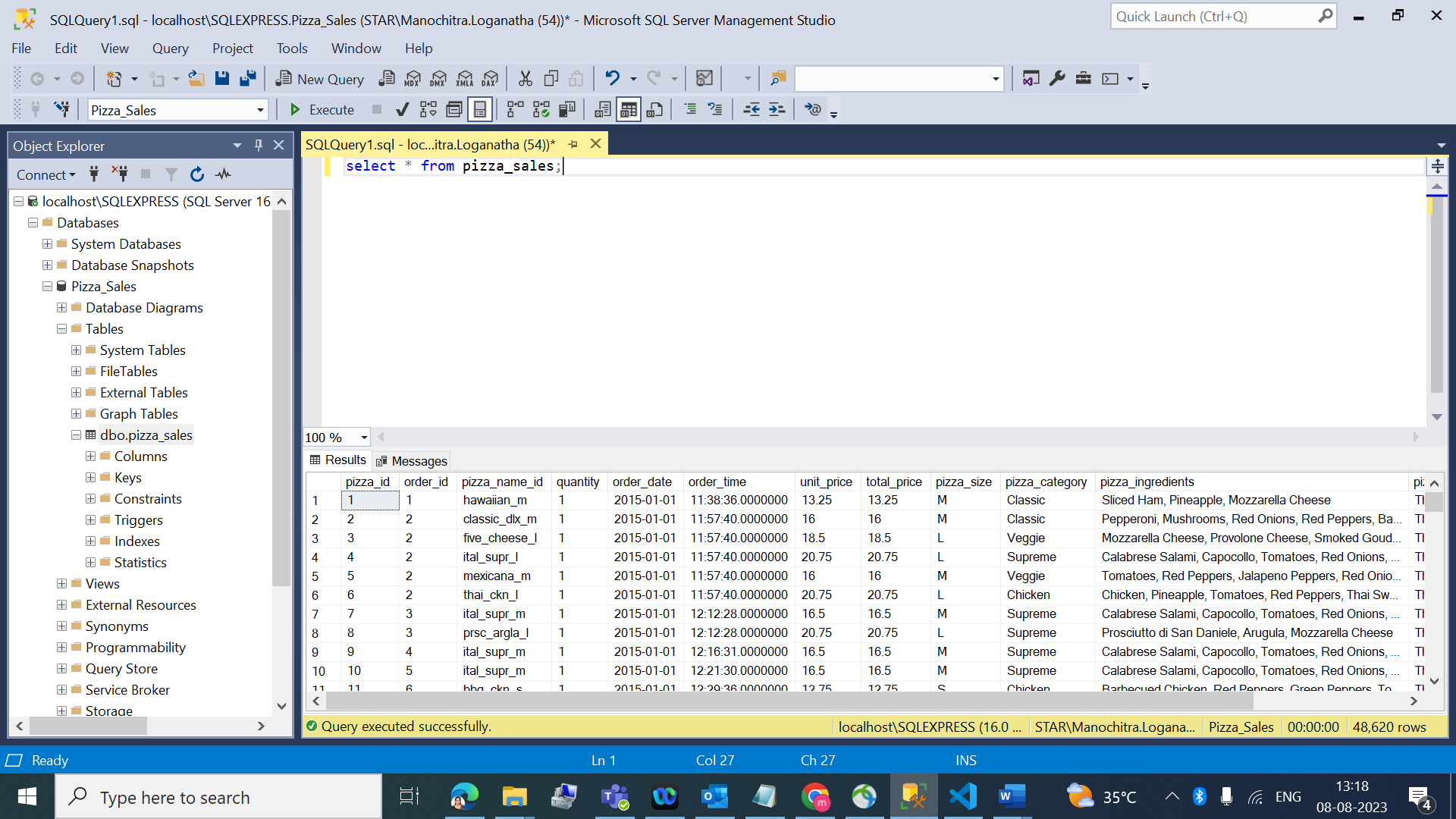
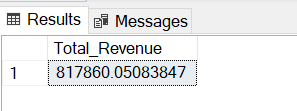
1. Imported data from local to SQL server database using SQL server Management Studio.



1. Calculated primary and Secondary KPI with the help of SQL queries.

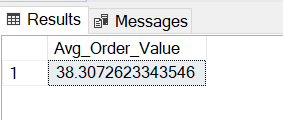
* **Total Revenue:**

select sum(total\_price) AS Total\_Revenue from pizza\_sales;



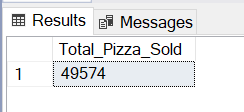
* **Average Order Value:**

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

****

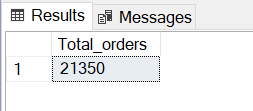
* **Total\_Pizza\_Sold:**

SELECT SUM(quantity) AS Total\_Pizza\_Sold FROM pizza\_sales;

****

* **Total\_Orders:**

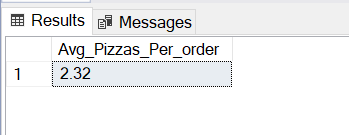
SELECT COUNT(DISTINCT order\_id) AS Total\_orders FROM pizza\_sales;

****

* **Average Pizzas Per order:**

SELECT CAST(CAST(SUM(quantity) AS DECIMAL(10,2))/

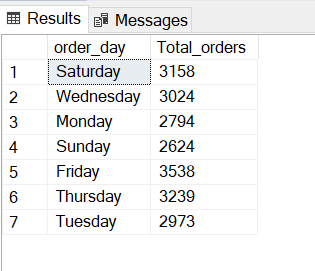
CAST(COUNT(DISTINCT order\_id) AS DECIMAL(10,2)) AS DECIMAL(10,2)) AS Avg\_Pizzas\_Per\_order FROM pizza\_sales;

****

* **Daily Trend for Total Orders:**

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

AS Total\_orders FROM pizza\_sales GROUP BY DATENAME(DW,order\_date);

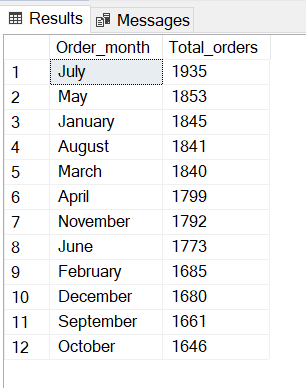


* **Monthly Trend for Total Orders:**

SELECT DATENAME(MONTH,order\_date) AS Order\_month, COUNT(DISTINCT

order\_id) AS Total\_orders FROM pizza\_sales GROUP BY

DATENAME (MONTH,order\_date) ORDER BY Total\_orders DESC;

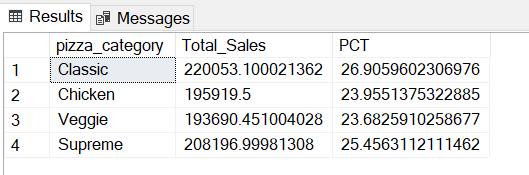
****

* **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)

AS PCT FROM pizza\_sales GROUP BY pizza\_category;



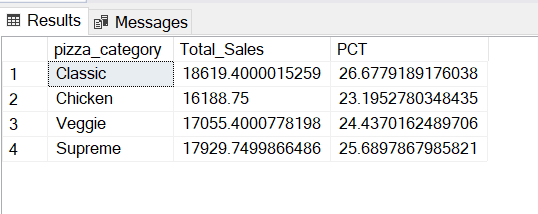
* **Percentage of Sales by Pizza Category for particular month:**

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 for first quarter.**

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

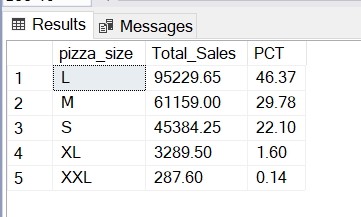
WHERE DATEPART(QUARTER,order\_date)=1) AS DECIMAL(10,2)) AS PCT

FROM pizza\_sales

WHERE DATEPART(QUARTER,order\_date)=1

GROUP BY pizza\_size

ORDER BY PCT DESC;



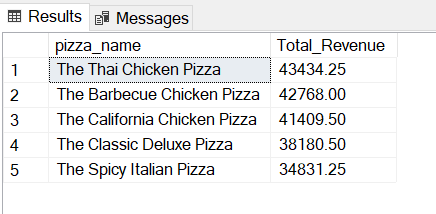
* **Top 5 Pizza by Revenue.**

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 DESC;

****

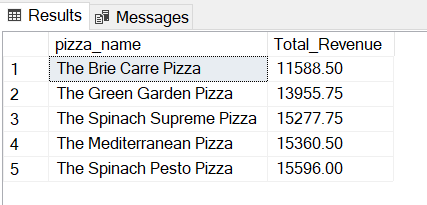
* **Bottom 5 Pizza by Revenue.**

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;

****

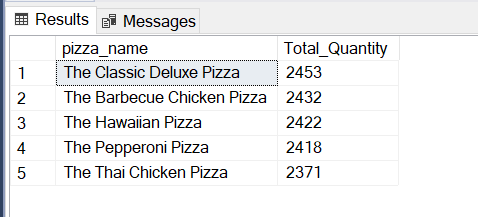
* **Top 5 Pizza by Quantity.**

SELECT TOP 5 pizza\_name, SUM(quantity) as Total\_Quantity

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_QUANTITY DESC;

****

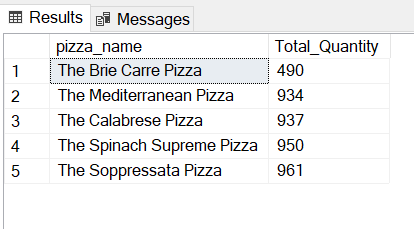
* **Bottom 5 Pizza by Quantity.**

SELECT TOP 5 pizza\_name, SUM(quantity) as Total\_Quantity

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_QUANTITY ASC;

****