Problem Statement

KPI's Requirement

We need to analyze key indicators for our pizza sales data to get insights into our business performance. Specifically, we want to calculate the following metrics.:

- Total Revenue (Sum of total price of all pizza orders)
- Average Order Value (The average amount spends per order)
- Total Pizzas Sold
- Total Orders
- Average Pizza Per Order (The average number of pizzas sold per order)

Charts Requirement

- Daily trend for total orders
- Monthly trend for total orders
- Percentage of sales by pizza category
- Percentage of Sale by pizza size
- Total pizza sold by pizza category
- Top 5 Best sellers by revenue, quantity and orders

Solution To Problem Statement

A- KPI's

1- Total Revenue:

```
SELECT SUM(total_price) as Total_Revenue
FROM [Pizza Sales .CSV File]
```

	Total_Revenue
1	817860.05083847

2- Average Order Value:

```
SELECT SUM(total_price) / COunT (Distinct Order_id) as Avg_order_value
FROM [Pizza Sales .CSV File]
```

	Avg_order_value
1	38.3072623343546

3- Total Pizza Sold:

```
SELECT SUM(quantity) as Total_Pizza_Sold
FROM [Pizza Sales .CSV File]
```

	Total_Pizza_Sold
1	49574

4- Total Orders:

```
SELECT COUNT(DISTINCT order_id) as Total_orders
FROM [Pizza Sales .CSV File]
```

	Total_orders
1	21350

5- Average Pizza Per Order:

```
SELECT SUM(quantity) / COUNT (Distinct order_id) as Avg_pizza_per_order
FROM [Pizza Sales .CSV File]
```

	Avg_pizza_per_order
1	2.3219672131147

B- CHART REQUIREMENTS

1- Daily Trend for Total Orders:

```
SELECT DATENAME(DW, order_date) as order_day, COUNT (DISTINCT order_id) as
Total_orders
 FROM [Pizza Sales .CSV File]
 Group By DATENAME(DW, order_date)
```

	order_day	Total_orders
1	Saturday	3158
2	Wednesday	3024
3	Monday	2794
4	Sunday	2624
5	Friday	3538
6	Thursday	3239
7	Tuesday	2973

2- Monthly Trend for Total Orders:

```
SELECT DATENAME(MONTH, order_date) as Month_name , COUNT (DISTINCT order_id) as
Total_orders
FROM [Pizza Sales .CSV File]
 Group By DATENAME(MONTH, order_date)
```

	Month_name	Total_orders
1	February	1685
2	June	1773
3	August	1841
4	April	1799
5	May	1853
6	December	1680
7	January	1845
8	September	1661
9	October	1646
10	July	1935
11	November	1792
12	March	1840

3- Percentage of Sale by Pizza Category:

```
SElECT pizza_category, SUM(total_price) * 100 /(SELECT SUM(total_price) from [Pizza
Sales .CSV File]) as Perc_pizza_cat
FROM [Pizza Sales .CSV File]
 Group bY pizza_category
```

	pizza_category	Perc_pizza_cat
1	Classic	26.9059602306976
2	Chicken	23.9551375322885
3	Veggie	23.6825910258677
4	Supreme	25.4563112111462

4- Percentage of Sale by Pizza Size:

```
SElECT pizza_size, SUM(total_price) * 100 /(SELECT SUM(total_price) from [Pizza Sales
.CSV File]) as Perc_pizza_size
FROM [Pizza Sales .CSV File]
 Group bY pizza_size
```

	pizza_size	Perc_pizza_size
1	L	45.8903330244889
2	XXL	0.123077294254725
3	M	30.492044420599
4	XL	1.72107684995364
5	S	21.7734684107037

5- Total Pizza Sold by Pizza Category:

```
SElECT pizza_category, Sum(total_price) as Total_orders, SUM(total_price) * 100
/(SELECT SUM(total_price) from [Pizza Sales .CSV File]) as Perc_pizza_cat
FROM [Pizza Sales .CSV File]
Group bY pizza_category
 Order By Total_orders DESC
```

	pizza_category	Total_orders	Perc_pizza_cat
1	Classic	220053.100021362	26.9059602306976
2	Supreme	208196.99981308	25.4563112111462
3	Chicken	195919.5	23.9551375322885
4	Veggie	193690.451004028	23.6825910258677

6- Top 5 Best Seller Pizza by Revenue:

```
SELECT TOP 5 pizza_name, SUM(total_price) as Total_Revenue
From [Pizza Sales .CSV File]
Group BY pizza_name
 ORDER BY Total_Revenue DESC
```

	pizza_name	Total_Revenue
1	The Thai Chicken Pizza	43434.25
2	The Barbecue Chicken Pizza	42768
3	The California Chicken Pizza	41409.5
4	The Classic Deluxe Pizza	38180.5
5	The Spicy Italian Pizza	34831.25

7- Top 5 Best Seller Pizza by Quantity:

```
SELECT TOP 5 pizza_name, SUM(Quantity) as Total_quantity
From [Pizza Sales .CSV File]
Group by pizza_name
ORDER BY Total_quantity DESC
```

	pizza_name	Total_quantity
1	The Classic Deluxe Pizza	2453
2	The Barbecue Chicken Pizza	2432
3	The Hawaiian Pizza	2422
4	The Pepperoni Pizza	2418
5	The Thai Chicken Pizza	2371

8- Top 5 Best Seller Pizza by Orders:

```
SELECT TOP 5 pizza_name, COUNT (DISTINCT order_id) as Total_orders
From [Pizza Sales .CSV File]
Group by pizza_name
ORDER BY Total_orders DESC
```

	pizza_name	Total_orders
1	The Classic Deluxe Pizza	2329
2	The Hawaiian Pizza	2280
3	The Pepperoni Pizza	2278
4	The Barbecue Chicken Pizza	2273
5	The Thai Chicken Pizza	2225