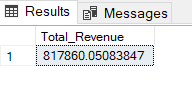
**PIZZA PROJECT – DATA ANALYTICS**

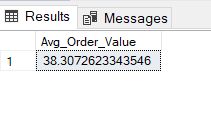
* **KPI’s QUERIES:-**

**1). TOTAL REVENUE :-** SELECT SUM(total\_price) AS Total\_Revenue FROM pizza\_sales;

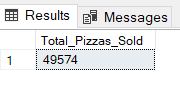
****

**2). AVERAGE ORDER VALUE :- SUM OF TOTAL PRICE(TOTAL\_REVENUE) / DISTINCT COUNT OF ORDER\_ID**

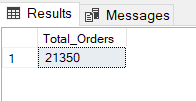
SELECT SUM(total\_price) / COUNT(DISTINCT order\_id) AS Avg\_Order\_Value FROM pizza\_sales;

****

**3). TOTAL PIZZAS SOLD :-** SELECT SUM (quantity) AS Total\_Pizzas\_Sold FROM pizza\_sales;

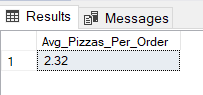
****

**4). TOTAL ORDERS :-** SELECT COUNT(DISTINCT order\_id) AS Total\_Orders FROM pizza\_sales;

****

**5). AVERAGE PIZZAS PER ORDER :- TOTAL NO. OF PIZZAS SOLD / TOTAL NO. OF ORDERS**

SELECT CAST(CAST(SUM(quantity) AS DECIMAL(10,2))/ CAST(COUNT(DISTINCT order\_id) AS DECIMAL(10,2)) AS DECIMAL(10,2))AS Avg\_Pizzas\_Per\_Order FROM pizza\_sales;

****

**6). TREND FOR DAILY ORDERS QUERY AND HOURLY ORDERS IN A DAY :-**

SELECT \* FROM pizza\_sales;

-- Daily Trends

SELECT DATENAME (DW, order\_date) AS Order\_Day,

COUNT (DISTINCT order\_id) AS Total\_Orders

FROM pizza\_sales

GROUP BY DATENAME (DW, order\_date)

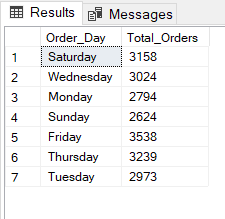
-- Hourly Trends

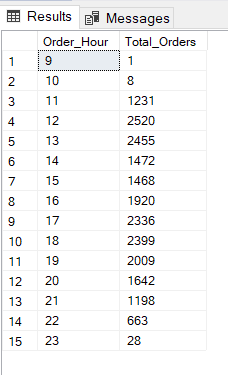
SELECT DATEPART (HOUR, order\_time) AS Order\_Hour,

COUNT (DISTINCT order\_id) AS Total\_Orders

FROM pizza\_sales

GROUP BY DATEPART (HOUR, order\_time)

**** ORDER BY DATEPART (HOUR, order\_time)

****

**7). PERCENTAGE OF SALES BY PIZZA CATEGORY AND PIZZA SIZE:-**

-- Percentage of sales by Pizza Category

SELECT pizza\_category, SUM (total\_price) AS Total\_Sales,

SUM (total\_price)\*100 / (SELECT SUM (total\_price) FROM pizza\_sales WHERE MONTH(order\_date) =1) AS PCT

FROM pizza\_sales

WHERE MONTH(order\_date)=1

GROUP BY pizza\_category

-- Percentage of sales by Pizza Size

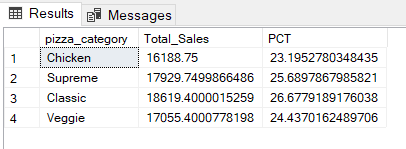
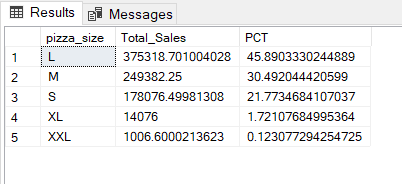
SELECT pizza\_size, SUM (total\_price) AS Total\_Sales, SUM (total\_price)\*100 /

(SELECT SUM (total\_price) FROM pizza\_sales) AS PCT

FROM pizza\_sales

GROUP BY pizza\_size

ORDER BY PCT DESC

****

**8). TOP 5 BEST AND WORST SELLERS BY TOTAL PIZZAS SOLD :-**

-- Top 5 Best Sellers

SELECT TOP 5 pizza\_name, SUM (quantity) AS Total\_Pizzas\_Sold

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY SUM (quantity) DESC

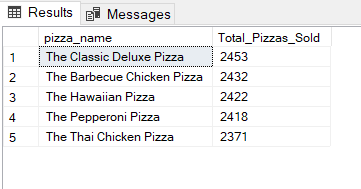
-- Top 5 Worst Sellers

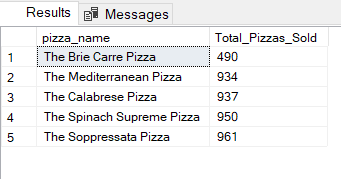
SELECT TOP 5 pizza\_name, SUM (quantity) AS Total\_Pizzas\_Sold

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY SUM (quantity) ASC

****

****

**NOTE :-**

If you want to apply the Month, Quarter, Week filters to the above queries you can use WHERE clause. Follow some of below examples

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

FROM pizza\_sales

WHERE MONTH(order\_date) = 1

GROUP BY DATENAME(DW, order\_date)

*\*Here MONTH(order\_date) = 1 indicates that the output is for the month of January. MONTH(order\_date) = 4 indicates output for Month of April.*

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

FROM pizza\_sales

WHERE DATEPART(QUARTER, order\_date) = 1

GROUP BY DATENAME(DW, order\_date)

*\*Here DATEPART(QUARTER, order\_date) = 1 indicates that the output is for the Quarter 1. MONTH(order\_date) = 3 indicates output for Quarter 3.*