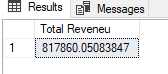
KPI’s

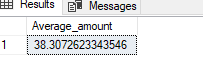
1: Total Revenue

select SUM(total\_price) as [Total Revenue] from pizza\_sales



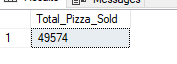
2: Average Order Value

select SUM(total\_price)/ count(distinct order\_id) from pizza\_sales



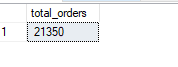
3: Total Pizza sold

select sum(quantity) from pizza\_sales



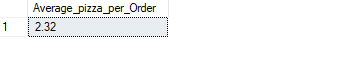
4:Total Orders

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



5: Average Pizza Sale Per Order

select cast(cast (SUM(quantity )AS decimal(10,2)) / count(distinct (order\_id)) AS decimal(10,2)) AS Average\_pizza\_per\_Order from pizza\_sales

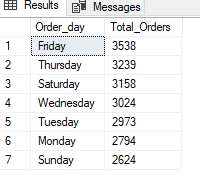


6: Daily Trend For Total Orders

select DATENAME(DW , order\_date) AS Order\_day, count(distinct(order\_id)) AS Total\_Orders from pizza\_sales

GROUP BY DATENAME(DW, Order\_date)

order by Total\_Orders desc

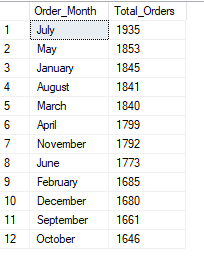


7: Month Trend for Total Orders

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

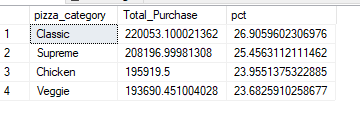


8: Percentage of Pizza by Sale Category

select pizza\_category,sum(total\_price) AS Total\_Purchase,SUM(total\_price)\*100/(select SUM(total\_price) from pizza\_sales) AS pct from pizza\_sales

group by pizza\_category

order by pct desc



8: Percentage of Pizza by Pizza Size

select pizza\_size,cast(SUM(total\_price)AS decimal(10,2)) AS Total,cast(SUM(total\_price) \* 100/(select (sum(total\_price)) from pizza\_sales) AS decimal(10,2)) AS Percentage from pizza\_sales

group by pizza\_size

