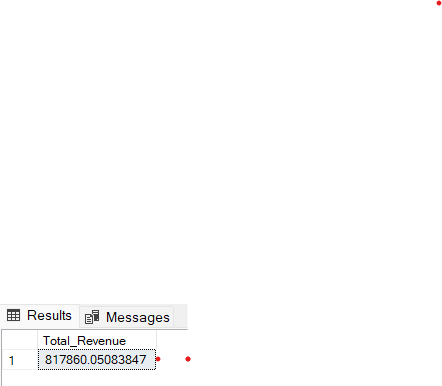
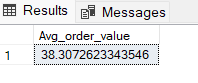
Tool used: SQL Server | Database: Pizza DB

1. **KPI’S**
2. **Total Revenue:**

SELECT SUM(total\_price) as Total\_Revenue from pizza\_sales



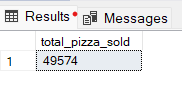
1. **Average order value:**

****SELECT SUM(total\_price)/count(DISTINCT order\_id) as Avg\_order\_value from pizza\_sales

1. **Total pizza sold:**

SELECT SUM(quantity) as total\_pizza\_sold

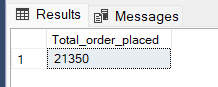
from pizza\_sales

****

1. **Total order:**

SELECT COUNT(DISTINCT order\_id) as Total\_order\_placed

from pizza\_sales

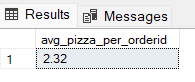
****

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\_orderid

from pizza\_sales

****

**B. CHARTS**

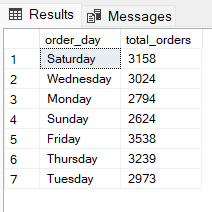
**1. Daily trend for total orders:**

select DATENAME(DW, order\_date) as order\_day,

count(distinct order\_id) as total\_orders

from pizza\_sales

group by DATENAME(DW, order\_date)

****

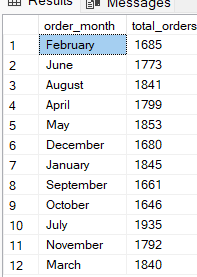
**2. Monthly trend for total orders:**

select DATENAME(MONTH, order\_date) as order\_month,

count(distinct order\_id) as total\_orders

from pizza\_sales

group by DATENAME(MONTH, order\_date)

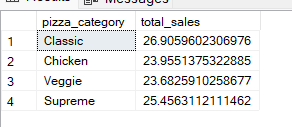
****

**3. Percentage of sales by pizza category:**

SELECT pizza\_category, sum(total\_price) \*100 / (select sum(total\_price) from pizza\_sales) AS total\_sales

from pizza\_sales

group by pizza\_category



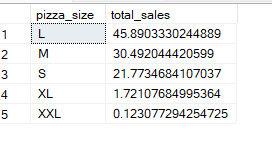
**4. percentage of sales by pizza sales:**

SELECT pizza\_size, sum(total\_price) \*100 / (select sum(total\_price) from pizza\_sales) AS total\_sales

from pizza\_sales

group by pizza\_size

order by total\_sales desc

****

**5. Top 5 best sellers by revenue, total quantity, 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



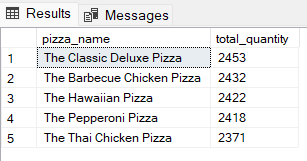
**--by total quantity**

select top 5 pizza\_name, sum(quantity) as total\_quantity

from pizza\_sales

group by pizza\_name

order by total\_quantity DESC



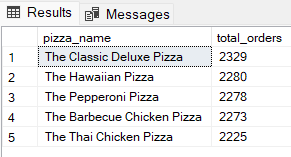
**--by total orders**

select top 5 pizza\_name, count(distinct order\_id) as total\_orders

from pizza\_sales

group by pizza\_name

order by total\_orders DESC

****

**6. Top 5 worst sellers by revenue, total quantity, total orders:**

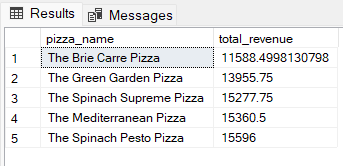
**--by revenue**

select top 5 pizza\_name, sum(total\_price) as total\_revenue

from pizza\_sales

group by pizza\_name

order by total\_revenue ASC



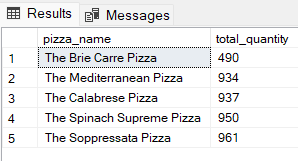
**--by total quantity**

select top 5 pizza\_name, sum(quantity) as total\_quantity

from pizza\_sales

group by pizza\_name

order by total\_quantity ASC



**--by total orders**

select top 5 pizza\_name, count(distinct order\_id) as total\_orders

from pizza\_sales

group by pizza\_name

order by total\_orders ASC

