

# DOMINION PIZZA KPIs

## 1. Total Revenue

```
SELECT SUM(total_price) AS Total_Revenue  
FROM dominion_pizza_sales;
```

Total_Revenue
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817860.05083847
-----------------

## 2. Average Order Value

```
SELECT  
SUM(total_price)/COUNT(DISTINCT order_id) AS Average_Order_Value  
FROM dominion_pizza_sales;
```

Average_Order_Value
---------------------

38.3072623343546
------------------

## 3. Total Pizzas Sold

```
SELECT  
SUM(quantity) AS Total_Pizzas_Sold  
FROM dominion_pizza_sales;
```

Total_Pizzas_Sold
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49574
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## 4. Total Orders

```
SELECT  
COUNT (DISTINCT order_id) AS Total_Orders_Placed  
FROM dominion_pizza_sales;
```

Total_Orders_Placed
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21350
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## 5. Average Pizzas 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_pizzas_per_order  
FROM dominion_pizza_sales;
```

Avg_pizzas_per_order
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2.32
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## 6. Daily Trend of Orders

```
SELECT
DATENAME(DW, order_date) AS order_day,
COUNT(DISTINCT order_id) AS no_of_orders
FROM dominion_pizza_sales
GROUP BY DATENAME(DW, order_date);
```

order_day	no_of_orders
Saturday	3158
Wednesday	3024
Monday	2794
Sunday	2624
Friday	3538
Thursday	3239
Tuesday	2973

## 7. Hourly Trend of Orders

```
SELECT
DATEPART(HOUR, order_time) AS order_hour,
COUNT(DISTINCT order_id) AS no_of_orders
FROM dominion_pizza_sales
GROUP BY DATEPART(HOUR, order_time)
ORDER BY DATEPART(HOUR, order_time)
```

order_hour	no_of_orders
9	1
10	8
11	1231
12	2520
13	2455
14	1472
15	1468
16	1920
17	2336
18	2399
19	2009

## 8. Percentage of Sales by Pizza Category

```
SELECT
pizza_category,
CAST(sum(total_price) * 100/ (SELECT sum(total_price) FROM
dminion_pizza_sales) AS DECIMAL(10,2)) AS
perc_of_sales_by_pizza_category
FROM dominion_pizza_sales
GROUP BY pizza_category
```

pizza_category	perc_of_sales_by_pizza_category
Chicken	23.96
Supreme	25.46
Classic	26.91
Veggie	23.68

## 9. Percentage of Sales by Pizza Size

```
SELECT
pizza_size,
CAST(sum(total_price) * 100/ (SELECT sum(total_price) FROM
dominion_pizza_sales) AS DECIMAL(10,2)) AS perc_of_sales_by_pizza_size
FROM dominion_pizza_sales
GROUP BY pizza_size
ORDER BY perc_of_sales_by_pizza_size desc;
```

pizza_size	perc_of_sales_by_pizza_size
L	45.89
M	30.49
S	21.77
XL	1.72
XXL	0.12

## 10. Total pizza sold by category

```
SELECT
pizza_category,
COUNT(quantity) AS no_of_pizzas
FROM dominion_pizza_sales
GROUP BY pizza_category;
```

pizza_category	no_of_pizzas
Chicken	10815
Supreme	11777
Classic	14579
Veggie	11449

## 11. Top 5 Best sellers

```
SELECT TOP 5
pizza_name,
SUM(quantity) AS Total_no_of_pizzas_sold
FROM dominion_pizza_sales
GROUP BY pizza_name
ORDER BY SUM(quantity) DESC;
```

pizza_name	Total_no_of_pizzas_sold
The Classic Deluxe Pizza	2453
The Barbecue Chicken Pizza	2432
The Hawaiian Pizza	2422
The Pepperoni Pizza	2418
The Thai Chicken Pizza	2371

## 12. Bottom 5 Worst sellers

```
SELECT TOP 5  
pizza_name,  
SUM(quantity) AS Total_no_of_pizzas_sold  
FROM dominion_pizza_sales  
GROUP BY pizza_name  
ORDER BY SUM(quantity);
```

pizza_name	Total_no_of_pizzas_sold
The Brie Carré Pizza	490
The Mediterranean Pizza	934
The Calabrese Pizza	937
The Spinach Supreme Pizza	950
The Soppressata Pizza	961