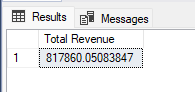
**PIZZA SALES REPORT USING SQL QUERIES**

A. KPI’(s)

1. Total Revenue

SELECT SUM(total\_price) AS [Total Revenue]

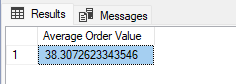
FROM pizza\_sales;



2. Average Order Value

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

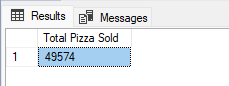
FROM pizza\_sales;



3. Total Pizza Sold

SELECT SUM(quantity) AS [Total Pizza Sold]

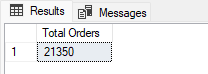
FROM pizza\_sales;



4. Total Orders

SELECT COUNT(DISTINCT order\_id) AS [Total Orders]

FROM pizza\_sales;



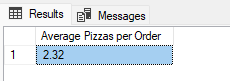
5. Average Pizzas per Order

SELECT CAST(CAST(SUM(quantity) AS decimal(10,2))

/CAST(COUNT(DISTINCT order\_id) AS decimal(10,2)) AS decimal(10,2))

AS [Average Pizzas per Order]

FROM pizza\_sales;



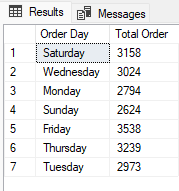
B. CHART’(s)

1. Daily Trend for Total Orders

SELECT DATENAME(DW,order\_date) AS [Order Day], COUNT(DISTINCT order\_id) AS [Total Order]

FROM pizza\_sales

GROUP BY DATENAME(DW,order\_date);



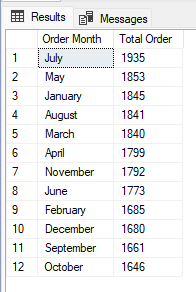
2. Monthly Trend for Total Orders

SELECT DATENAME(M,order\_date) AS [Order Month], COUNT(DISTINCT order\_id) AS [Total Order]

FROM pizza\_sales

GROUP BY DATENAME(M,order\_date)

ORDER BY [Total Order] DESC;

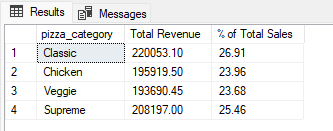


3. Percentage of Sales by Pizza Category

SELECT pizza\_category , CAST(SUM(total\_price) AS decimal(10,2)) AS [Total Revenue],CAST(SUM(total\_price)\*100 / (SELECT SUM(total\_price) FROM pizza\_sales) AS decimal(10,2)) AS [% of Total Sales]

FROM pizza\_sales

GROUP BY pizza\_category;



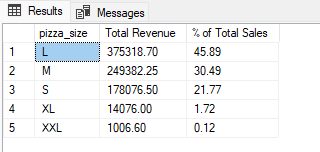
4. Percentage of Sales by Pizza Size

SELECT pizza\_size , CAST(SUM(total\_price) AS decimal(10,2)) AS [Total Revenue],CAST(SUM(total\_price)\*100 / (SELECT SUM(total\_price) FROM pizza\_sales) AS decimal(10,2)) AS [% of Total Sales]

FROM pizza\_sales

GROUP BY pizza\_size

ORDER BY 3 DESC;



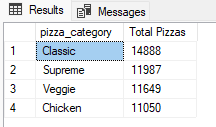
5. Total pizzas sold by pizzas category

SELECT pizza\_category , sum(quantity) AS [Total Pizzas]

FROM pizza\_sales

GROUP BY pizza\_category

ORDER BY 2 DESC;



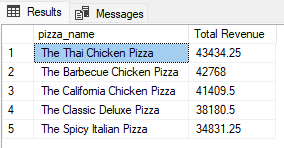
6. Top 5 Best seller pizzas by revenue

SELECT TOP 5 pizza\_name , SUM(total\_price) AS [Total Revenue]

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY 2 DESC;



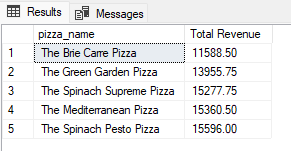
7. Bottom 5 Best seller pizzas by revenue

SELECT TOP 5 pizza\_name , SUM(total\_price) AS [Total Revenue]

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY 2 ASC;



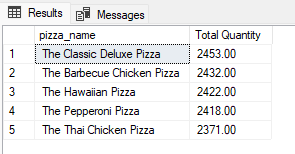
8. Top 5 Best seller pizzas by Quantity

SELECT TOP 5 pizza\_name , CAST(SUM(quantity) AS decimal(10,2)) AS [Total Quantity]

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY 2 DESC;



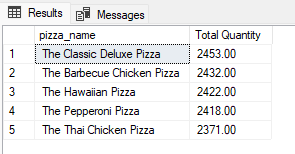
9. Bottom 5 Best seller pizzas by Quantity

SELECT TOP 5 pizza\_name , CAST(SUM(quantity) AS decimal(10,2)) AS [Total Quantity]

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY 2 ASC;



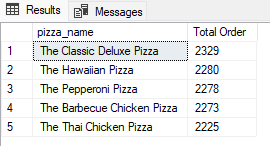
10. Top 5 Best seller pizzas by Order

SELECT TOP 5 pizza\_name , COUNT(DISTINCT order\_id) AS [Total Order]

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY 2 DESC;



11. Bottom 5 Best seller pizzas by Order

SELECT TOP 5 pizza\_name , COUNT(DISTINCT order\_id) AS [Total Order]

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY 2 ASC;

