-- Total Revenue:

select sum(total\_price) total\_revenue from pizza\_sales;



-- Average Order Value:

select sum(total\_price)/count(distinct order\_id) average\_order\_value from pizza\_sales;



-- Total pizzas Sold:

select count(quantity) Total\_pizza\_sold from pizza\_sales;



--Total\_Orders:

select count(distinct order\_id) total\_orders from pizza\_sales;



--Average\_pizzas\_per\_order:

select cast(cast(count(quantity) as decimal(10,2))/cast(count(distinct order\_id) as decimal(10,2)) as decimal(10,2)) Average\_pizza\_per\_order from pizza\_sales;



--Daily Trend for total orders:

select

DATENAME(DW, order\_date) order\_dates,

count(distinct order\_id) total\_orders

from pizza\_sales

group by DATENAME(DW, order\_date);



--Monthly Trends for total orders:

select

DATENAME(MONTH, order\_date) order\_dates,

count(distinct order\_id) total\_orders

from pizza\_sales

group by DATENAME(MONTH, order\_date)

order by total\_orders;



-- Percentage of 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 total\_revenue

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 total\_revenue

from pizza\_sales

where datepart(quarter, order\_date) = 1

group by pizza\_size

order by total\_revenue desc

-- Top 5 best pizza 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

-- Botton 5 pizzas by revenue:

select top 5 pizza\_name, cast(sum(total\_price) as decimal(10,2)) as total\_revenue from pizza\_sales

group by pizza\_name

order by total\_revenue asc

-- Top 5 best pizza by quantity:

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

group by pizza\_name

order by total\_quantity desc

-- Bottom 5 pizzas by quantity:

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

group by pizza\_name

order by total\_quantity