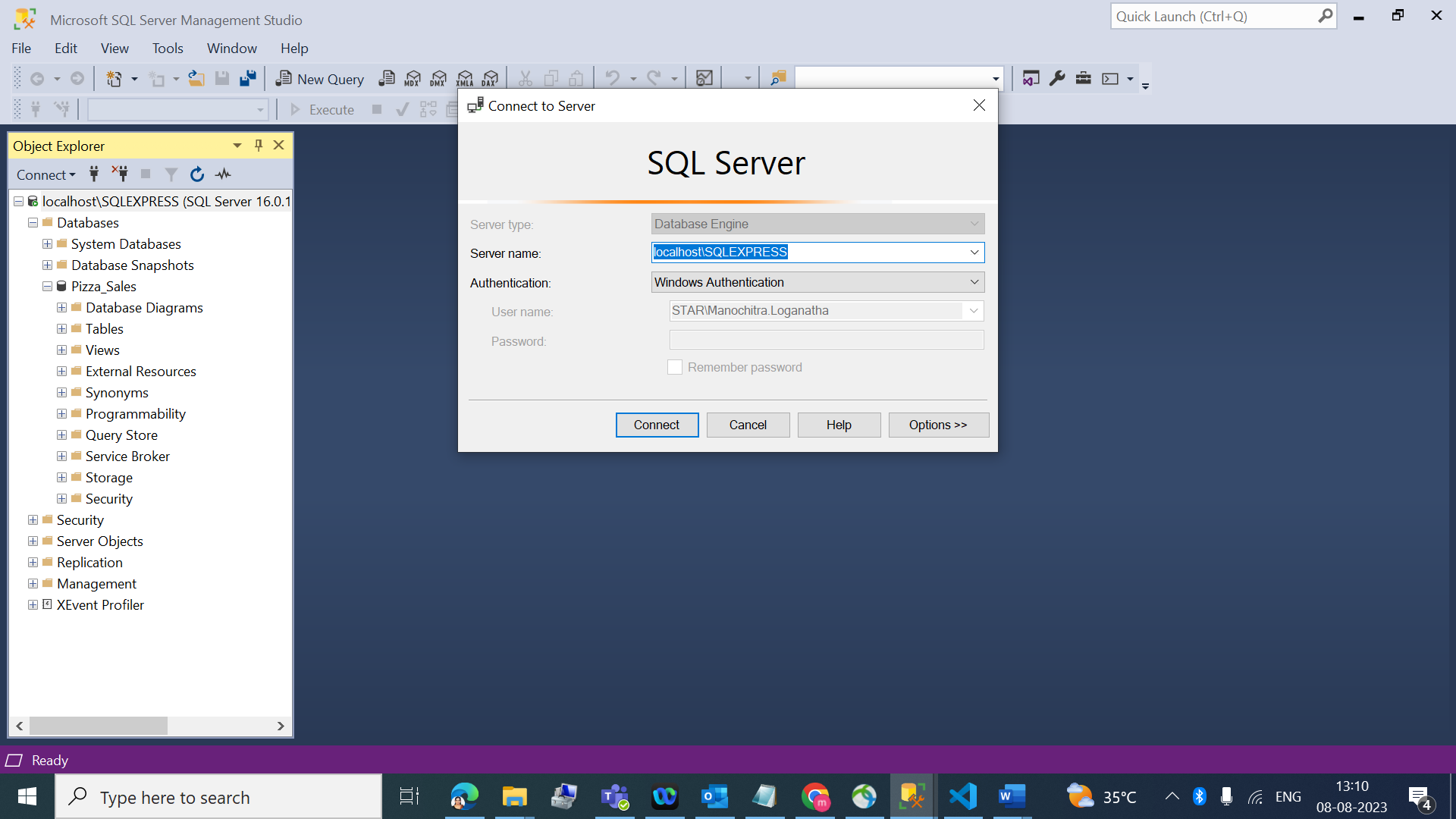
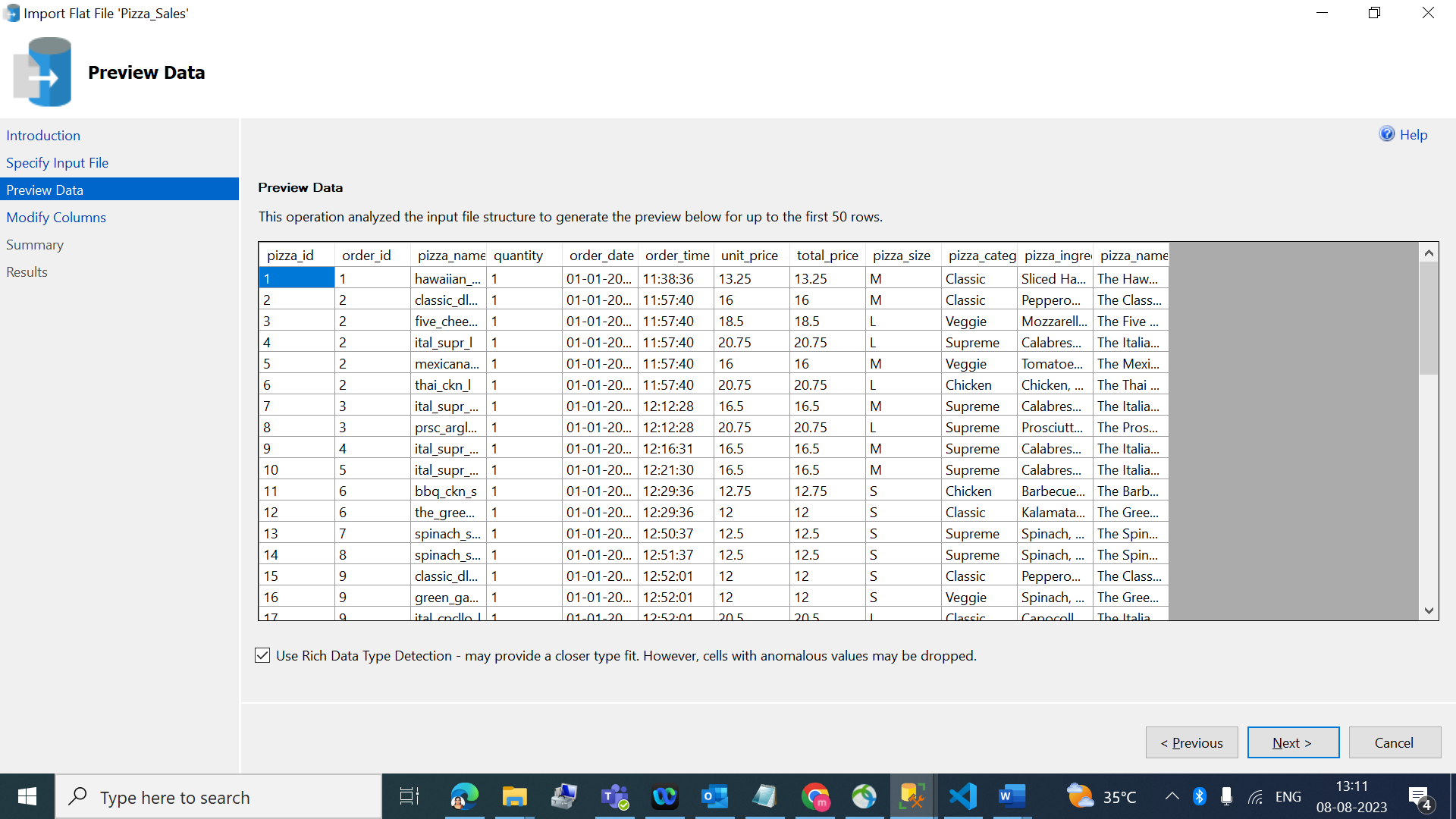
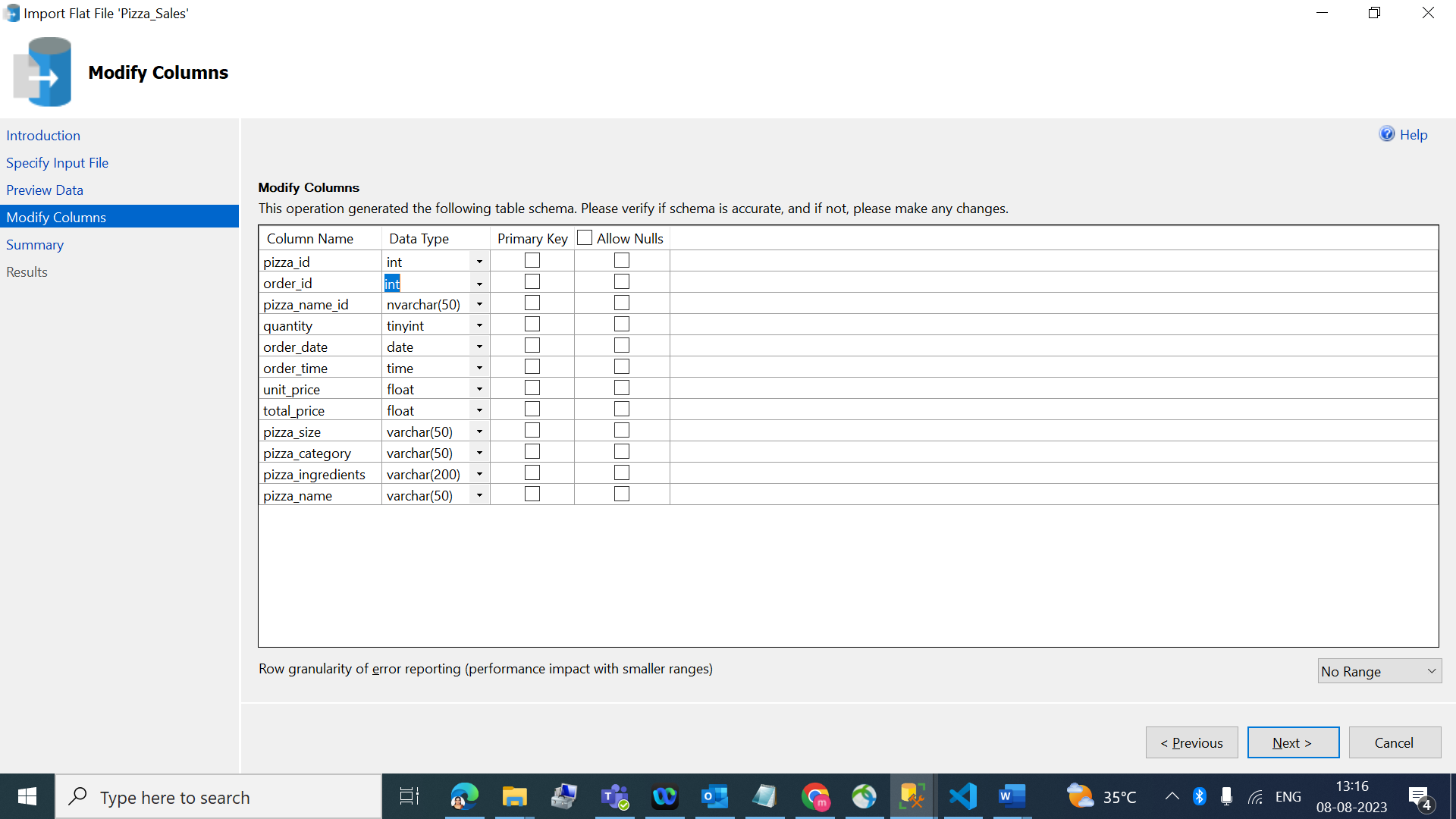
1. Installed and Connected server from SSMS.



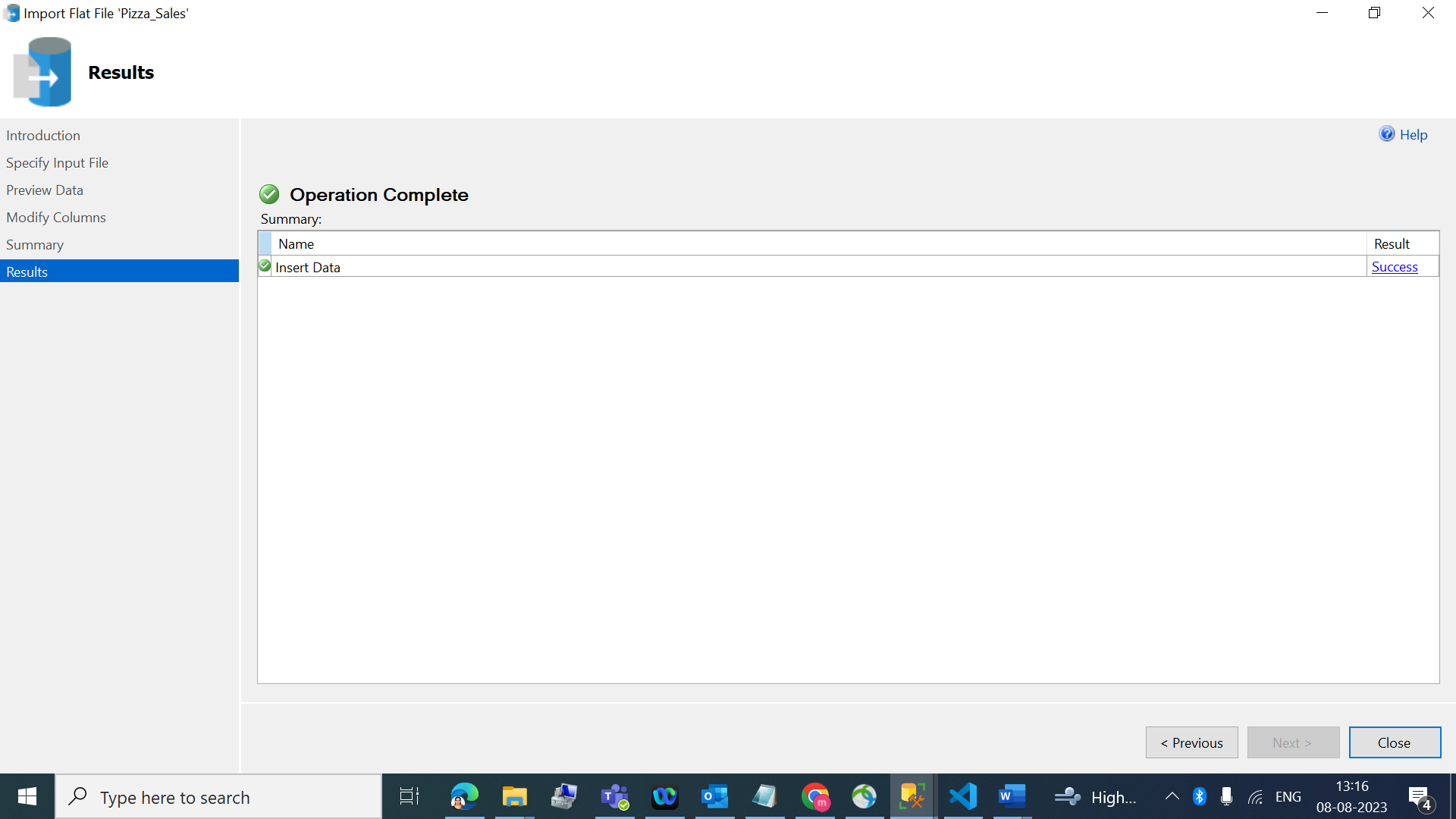
1. Created new database and table to process data.



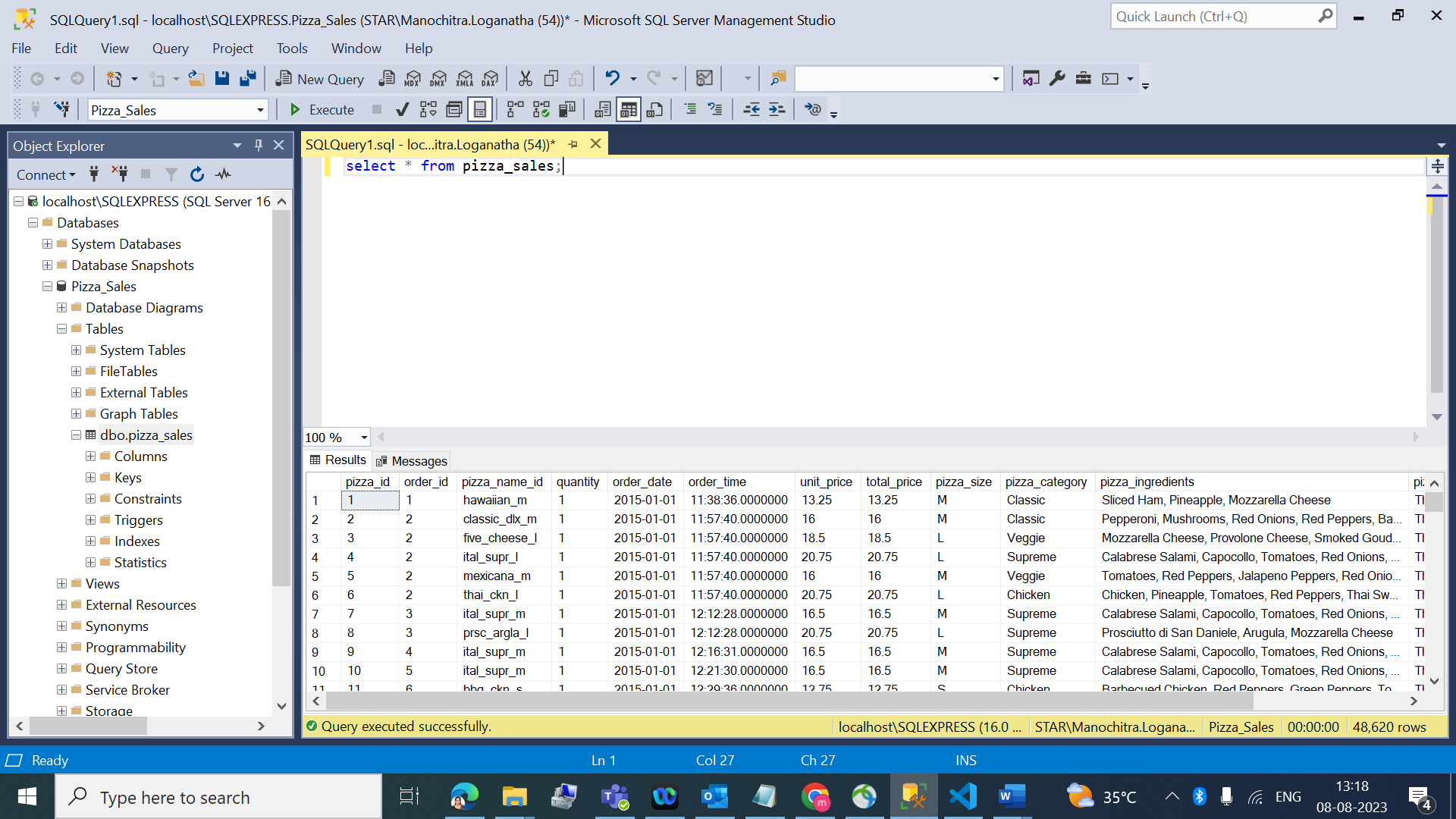
1. Modified data types of the column according to the data processed.



1. Successfully imported data into database table.



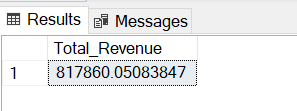
1. Validated the data from SSMS.



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

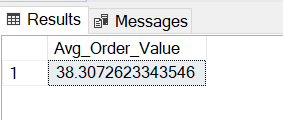
* **Total Revenue:**

SELECT sum(total\_price) AS Total\_Revenue FROM pizza\_sales;



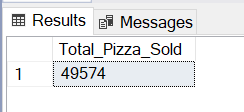
* **Average Order Value:**

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

****

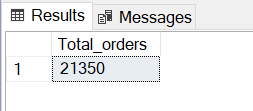
* **Total\_Pizza\_Sold:**

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

****

* **Total\_Orders:**

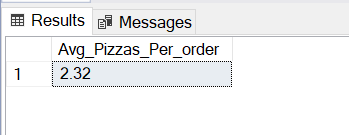
SELECT COUNT(DISTINCT order\_id) AS Total\_orders FROM pizza\_sales;

****

* **Average Pizzas Per order:**

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

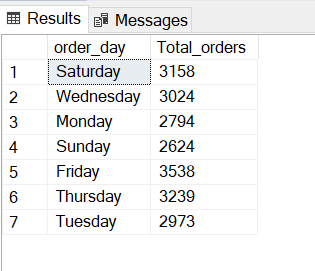
CAST(COUNT(DISTINCT order\_id) AS DECIMAL(10,2)) AS DECIMAL(10,2)) AS Avg\_Pizzas\_Per\_order FROM pizza\_sales;

****

* **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);

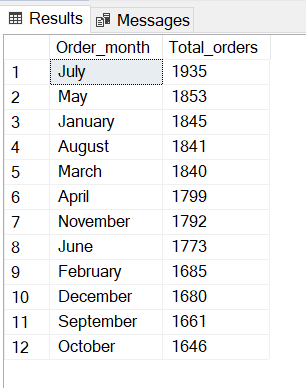


* **Monthly Trend for Total Orders:**

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;

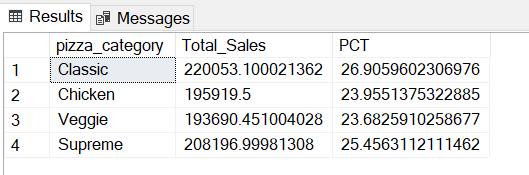
****

* **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)

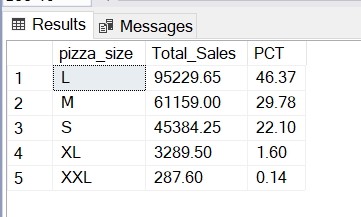
AS PCT FROM pizza\_sales GROUP BY pizza\_category;



* **Percentage of Sales by Pizza 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;



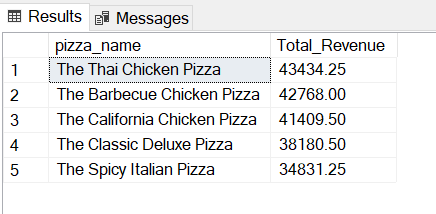
* **Top 5 Pizza by Revenue.**

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;

****

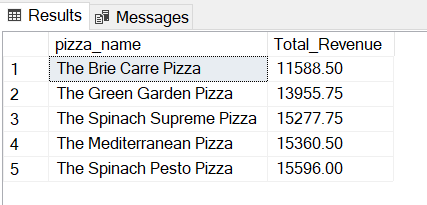
* **Bottom 5 Pizza by Revenue.**

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;

****

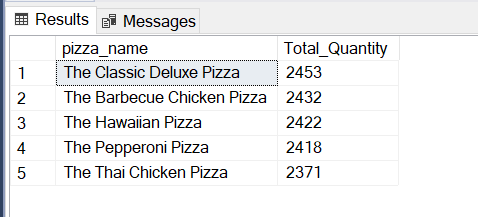
* **Top 5 Pizza by Quantity.**

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

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_QUANTITY DESC;

****

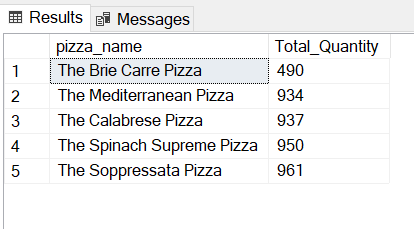
* **Bottom 5 Pizza by Quantity.**

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

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_QUANTITY ASC;

****