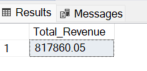
**Pizza Sales**

## KPIs

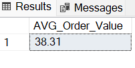
### Total Revenue

SELECT SUM(total\_price) as Total\_Revenue FROM pizzasales;



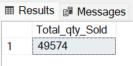
### Average Order Value

SELECT SUM(total\_price) / count(distinct order\_id) as AVG\_Order\_Value FROM pizzasales;



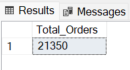
### Total Pizza Sales

SELECT sum(quantity) As Total\_qty\_Sold FROM pizzasales;



### Total Order

SELECT count(distinct order\_id) as Total\_Orders FROM pizzasales;



### Average number of 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

FROM pizzasales;

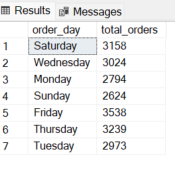


### Daily Order Trend

SELECT DATENAME(DW, order\_date) as order\_day, COUNT(DISTINCT order\_id) as total\_orders

FROM pizzasales

GROUP BY DATENAME(DW, order\_date);



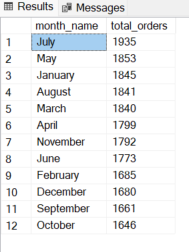
### Monthly order trend

SELECT DATENAME(Month, order\_date) as month\_name, COUNT(DISTINCT order\_id) as total\_orders

FROM pizzasales

GROUP BY DATENAME(Month, order\_date)

Order by total\_orders DESC;

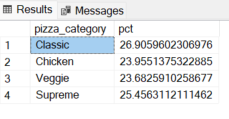


### Percentage of pizza sales

SELECT pizza\_category, SUM(total\_price) \* 100 / (SELECT SUM(total\_price) FROM pizzasales) as pct

FROM pizzasales

GROUP BY pizza\_category;



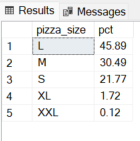
### Percentage of Sales by Size

SELECT pizza\_size, Cast(SUM(total\_price) \* 100 / (SELECT SUM(total\_price) FROM pizzasales) as decimal (10,2)) as pct

FROM pizzasales

GROUP BY pizza\_size

ORDER BY pct DESC;



### Top 5 Best sellers by Revenue

SELECT top 5 pizza\_name, sum(total\_price) as total\_rev

FROM pizzasales

GROUP BY pizza\_name

ORDER BY total\_rev DESC;



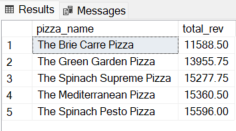
### Bottom 5 sellers by Revenue

SELECT top 5 pizza\_name, CAST(sum(total\_price) as decimal (10,2)) as total\_rev

FROM pizzasales

GROUP BY pizza\_name

ORDER BY total\_rev;



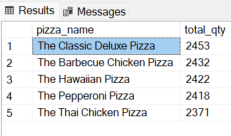
1. Top 5 Best sellers by QTY

SELECT top 5 pizza\_name, sum(quantity) as total\_qty

FROM pizzasales

GROUP BY pizza\_name

ORDER BY total\_qty DESC;



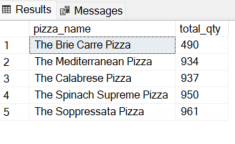
1. Bottom 5 sellers by QTY

SELECT top 5 pizza\_name, sum(quantity) as total\_qty

FROM pizzasales

GROUP BY pizza\_name

ORDER BY total\_qty ;



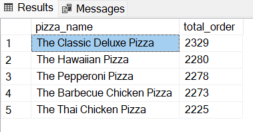
### Top 5 Best sellers by Order

SELECT top 5 pizza\_name, COUNT(DISTINCT order\_id) as total\_order

FROM pizzasales

GROUP BY pizza\_name

ORDER BY total\_order DESC;



### Bottom 5 Best sellers by Order

SELECT top 5 pizza\_name, COUNT(DISTINCT order\_id) as total\_order

FROM pizzasales

GROUP BY pizza\_name

ORDER BY total\_order;

