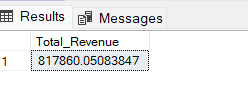
**The findings were generated using SQL queries, and the detailed results are attached**

1.Total revenue

sum of the total price of all the pizza orders

select sum(total\_price) as Total\_Revenue

from [dbo].[ PizzaSales]

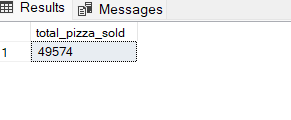


2.Total Pizza sold

Sum of the quantities of all the pizzas sold

select sum(quantity) as total\_pizza\_sold

from [dbo].[ PizzaSales]

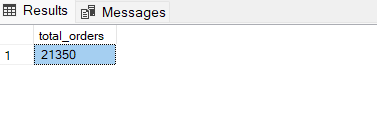


3.Total Orders

The total number of orders

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

from [dbo].[ PizzaSales]



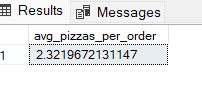
4.Average pizzas per order

The average number of pizzas sold per order, calculated by dividing the total number of pizzas sold by the total number of orders

select cast(sum (quantity) as decimal(10,2))/

count ( distinct order\_id)

from [dbo].[ PizzaSales]

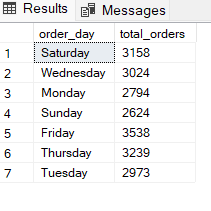


5.Daily trend of total orders

select DATENAME(dw,order\_date) as order\_day,count(distinct order\_id)as total\_orders

from [dbo].[ PizzaSales]

group by DATENAME(dw,order\_date)

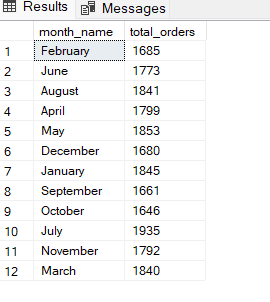


6.monthly trend of total orders

select DATENAME(month,order\_date) as month\_name,count(distinct order\_id)as total\_orders

from [dbo].[ PizzaSales]

group by DATENAME(month,order\_date)



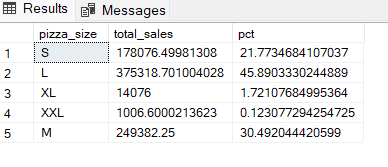
7.Percentage of sales by pizza category

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

(select sum(total\_price) from [dbo].[ PizzaSales]) as pct

from [dbo].[ PizzaSales] as total\_sales

group by pizza\_size



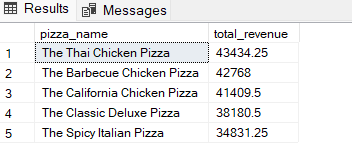
8.Top 5 best sellers by revenue

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

from [dbo].[ PizzaSales]

group by pizza\_name

order by total\_revenue desc



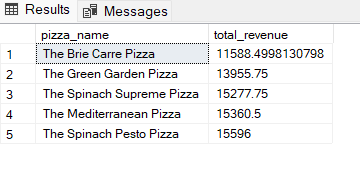
9.Least 5 sellers by revenue

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

from [dbo].[ PizzaSales]

group by pizza\_name

order by total\_revenue asc



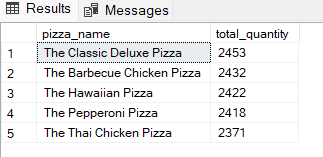
10.Best selling pizza by quantity vice

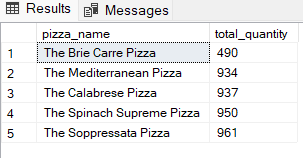
select top 5 pizza\_name,sum(quantity) as total\_quantity

from [dbo].[ PizzaSales]

group by pizza\_name

order by total\_quantity desc





11.Least selling pizza quantity vice

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

from [dbo].[ PizzaSales]

group by pizza\_name

order by total\_quantity asc

