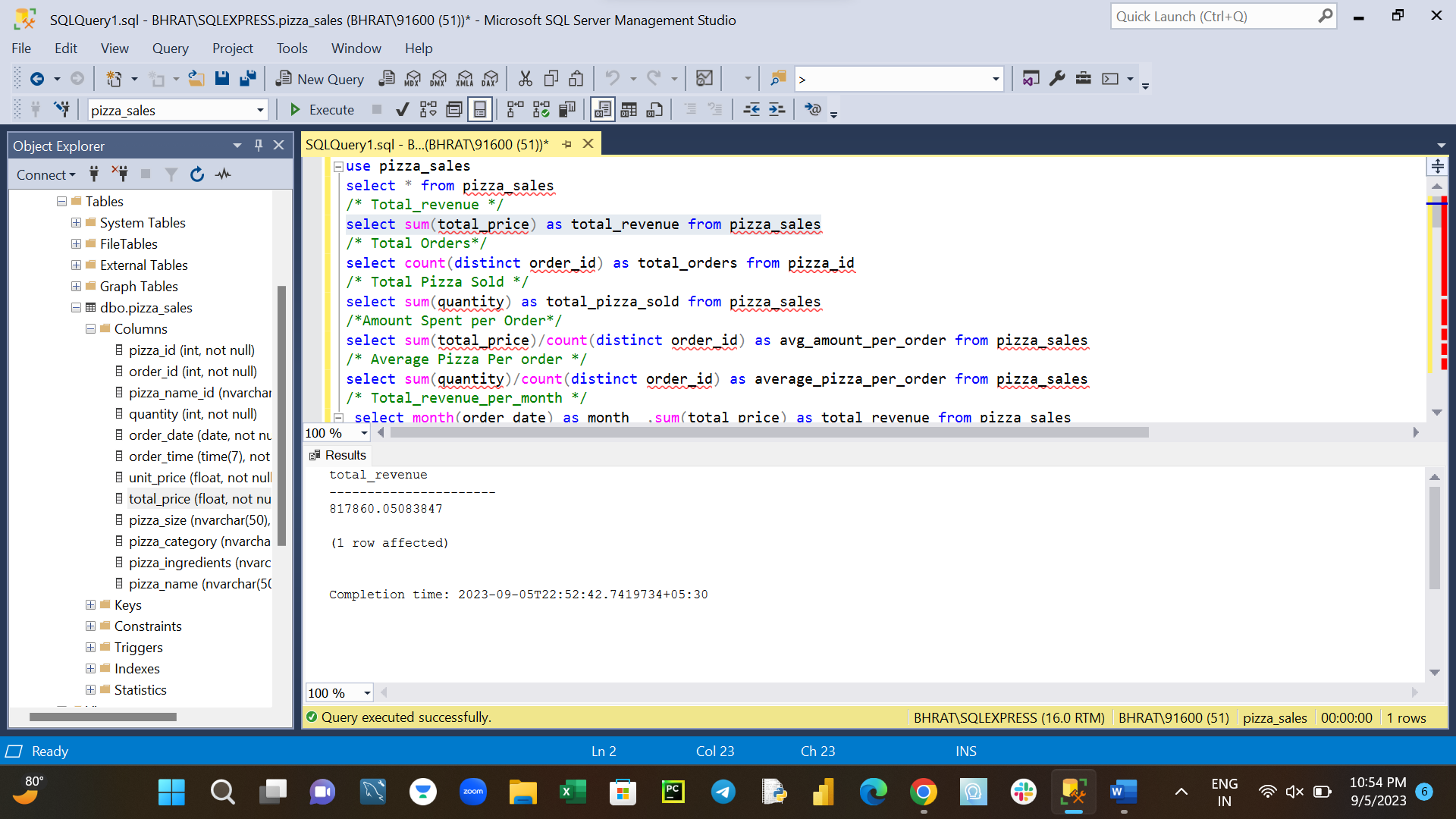
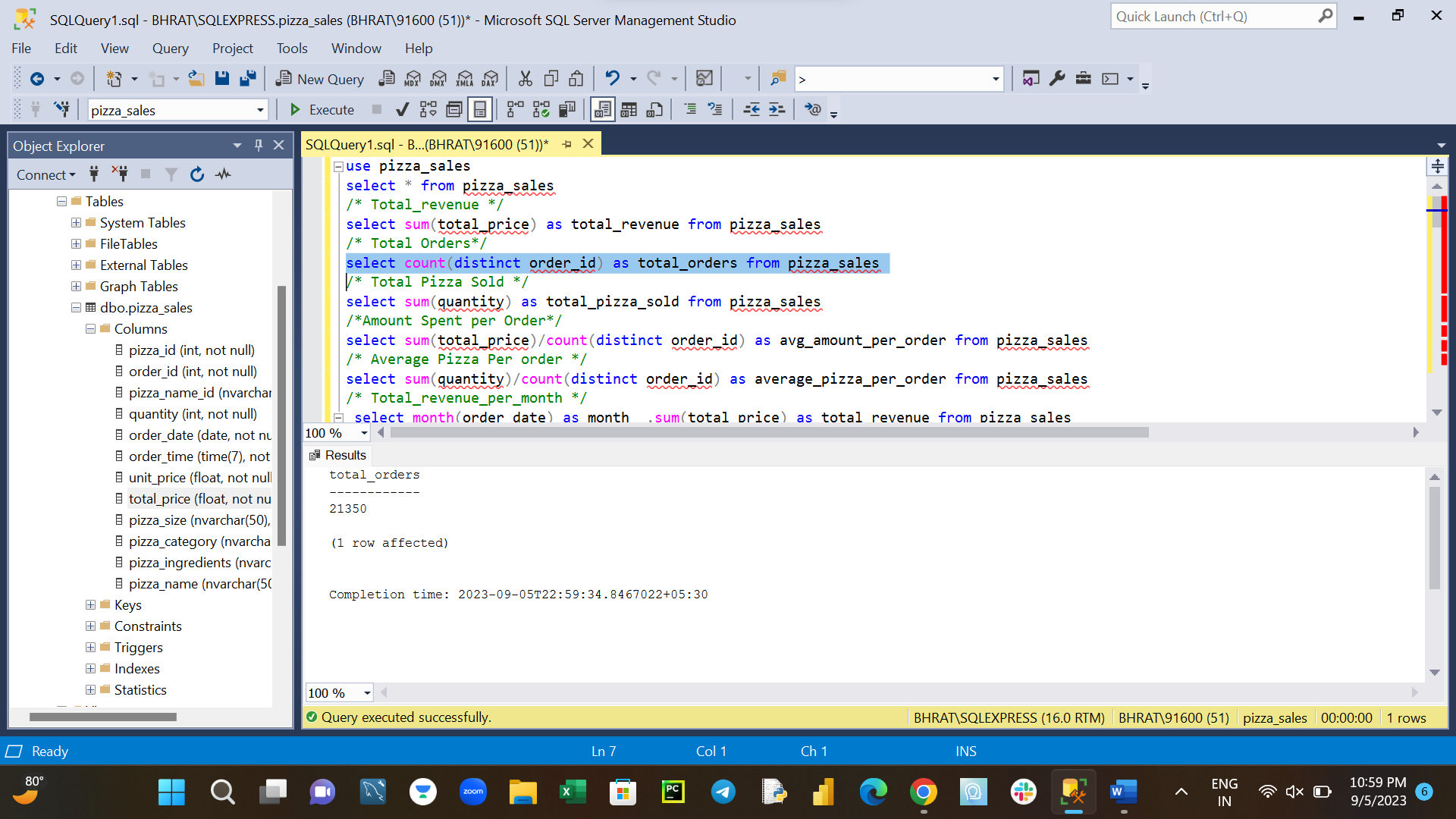
# Important Kpi’s from Pizza sales

1. Total\_revenue

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

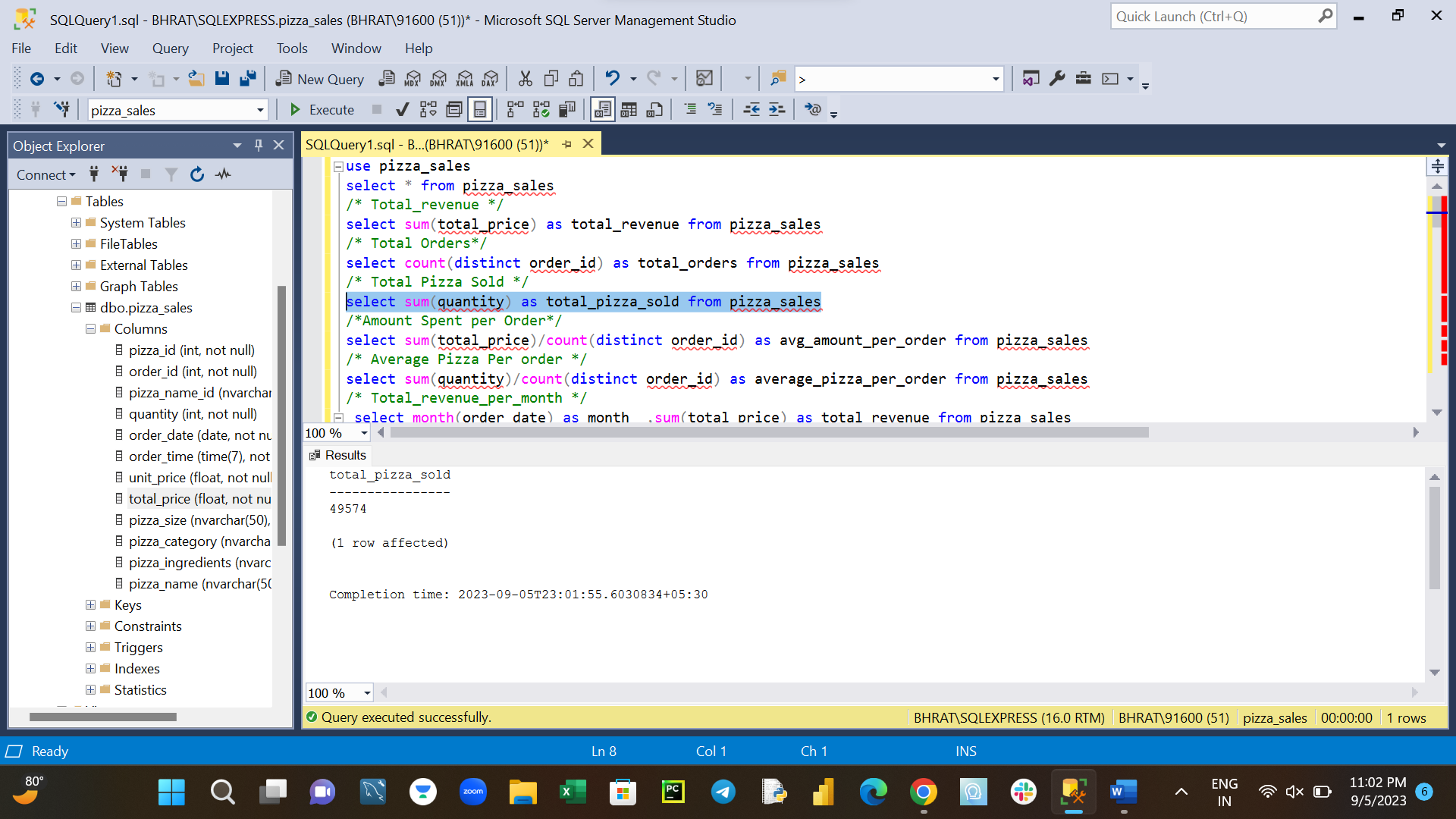
1. Total Orders

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



1. Total Pizza Sold

select sum(quantity) as total\_pizza\_sold from pizza\_sales



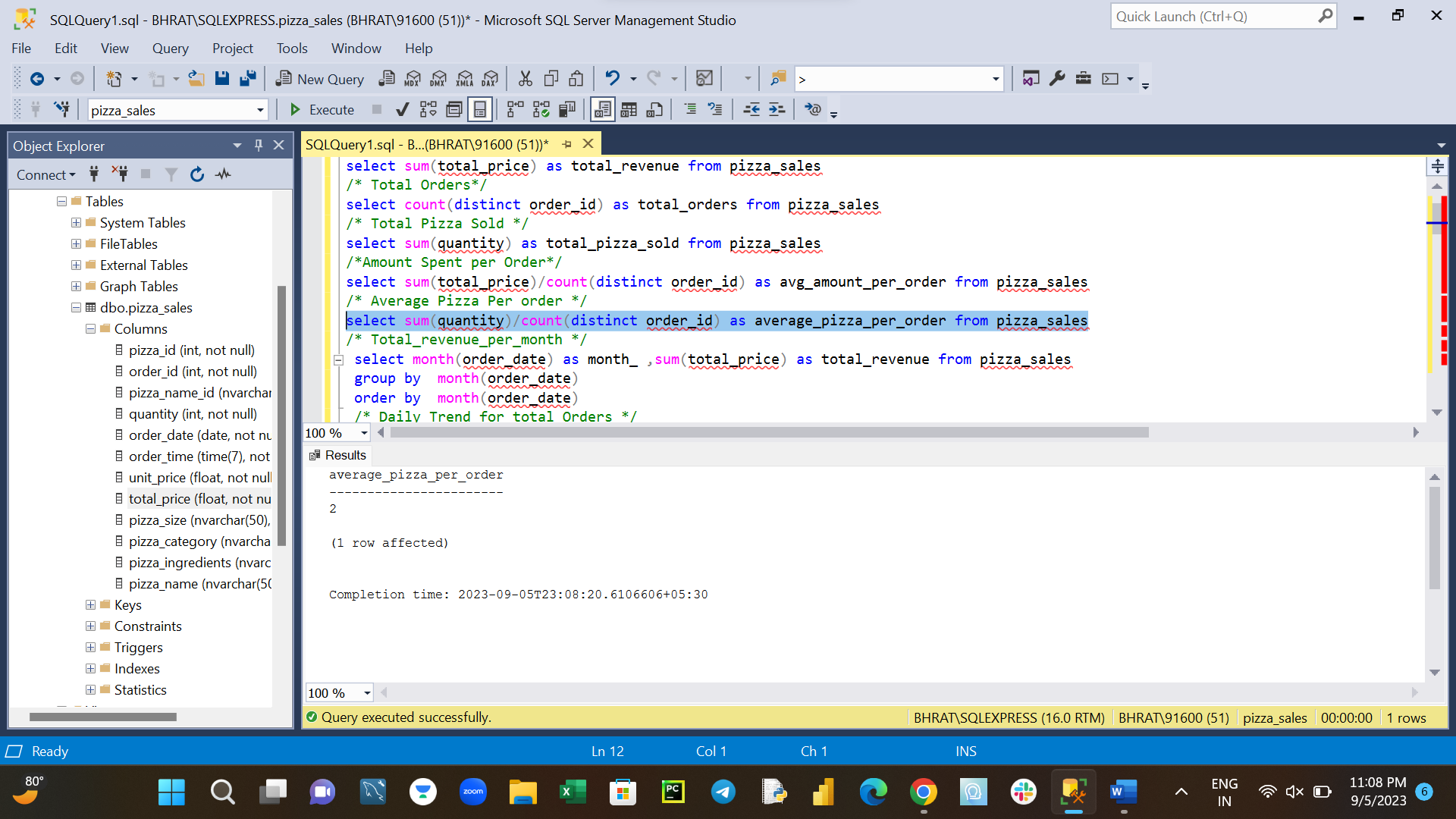
1. Amount Spent per Order

select sum(total\_price)/count(distinct order\_id) as avg\_amount\_per\_order from pizza\_sales



1. Average number of Pizza Per order

select sum(quantity)/count(distinct order\_id) as average\_pizza\_per\_order from pizza\_sales



1. Total\_revenue\_per\_month

select month(order\_date) as month\_ ,sum(total\_price) as total\_revenue from pizza\_sales

group by month(order\_date)

order by month(order\_date

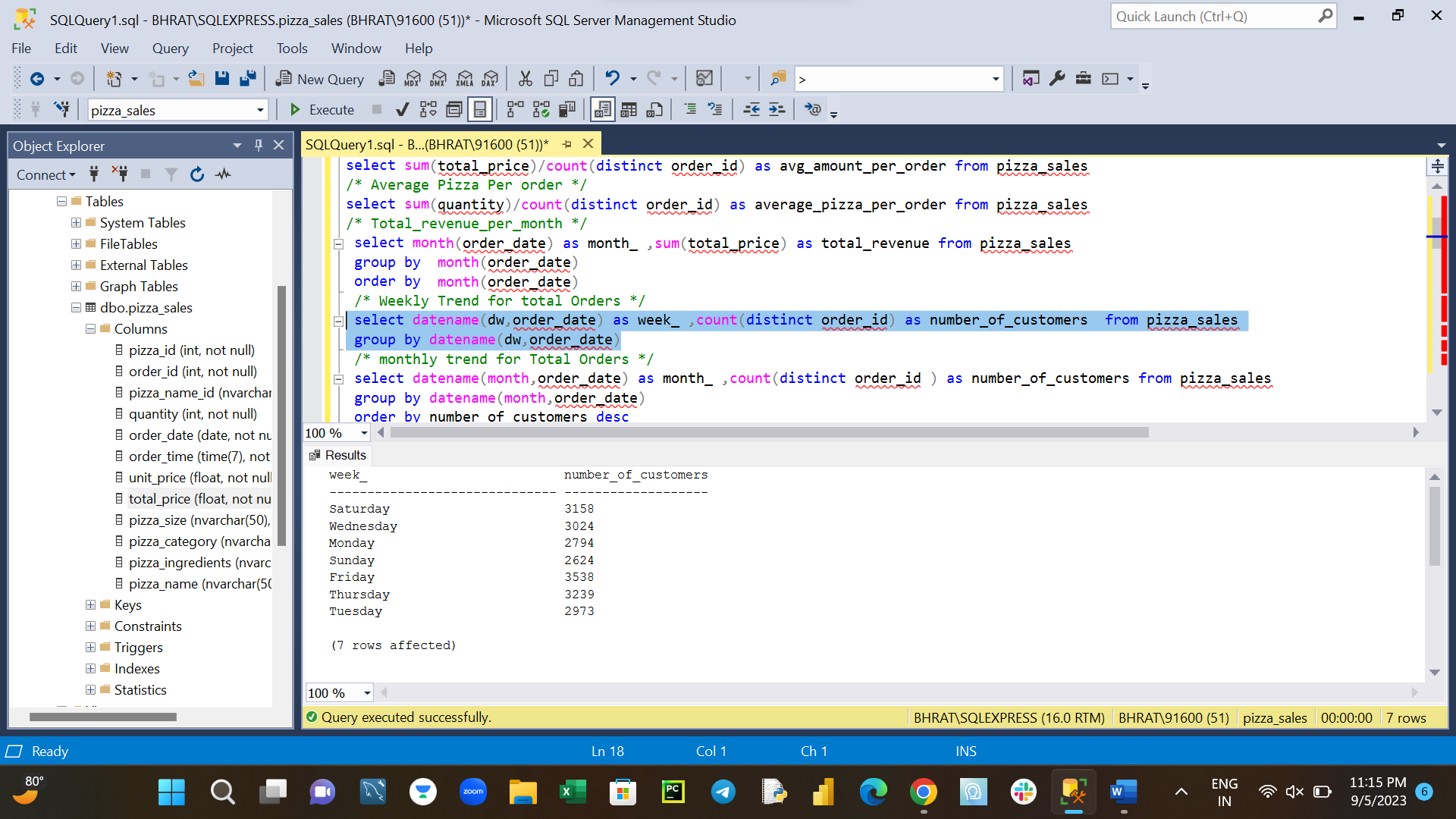
A computer screen shot of a computer screen

Description automatically generated

1. Weekly Trend for total Orders

select datename(dw,order\_date) as week\_ ,count(distinct order\_id) as number\_of\_customers from pizza\_sales

group by datename(dw,order\_date)

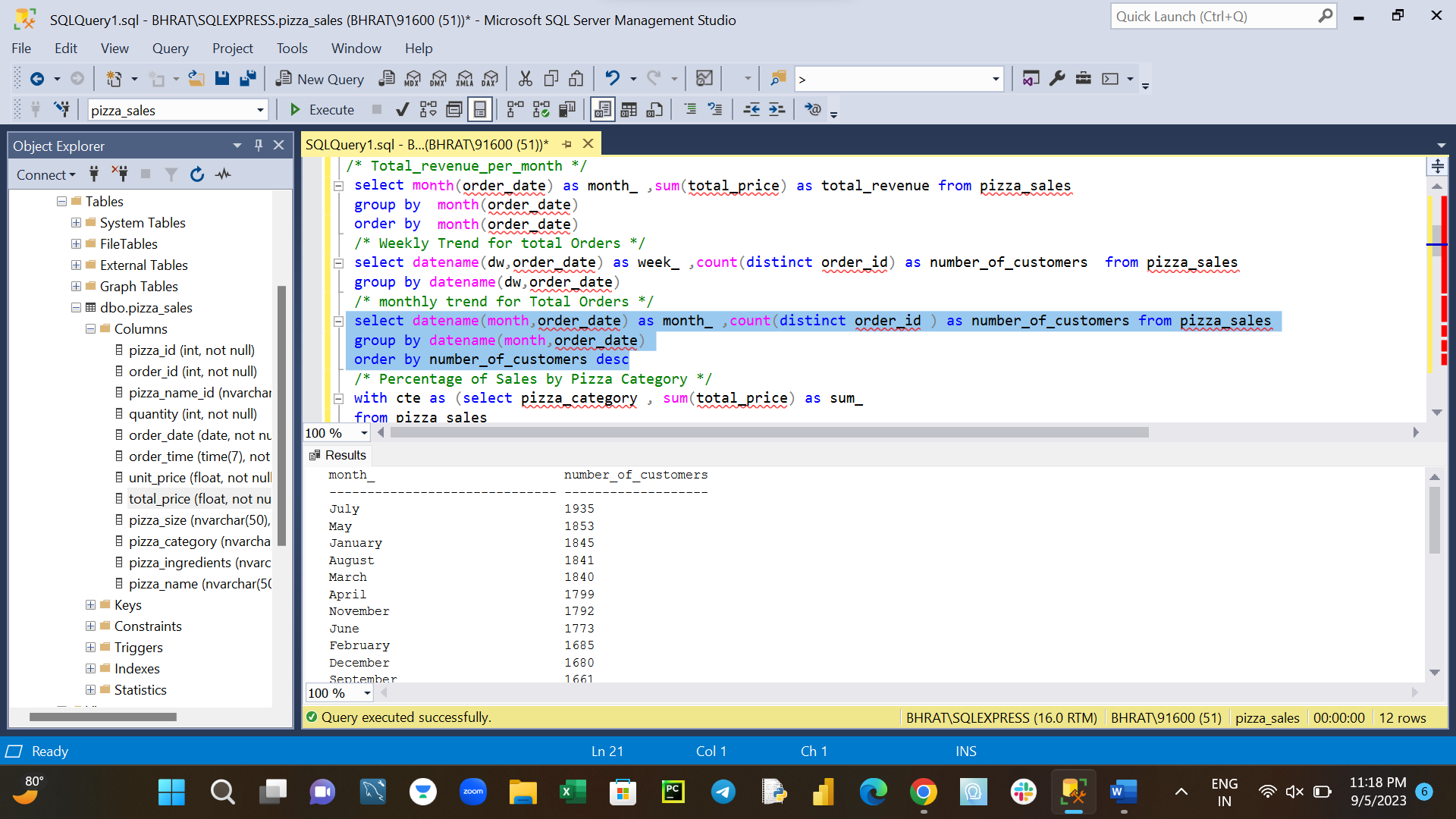


1. Monthly trend for Total Orders

select datename(month,order\_date) as month\_ ,count(distinct order\_id ) as number\_of\_customers from pizza\_sales

group by datename(month,order\_date)

order by number\_of\_customers desc



1. Percentage of Sales by Pizza Category

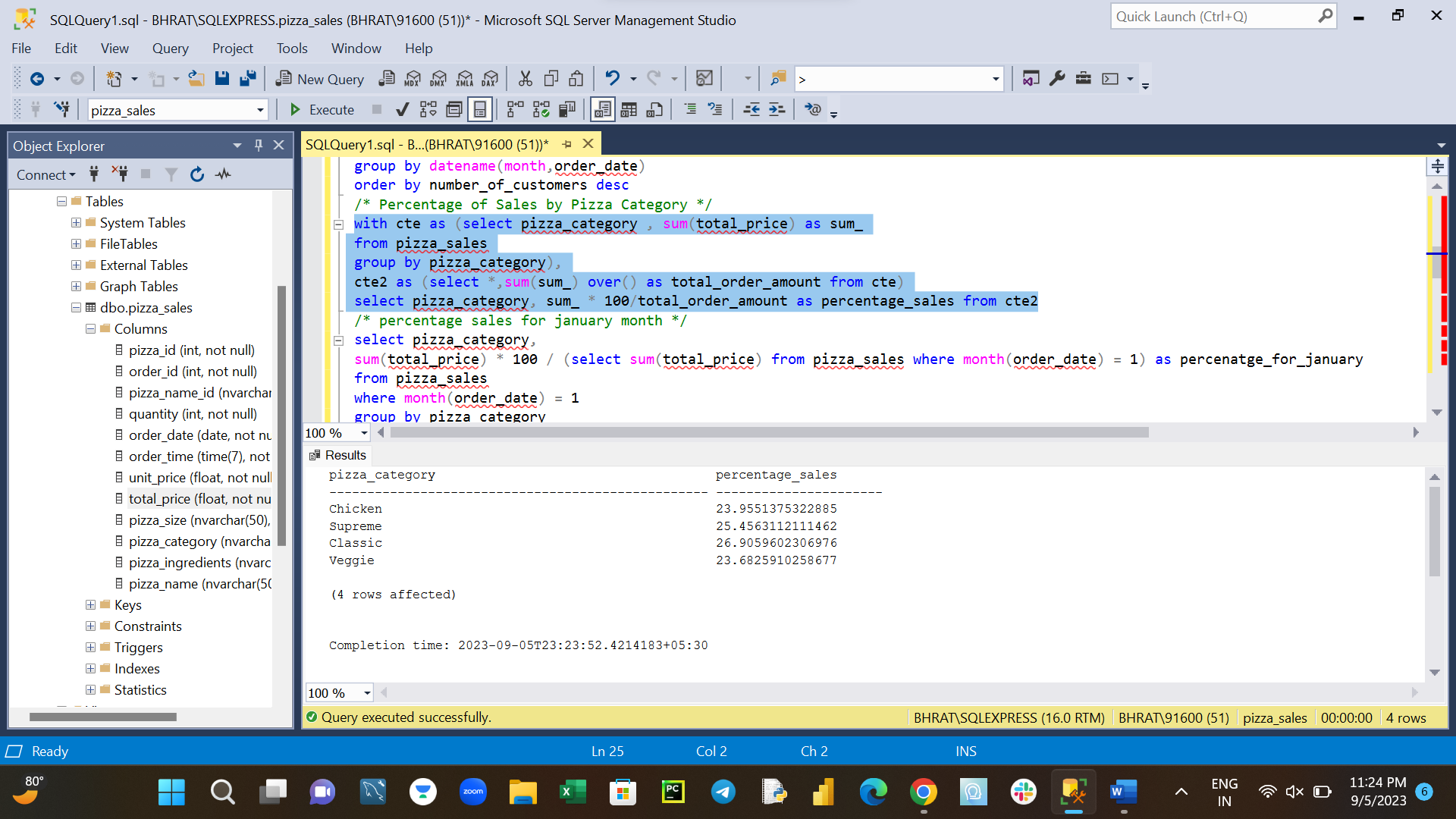
with cte as (select pizza\_category , sum(total\_price) as sum\_

from pizza\_sales

group by pizza\_category),

cte2 as (select \*,sum(sum\_) over() as total\_order\_amount from cte)

select pizza\_category, sum\_ \* 100/total\_order\_amount as percentage\_sales from cte2



1. Percentage sales for january month

select pizza\_category,

sum(total\_price) \* 100 / (select sum(total\_price) from pizza\_sales where month(order\_date) = 1) as percenatge\_for\_january

from pizza\_sales

where month(order\_date) = 1

group by pizza\_category



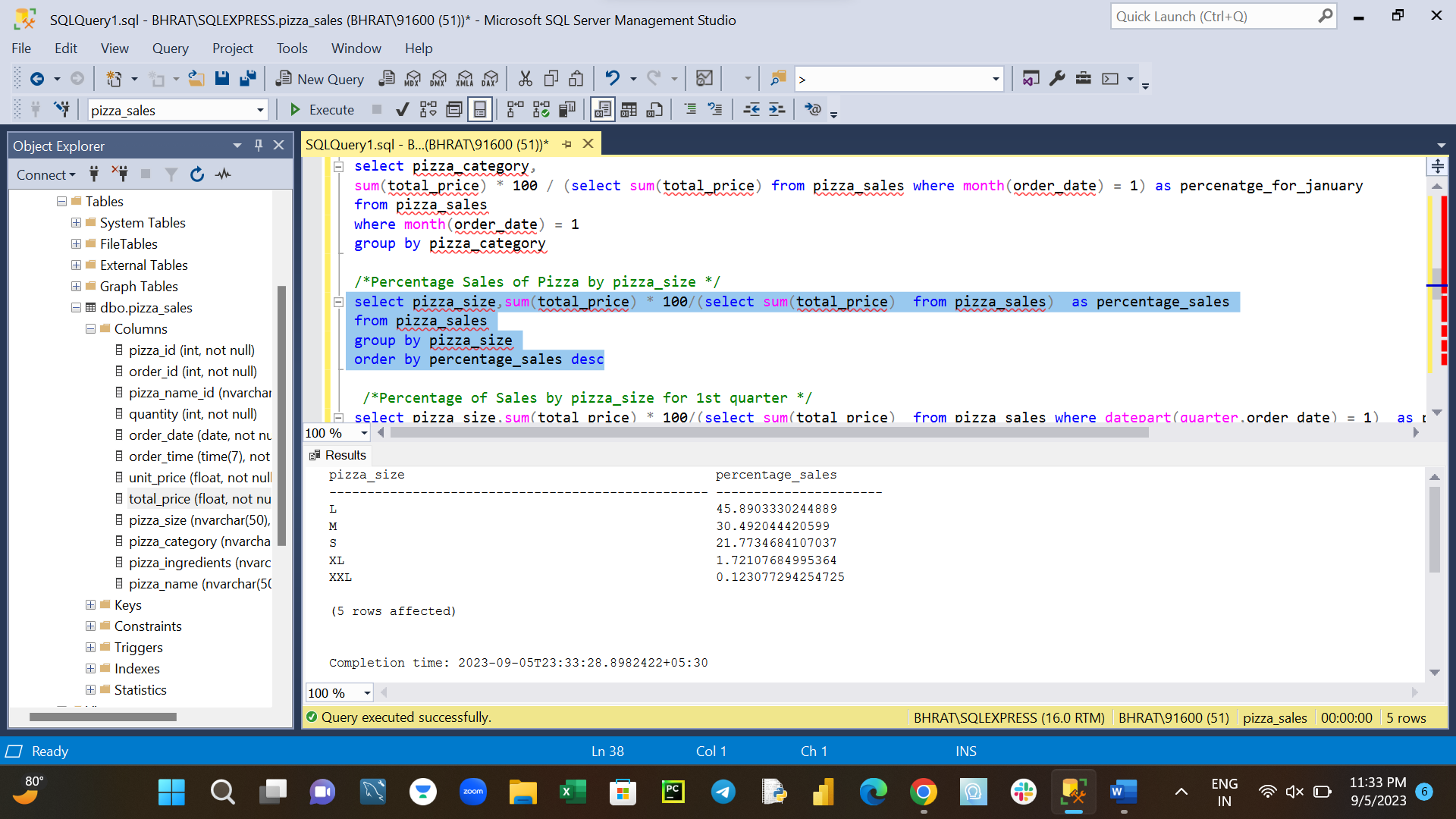
1. Percentage Sales of Pizza by pizza\_size

select pizza\_size,sum(total\_price) \* 100/(select sum(total\_price) from pizza\_sales) as percentage\_sales

from pizza\_sales

group by pizza\_size

order by percentage\_sales desc



1. Percentage Sales of pizza by pizza\_size for 1st quarter

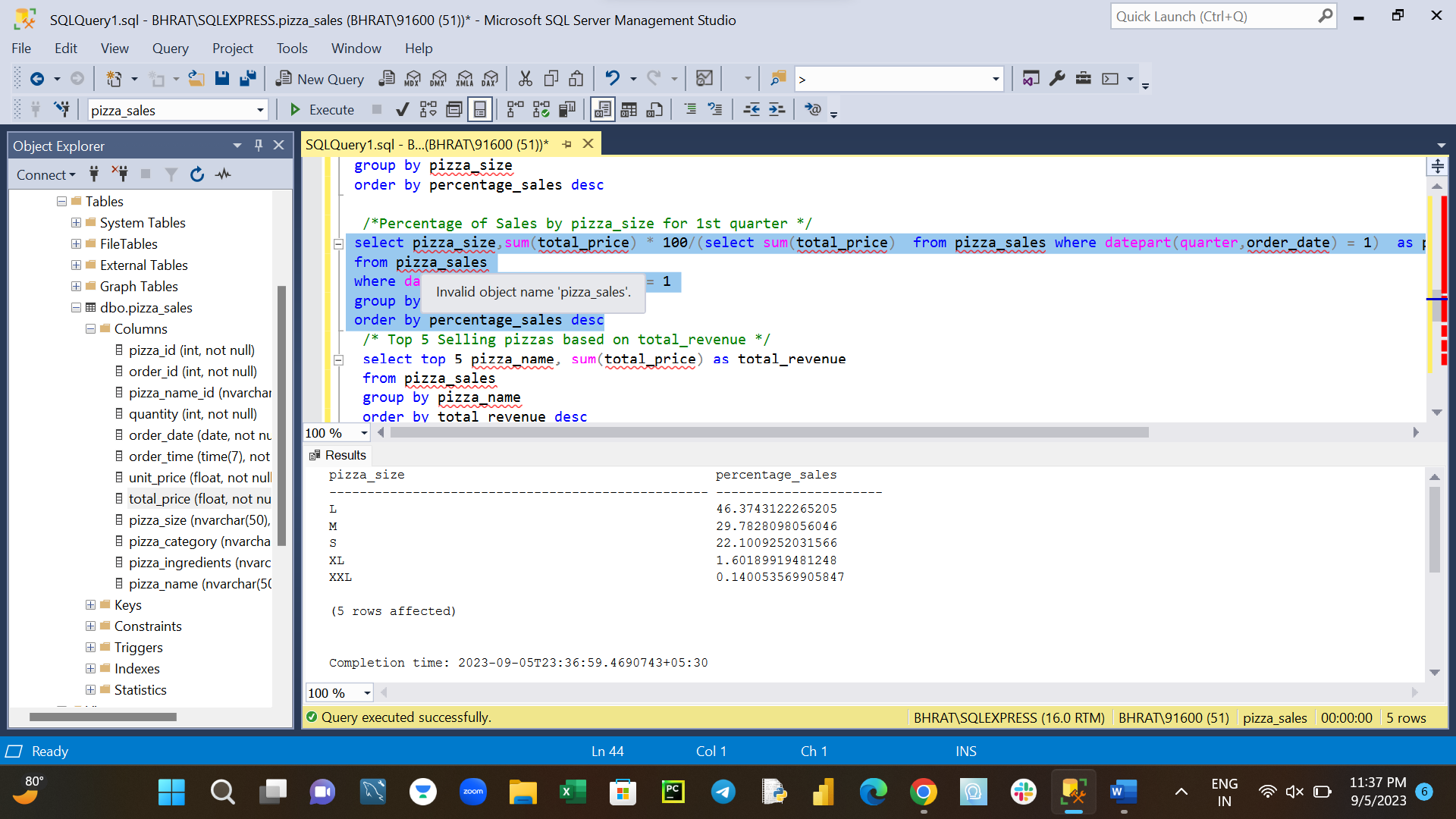
select pizza\_size,sum(total\_price) \* 100/(select sum(total\_price) from pizza\_sales where datepart(quarter,order\_date) = 1) as percentage\_sales

from pizza\_sales

where datepart(quarter,order\_date) = 1

group by pizza\_size

order by percentage\_sales desc



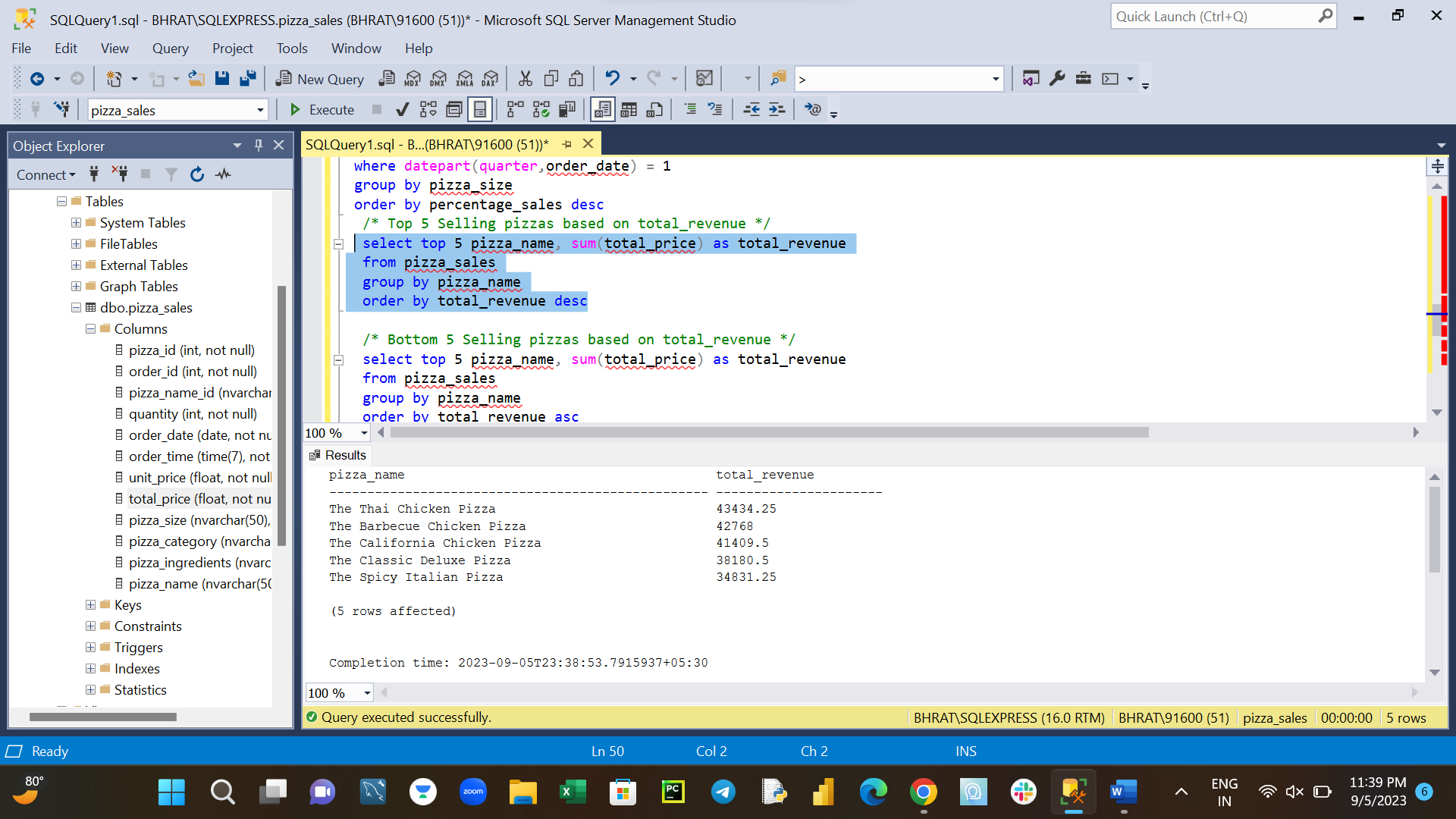
1. Top 5 Selling pizzas based on total\_revenue

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

from pizza\_sales

group by pizza\_name

order by total\_revenue desc



1. Bottom 5 Selling pizzas based on total\_revenue

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

from pizza\_sales

group by pizza\_name

order by total\_revenue asc

A computer screen shot of a computer screen

Description automatically generated

1. Top 5 Selling pizzas based on total\_quantity

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

from pizza\_sales

group by pizza\_name

order by total\_quantity desc

A computer screen shot of a computer screen

Description automatically generated

1. Bottom 5 Selling pizzas based on total\_quantity

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

from pizza\_sales

group by pizza\_name

order by total\_quantity asc

A screenshot of a computer

Description automatically generated