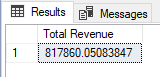
PIZZARIA SQL QUERIES

**KPI’s**

1. **Total Revenue**

SELECT SUM(total\_price) AS 'Total Revenue'

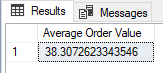
FROM pizza\_sales



1. **Average Order Value**

SELECT SUM (total\_price) /COUNT(DISTINCT order\_id) AS 'Average Order Value'

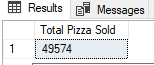
FROM pizza\_sales



1. **Total Pizza Sold**

SELECT SUM(quantity) AS 'Total Pizza Sold'

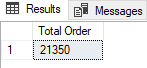
FROM pizza\_sales



1. **Total Orders Placed**

SELECT COUNT (DISTINCT order\_id) AS 'Total Order'

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

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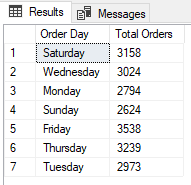
**DAILY TREND FOR TOTAL ORDERS**

SELECT DATENAME(WEEKDAY,order\_date) AS 'Order Day',

COUNT(DISTINCT order\_id) AS 'Total Orders'

FROM pizza\_sales

GROUP BY DATENAME(WEEKDAY,order\_date)



**MONTHLY TREND FOR TOTAL ORDER**

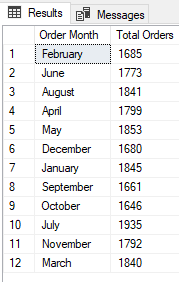
SELECT DATENAME(MONTH, order\_date) AS 'Order Month',

COUNT(DISTINCT order\_id) AS 'Total Orders'

FROM pizza\_sales

GROUP BY DATENAME(MONTH, order\_date)

ORDER BY 'Total Orders' DESC



**PERCENTAGE SALES BY PIZZA CATEGORY**

SELECT pizza\_category, SUM(total\_price)

\*

100

/

(SELECT SUM(total\_price) FROM pizza\_sales) AS '%TotalSalesByCategory'

FROM pizza\_sales

GROUP BY pizza\_category

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**PERCENTAGE SALES BY PIZZA SIZE**

SELECT pizza\_size, CAST(SUM(total\_price)

\*

100

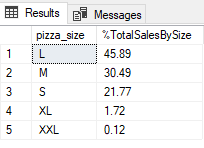
/

(SELECT SUM(total\_price) FROM pizza\_sales) AS decimal (10,2)) AS '%TotalSalesBySize'

FROM pizza\_sales

GROUP BY pizza\_size

ORDER BY '%TotalSalesBySize' DESC



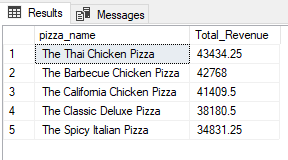
**TOP & BOTTOM 5 BEST SELLERS BY REVENUE, TOTAL QUANTITY AND TOTAL ORDERS**

**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

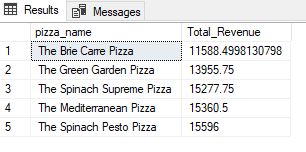


**Bottom 5 by Revenue:** SELECT TOP 5 pizza\_name, SUM(total\_price) AS Total\_Revenue

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Revenue

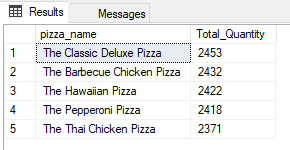


**TOP 5 by QUANTITY**: SELECT TOP 5 pizza\_name, SUM(quantity) AS Total\_Quantity

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Quantity DESC

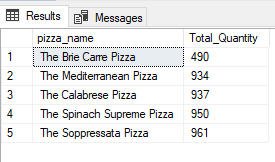


**Bottom 5 by Quantity**: SELECT TOP 5 pizza\_name, SUM(quantity) AS Total\_Quantity

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Quantity

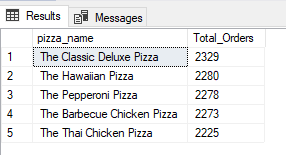


**Top 5 BY ORDER**: SELECT TOP 5 pizza\_name, COUNT(DISTINCT order\_id) AS Total\_Orders

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Orders DESC



**Bottom 5 BY ORDER**: SELECT TOP 5 pizza\_name, COUNT(DISTINCT order\_id) AS Total\_Orders

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Orders

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