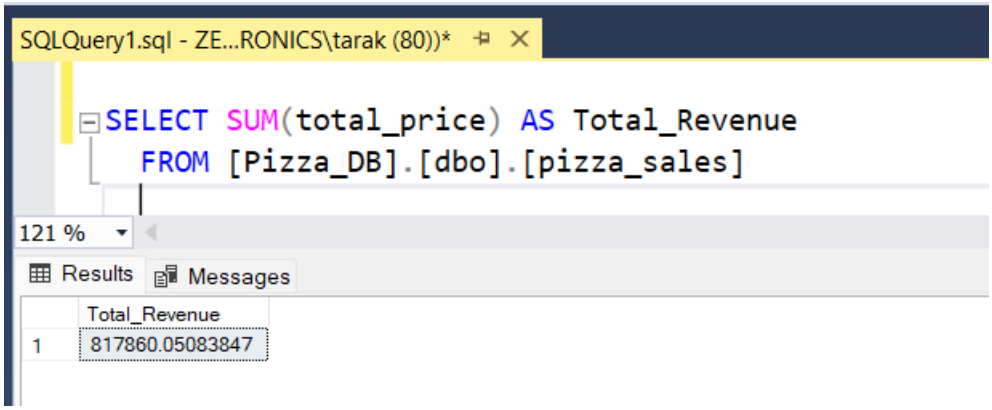
PIZZA SALES SQL QUERIES

All KPI's

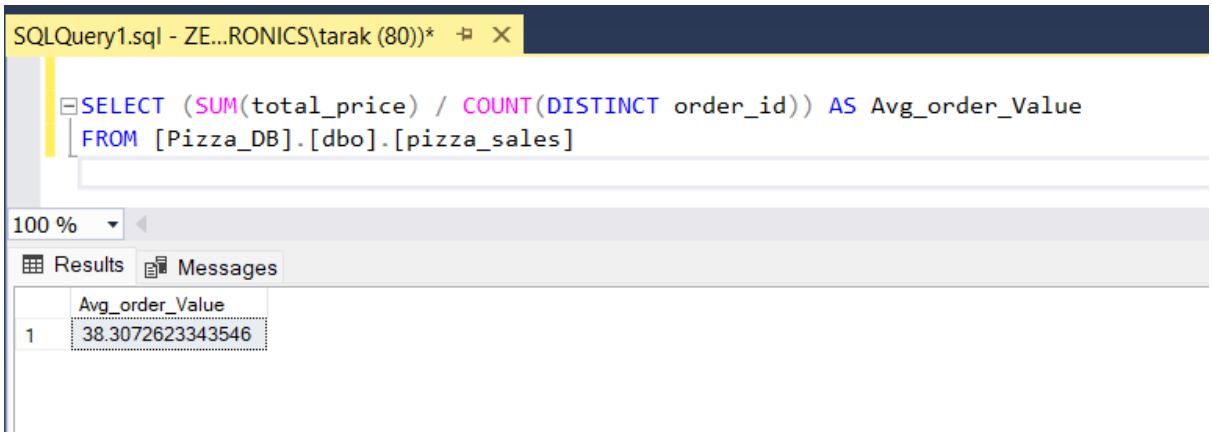
1. Total Revenue:

```
SELECT SUM(total_price) AS Total_Revenue
 FROM [Pizza_DB].[dbo].[pizza_sales]
```



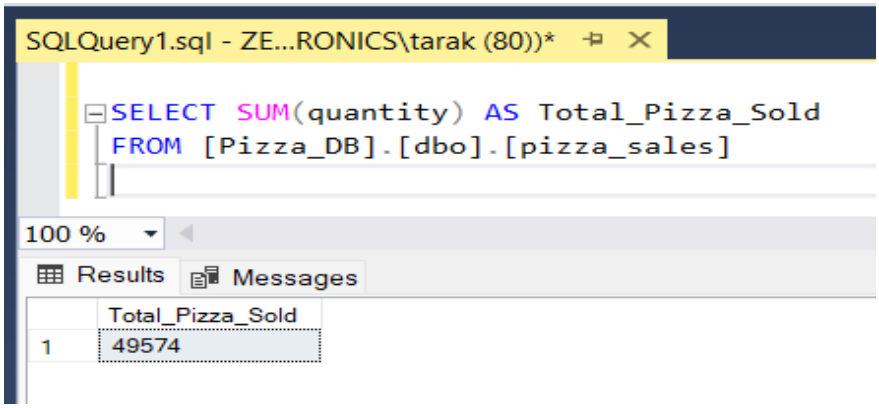
2. Average Order Value

```
SELECT (SUM(total_price) / COUNT(DISTINCT order_id)) AS Avg_order_Value FROM
[Pizza_DB].[dbo].[pizza_sales]
```



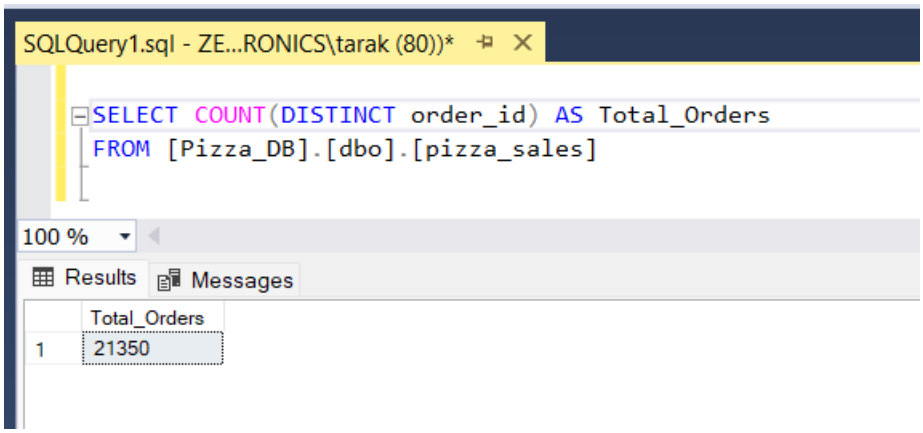
3. Total Pizzas Sold

```
SELECT SUM(quantity) AS Total_Pizza_Sold
FROM [Pizza_DB].[dbo].[pizza_sales]
```



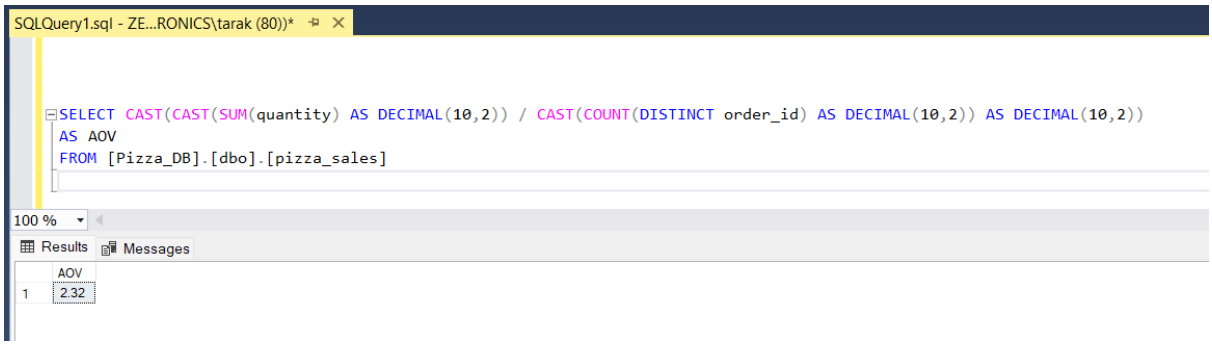
4. Total Orders

```
SELECT COUNT(DISTINCT order_id) AS Total_Orders
FROM [Pizza_DB].[dbo].[pizza_sales]
```



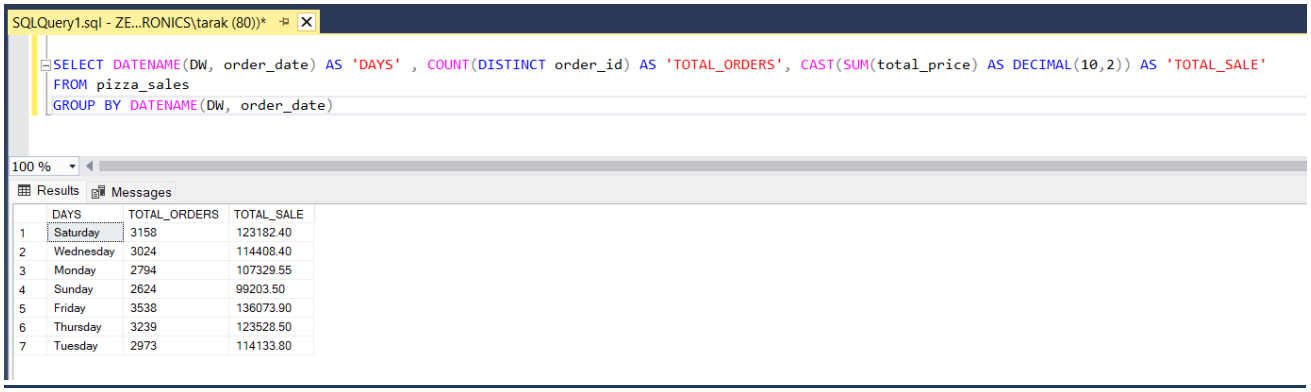
5. Average Order Value (AOV) / Avarage Order Value Per Pizzas

```
SELECT CAST(CAST(SUM(quantity) AS DECIMAL(10,2)) / CAST(COUNT(DISTINCT
order_id) AS DECIMAL(10,2)) AS DECIMAL(10,2))
AS AOV
FROM [Pizza_DB].[dbo].[pizza_sales]
```



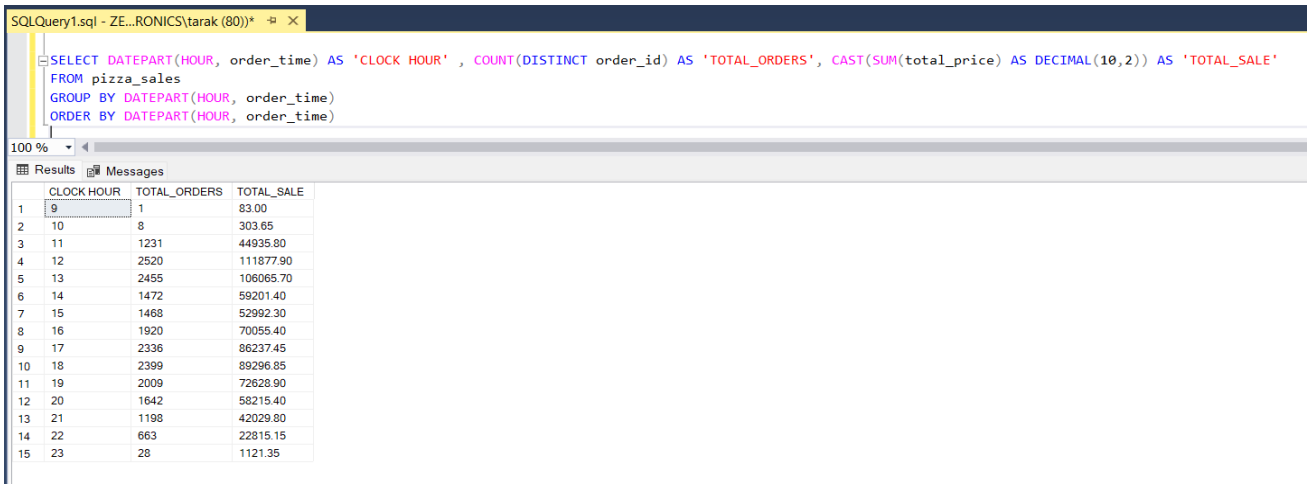
6. Day Wise(Daily) Trend of Total Orders and Sales

```
SELECT DATENAME(DW, order_date) AS 'DAYS' , COUNT(DISTINCT order_id) AS
'TOTAL_ORDERS', CAST(SUM(total_price) AS DECIMAL(10,2)) AS 'TOTAL_SALE'
FROM pizza_sales
GROUP BY DATENAME(DW, order_date)
```



7. Hourly Trend for Orders

```
SELECT DATEPART(HOUR, order_time) AS 'CLOCK HOUR' , COUNT(DISTINCT order_id) AS
'TOTAL_ORDERS', CAST(SUM(total_price) AS DECIMAL(10,2)) AS 'TOTAL_SALE'
FROM pizza_sales
GROUP BY DATEPART(HOUR, order_time)
ORDER BY DATEPART(HOUR, order_time)
```



SQLQuery1.sql - ZE...RONICS\tarak (80))*

```
SELECT DATEPART(HOUR, order_time) AS 'CLOCK HOUR' , COUNT(DISTINCT order_id) AS 'TOTAL_ORDERS', CAST(SUM(total_price) AS DECIMAL(10,2)) AS 'TOTAL_SALE'
FROM pizza_sales
GROUP BY DATEPART(HOUR, order_time)
ORDER BY DATEPART(HOUR, order_time)
```

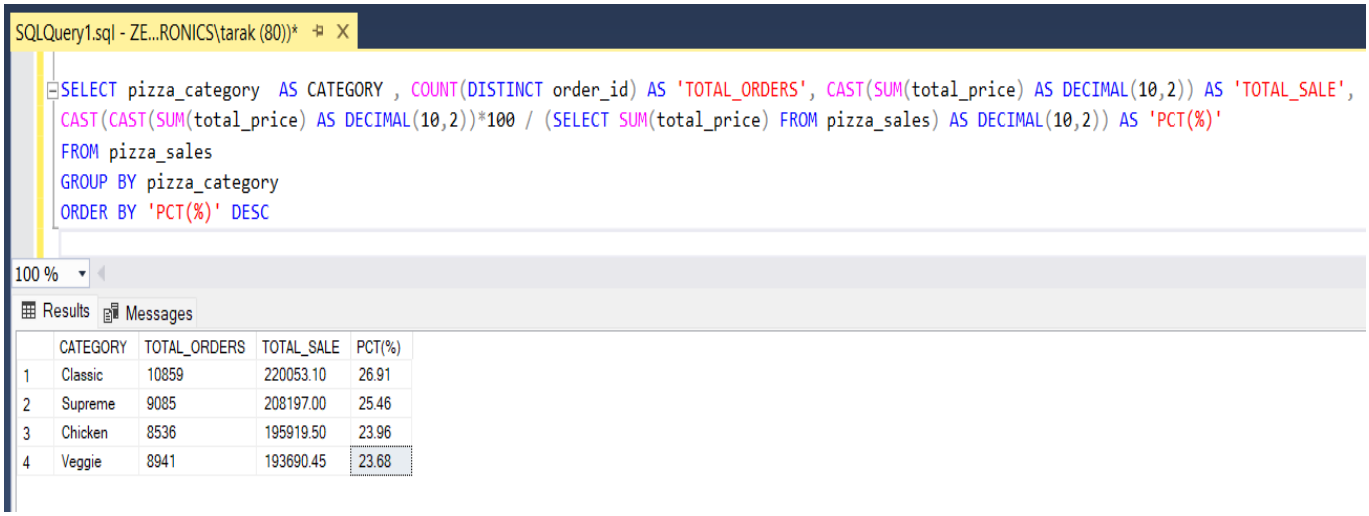
100 %

Results | Messages

	CLOCK HOUR	TOTAL_ORDERS	TOTAL_SALE
1	9	1	83.00
2	10	8	303.65
3	11	1231	44935.80
4	12	2520	111877.90
5	13	2455	106065.70
6	14	1472	59201.40
7	15	1468	52992.30
8	16	1920	70055.40
9	17	2336	86237.45
10	18	2399	89296.85
11	19	2009	72628.90
12	20	1642	58215.40
13	21	1198	42029.80
14	22	663	22815.15
15	23	28	1121.35

8. Percentage(%) of Sales by Pizza Category

```
SELECT pizza_category  AS CATEGORY , COUNT(DISTINCT order_id) AS
'TOTAL_ORDERS', CAST(SUM(total_price) AS DECIMAL(10,2)) AS 'TOTAL_SALE',
CAST(CAST(SUM(total_price) AS DECIMAL(10,2))*100 / (SELECT SUM(total_price)
FROM pizza_sales) AS DECIMAL(10,2)) AS 'PCT(%)'
FROM pizza_sales
GROUP BY pizza_category
ORDER BY 'PCT(%)' DESC
```



SQLQuery1.sql - ZE...RONICS\tarak (80))*

```
SELECT pizza_category  AS CATEGORY , COUNT(DISTINCT order_id) AS 'TOTAL_ORDERS', CAST(SUM(total_price) AS DECIMAL(10,2)) AS 'TOTAL_SALE',
CAST(CAST(SUM(total_price) AS DECIMAL(10,2))*100 / (SELECT SUM(total_price) FROM pizza_sales) AS DECIMAL(10,2)) AS 'PCT(%)'
FROM pizza_sales
GROUP BY pizza_category
ORDER BY 'PCT(%)' DESC
```

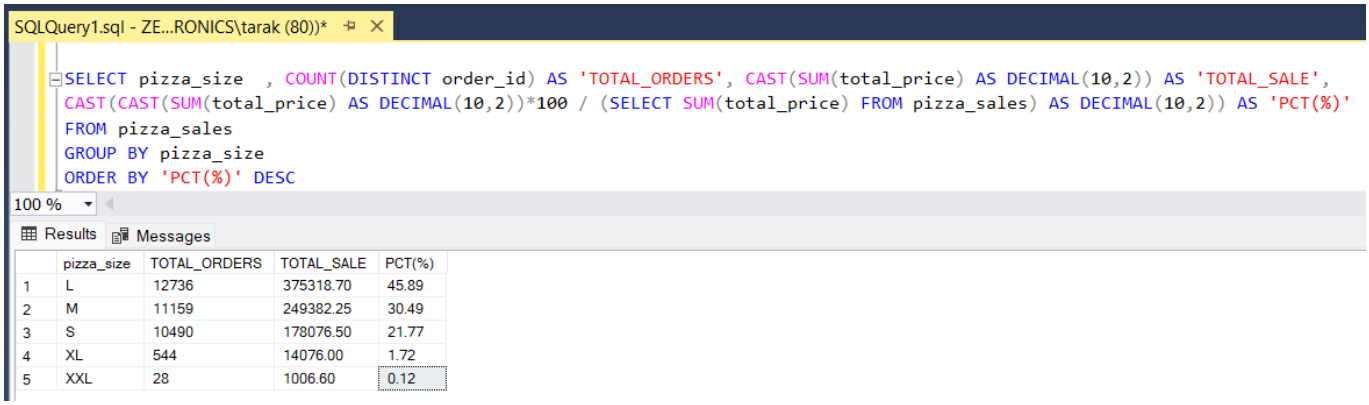
100 %

Results | Messages

	CATEGORY	TOTAL_ORDERS	TOTAL_SALE	PCT(%)
1	Classic	10859	220053.10	26.91
2	Supreme	9085	208197.00	25.46
3	Chicken	8536	195919.50	23.96
4	Veggie	8941	193690.45	23.68

9. Percentage(%) of Sales by Pizza Size

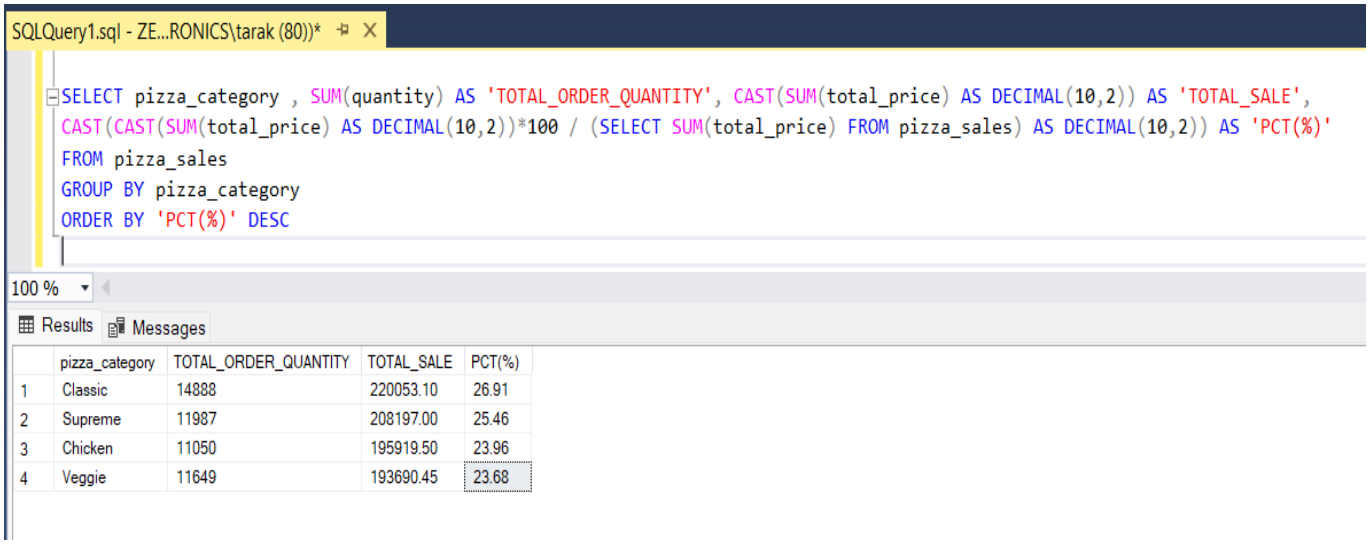
```
SELECT pizza_size  , COUNT(DISTINCT order_id) AS 'TOTAL_ORDERS', CAST(SUM(total_price) AS
DECIMAL(10,2)) AS 'TOTAL_SALE',
CAST(CAST(SUM(total_price) AS DECIMAL(10,2))*100 / (SELECT SUM(total_price) FROM pizza_sales) AS
DECIMAL(10,2)) AS 'PCT(%)'
FROM pizza_sales
GROUP BY pizza_size
ORDER BY 'PCT(%)' DESC
```



	pizza_size	TOTAL_ORDERS	TOTAL_SALE	PCT(%)
1	L	12736	375318.70	45.89
2	M	11159	249382.25	30.49
3	S	10490	178076.50	21.77
4	XL	544	14076.00	1.72
5	XXL	28	1006.60	0.12

10. Total Pizzas Sold by Pizza Category

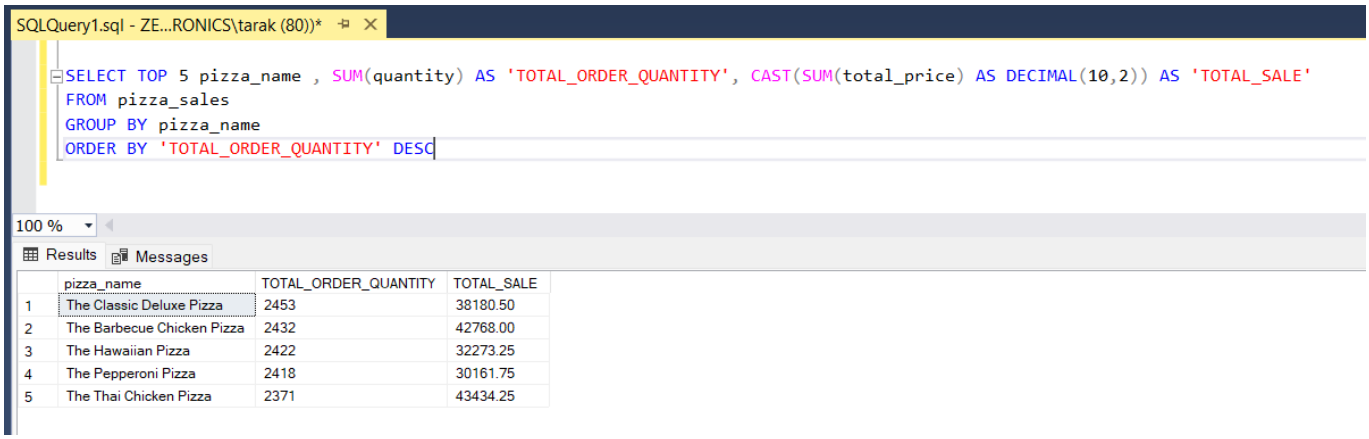
```
SELECT pizza_category , SUM(quantity) AS 'TOTAL_ORDER_QUANTITY',
CAST(SUM(total_price) AS DECIMAL(10,2)) AS 'TOTAL_SALE',
CAST(CAST(SUM(total_price) AS DECIMAL(10,2))*100 / (SELECT SUM(total_price)
FROM pizza_sales) AS DECIMAL(10,2)) AS 'PCT(%)'
FROM pizza_sales
GROUP BY pizza_category
ORDER BY 'PCT(%)' DESC
```



	pizza_category	TOTAL_ORDER_QUANTITY	TOTAL_SALE	PCT(%)
1	Classic	14888	220053.10	26.91
2	Supreme	11987	208197.00	25.46
3	Chicken	11050	195919.50	23.96
4	Veggie	11649	193690.45	23.68

11. Top 5 Best Sellers by Total Pizzas Sold

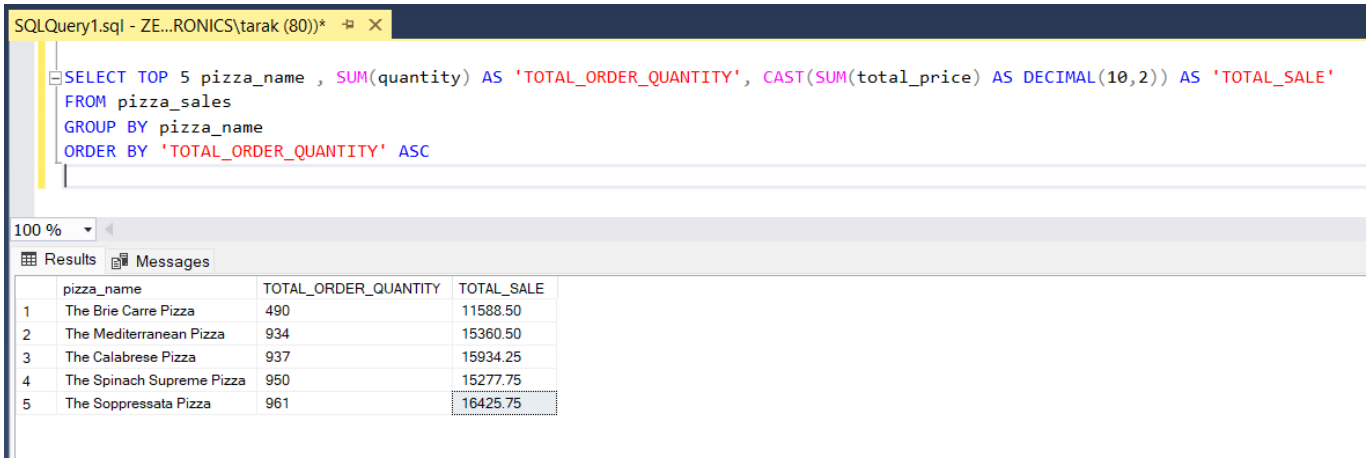
```
SELECT TOP 5 pizza_name , SUM(quantity) AS 'TOTAL_ORDER_QUANTITY',
CAST(SUM(total_price) AS DECIMAL(10,2)) AS 'TOTAL_SALE'
FROM pizza_sales
GROUP BY pizza_name
ORDER BY 'TOTAL_ORDER_QUANTITY' DESC
```



	pizza_name	TOTAL_ORDER_QUANTITY	TOTAL_SALE
1	The Classic Deluxe Pizza	2453	38180.50
2	The Barbecue Chicken Pizza	2432	42768.00
3	The Hawaiian Pizza	2422	32273.25
4	The Pepperoni Pizza	2418	30161.75
5	The Thai Chicken Pizza	2371	43434.25

12. Bottom 5 Best Sellers by Total Pizzas Sold

```
SELECT TOP 5 pizza_name , SUM(quantity) AS 'TOTAL_ORDER_QUANTITY',
CAST(SUM(total_price) AS DECIMAL(10,2)) AS 'TOTAL_SALE'
FROM pizza_sales
GROUP BY pizza_name
ORDER BY 'TOTAL_ORDER_QUANTITY' ASC
```



	pizza_name	TOTAL_ORDER_QUANTITY	TOTAL_SALE
1	The Brie Carre Pizza	490	11588.50
2	The Mediterranean Pizza	934	15360.50
3	The Calabrese Pizza	937	15934.25
4	The Spinach Supreme Pizza	950	15277.75
5	The Soppressata Pizza	961	16425.75