**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

***Output:***



**5. Average Pizzas Per Order**

SELECT round(SUM(quantity)/ COUNT(DISTINCT order\_id),2)

AS Avg\_Pizzas\_per\_order

FROM pizza\_sales

***Output:***



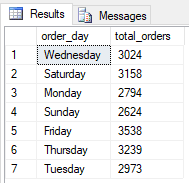
**B. Daily Trend for Total Orders**SELECT DATENAME(DW, order\_date) AS order\_day,

COUNT(DISTINCT order\_id) AS total\_orders

FROM pizza\_sales

GROUP BY DATENAME(DW, order\_date)

***Output:***



**C. Monthly Trend for Orders**

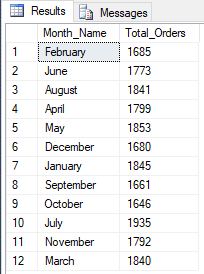
Select DATENAME(MONTH, order\_date) as Month\_Name,

COUNT(DISTINCT order\_id) as Total\_Orders

from pizza\_sales

GROUP BY DATENAME(MONTH, order\_date)

***Output:***



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

SELECT pizza\_category,

Round(SUM(total\_price),2) as total\_revenue,

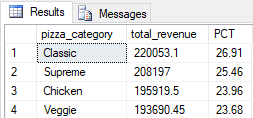
Round(SUM(total\_price) \* 100 / (SELECT SUM(total\_price) from pizza\_sales),2) AS PCT

FROM pizza\_sales

GROUP BY pizza\_category

Order by 3 desc

***Output***



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

SELECT pizza\_size,

Round(SUM(total\_price),0) as total\_revenue,

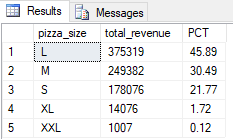
Round(SUM(total\_price) \* 100 / (SELECT SUM(total\_price) from pizza\_sales),2) AS PCT

FROM pizza\_sales

GROUP BY pizza\_size

ORDER BY pizza\_size

***Output***



**F. Top 5 Pizzas**

**-- by Revenue**

SELECT Top 5 pizza\_name,

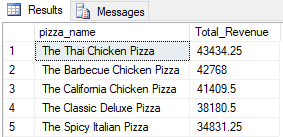
SUM(total\_price) AS Total\_Revenue

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Revenue DESC

***Output***



**--- by Quantity**

SELECT Top 5 pizza\_name,

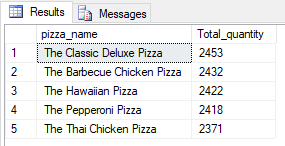
SUM(quantity) as Total\_quantity

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_quantity DESC

***Output***



**-- Total Orders**

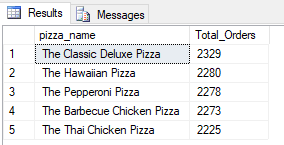
SELECT Top 5 pizza\_name,

COUNT(DISTINCT order\_id) AS Total\_Orders

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Orders DESC



**G. Bottom 5 Pizzas**

**-- by Revenue**

SELECT Top 5 pizza\_name,

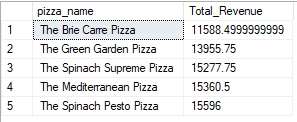
SUM(total\_price) AS Total\_Revenue

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Revenue

***Output***



**--- by Quantity**

SELECT Top 5 pizza\_name,

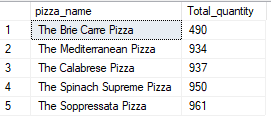
SUM(quantity) as Total\_quantity

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_quantity

***Output***



**-- 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

