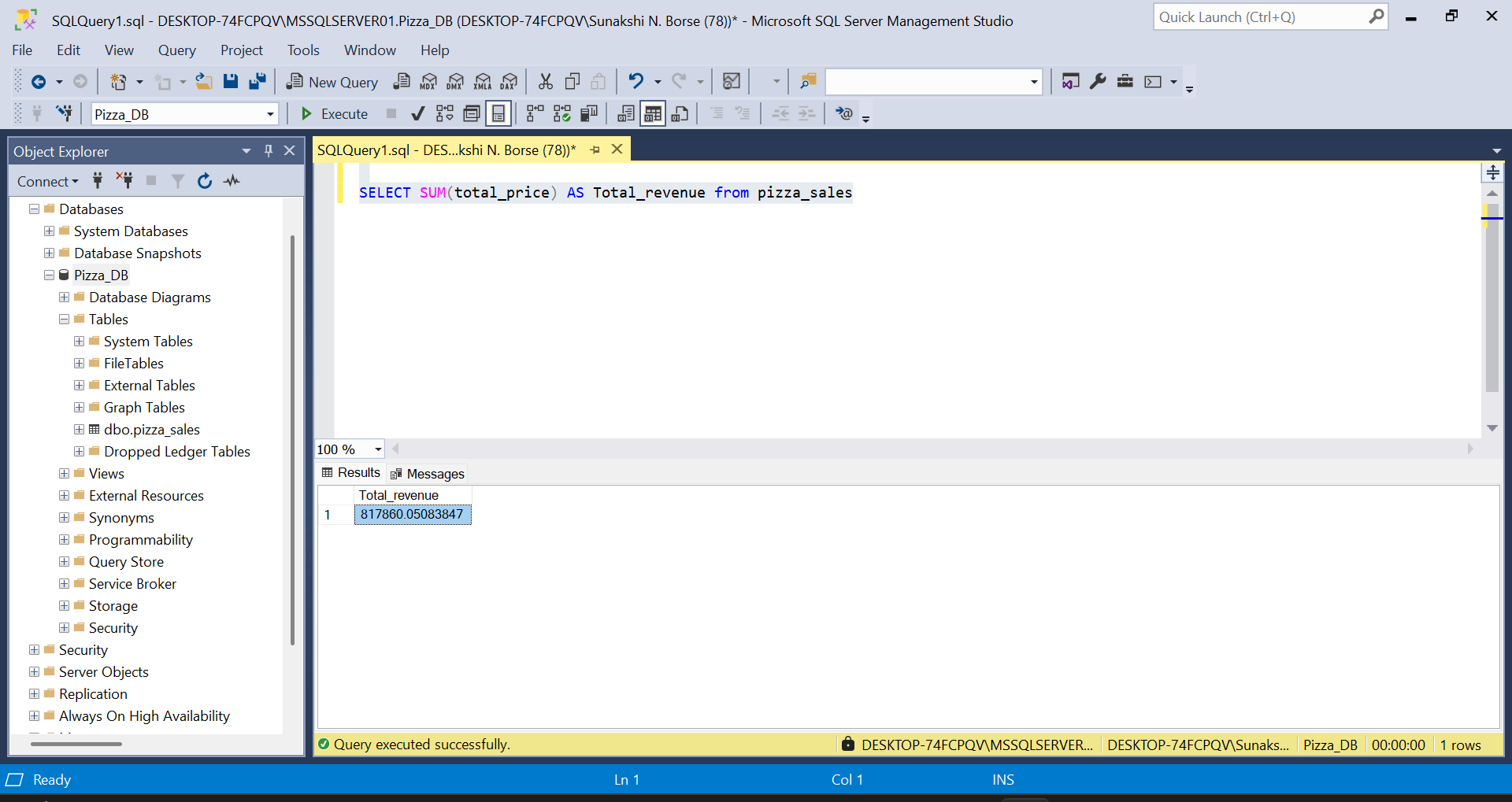
Pizza Sales SQL queries

A. KPI’s

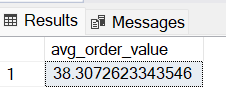
1. **Total Revenue:**

SELECT SUM(total\_price) AS Total\_revenue from pizza\_sales



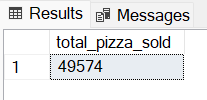
1. **Average Order Value:**

SELECT SUM (total\_price) / COUNT(DISTINCT order\_id) AS avg\_order\_value from pizza\_sales



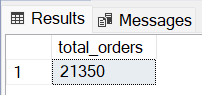
1. **Total pizza sold:**

SELECT SUM(quantity) AS total\_pizza\_sold from pizza\_sales



1. **Total orders:**

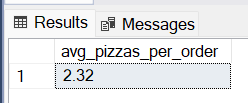
SELECT COUNT(DISTINCT order\_id) AS total\_orders from pizza\_sales



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 avg\_pizza\_per\_order from pizza\_sales

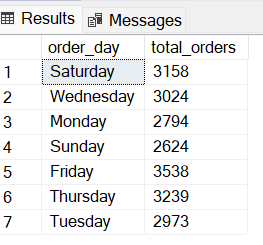


1. **Daily trends for total orders:**

SELECT DATENAME(DW, order\_date) as order\_day, COUNT(DISTINCT order\_id) as total\_orders

from pizza\_sales

GROUP BY DATENAME(DW, order\_date)

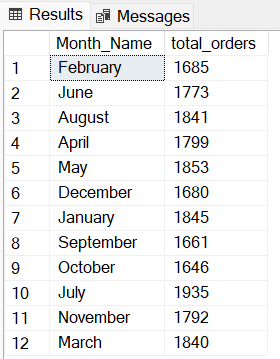
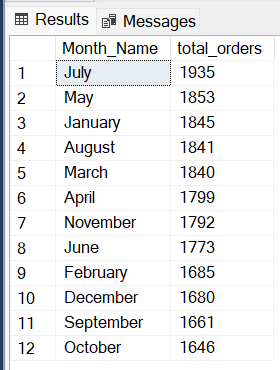
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1. **Monthly trends for total orders:**

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



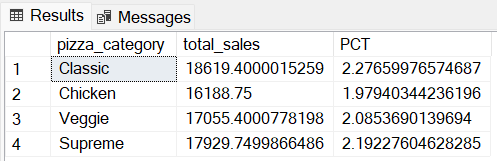
1. **Percentage of sales by pizza category:**

SELECT pizza\_category, SUM(total\_price) as total\_sales, SUM(total\_price) \* 100 / (SELECT sum(total\_price) from pizza\_sales) AS PCT

from pizza\_sales

WHERE MONTH(order\_date) = 1

GROUP BY pizza\_category



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

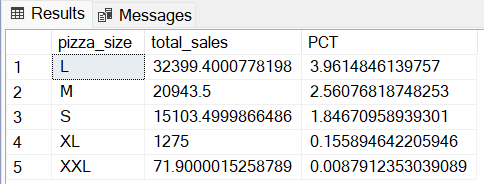
SELECT pizza\_size, SUM(total\_price) as total\_sales, SUM(total\_price) \* 100 / (SELECT sum(total\_price) from pizza\_sales WHERE DATEPART(quarter, order\_date) = 1) AS PCT

from pizza\_sales

WHERE DATEPART(quarter, order\_date) = 1

GROUP BY pizza\_size

ORDER BY PCT DESC

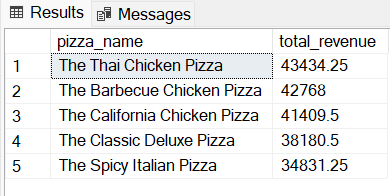


1. **Top 5 best sellers by revenue, total quantity and total orders.**

SELECT TOP 5 pizza\_name, SUM(total\_price) as total\_revenue from pizza\_sales

GROUP BY pizza\_name

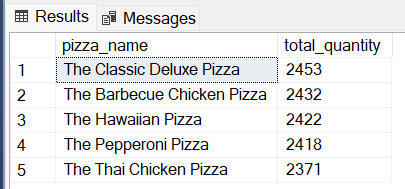
ORDER BY total\_revenue DESC



SELECT TOP 5 pizza\_name, SUM(quantity) as total\_quantity from pizza\_sales

GROUP BY pizza\_name

ORDER BY total\_quantity desc



SELECT TOP 5 pizza\_name, COUNT(DISTINCT order\_id) as total\_orders from pizza\_sales

GROUP BY pizza\_name

ORDER BY total\_orders desc

