use [Pizza-DB]

select\*from pizza\_sales

-- 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 Avg\_order\_value

from pizza\_sales

--3. Total Pizzas Sold

select sum(quantity) as Total\_pizza\_sold

from pizza\_sales

--4. Total Orders

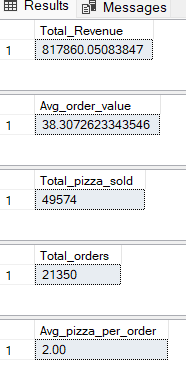
select count(distinct(order\_id))as Total\_orders

from pizza\_sales

--5. Average Pizzas Per Order

select cast(sum(quantity)/count(distinct(order\_id))as decimal(10,2)) as Avg\_pizza\_per\_order

from pizza\_sales



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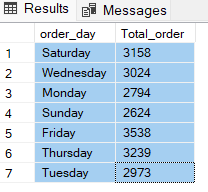
--Charts:

--Daily Trend

select datename(dw,order\_date)as order\_day, count(distinct(order\_id))as Total\_order

from pizza\_sales

group by datename(dw,order\_date)



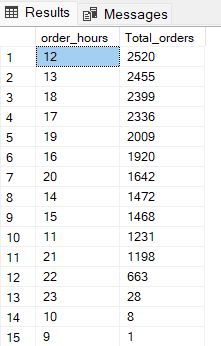
--Hourly Trend

select DATEPART(hour,order\_time)as order\_hours,count(distinct(order\_id))as Total\_orders

from pizza\_sales

group by DATEPART(hour,order\_time)

order by Total\_orders desc



--percentage os sales by pizza category

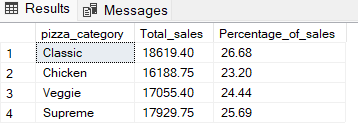
select pizza\_category,cast(sum(total\_price) as decimal(10,2)) as Total\_sales,

cast(sum(total\_price)\*100/(select sum(total\_price) from pizza\_sales where month(order\_date)=1) as decimal(10,2))as Percentage\_of\_sales

from pizza\_sales

where month(order\_date)=1

group by pizza\_category



--percentage of sales by pizza size

select pizza\_size,cast(sum(total\_price) as decimal(10,2)) as Total\_sales,

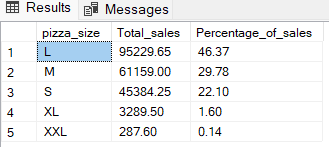
cast(sum(total\_price)\*100/(select sum(total\_price) from pizza\_sales where datepart(quarter,order\_date)=1) as decimal(10,2))as Percentage\_of\_sales

from pizza\_sales

where datepart(quarter,order\_date)=1

group by pizza\_size

order by Percentage\_of\_sales desc

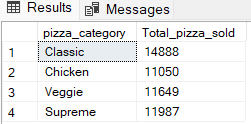


--Total Pizza Sold By Pizza Category

select pizza\_category, sum(quantity) as Total\_pizza\_sold

from pizza\_sales

group by pizza\_category



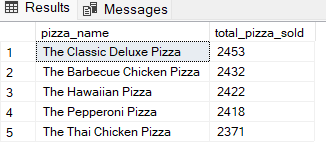
--Top 5 Best Sellers by Total Pizzas Sold

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

from pizza\_sales

group by pizza\_name

order by total\_pizza\_sold desc



--Bottom 5 Best Sellers by Total Pizzas Sold

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

from pizza\_sales

where month(order\_date)=1

group by pizza\_name

order by total\_pizza\_sold

