1. **Total Revenue:** The sum of the total price of all pizza orders.

SELECT SUM(TOTAL\_PRICE) AS TOTAL\_REVENUE FROM pizza\_sales

GO;

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1. **Average Order Value:** The average amount spent per order, calculated by dividing the total revenue by the total number of orders.

SELECT CAST(SUM(TOTAL\_PRICE)/COUNT(DISTINCT ORDER\_ID ) AS DECIMAL(20,2)) AS AVG\_SPENT\_PER\_ORDER

FROM pizza\_sales

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1. **Total Pizzas Sold:** The sum of the quantities of all pizzas sold.

SELECT SUM(QUANTITY) Total\_Pizza\_Sold

FROM pizza\_sales

GO;

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1. **Total Orders:** The total number of orders placed.

SELECT COUNT(DISTINCT ORDER\_ID) TOTAL\_ORDERS FROM pizza\_sales

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1. **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 SUM(QUANTITY) Total\_Pizza\_Sold,

COUNT(DISTINCT ORDER\_ID) TOTAL\_ORDERS,

CAST(SUM(QUANTITY) \* 1.0 / COUNT(DISTINCT ORDER\_ID) AS DECIMAL(20,2)) AVG\_PIZZAS\_PER\_ORDER

FROM pizza\_sales

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1. **Hourly Trend for Total Orders and Total Pizzas Sold:** Time-based distribution of pizza sales and orders

SELECT DATEPART(HOUR,ORDER\_TIME) TIME ,

COUNT(DISTINCT ORDER\_ID) TOTAL\_ORDERS,

SUM(quantity) TOTAL\_PIZZAS

FROM pizza\_sales

GROUP BY DATEPART(HOUR,ORDER\_TIME)

ORDER BY 1

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1. **Weekly Trend for Total Orders and Total Pizzas Sold:** Distribution of pizza sales and orders by week

SELECT DATEPART(ISO\_WEEK,order\_date) TIME ,

COUNT(DISTINCT ORDER\_ID) TOTAL\_ORDERS,

SUM(quantity) TOTAL\_PIZZAS

FROM pizza\_sales

GROUP BY DATEPART(ISO\_WEEK,order\_date)

ORDER BY 1

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1. **Percentage of Sales and Revenue by Pizza Category:** Distribution of revenue and pizza sold

SELECT PIZZA\_CATEGORY,CAST(SUM(TOTAL\_PRICE) AS DECIMAL(20,2)) TOTAL\_REVENUE,

CAST(100.0 \*SUM(TOTAL\_PRICE)/(SELECT SUM(TOTAL\_PRICE) FROM pizza\_sales) AS DECIMAL(20,2))Pct\_by\_Revenue,

SUM(QUANTITY) Pizza\_Sold,

CAST(100.0 \* SUM(QUANTITY)/(SELECT SUM(QUANTITY) FROM pizza\_sales) AS DECIMAL(20,2)) Pct\_by\_Pizza\_Sold

FROM pizza\_sales

GROUP BY pizza\_category

ORDER BY 3

-- Insight: Although the volume rate is 30 percent, the revenue rate is 27 percent.

-- In comparison to other types of pizza, classic pizza is less profitable.

A screenshot of a graph

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1. Percentage of Sales by Pizza Size:

SELECT pizza\_size, CAST(SUM(total\_price) AS DECIMAL(10,0)) TOTAL\_REVENUE,

CAST(100.0 \* SUM(total\_price)/(SELECT SUM(total\_price) FROM pizza\_sales) AS DECIMAL(20,2)) Pct\_by\_Revenue

FROM pizza\_sales

GROUP BY pizza\_size

order by 3 desc

A screenshot of a computer screen

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1. Top 5 Pizzas by Revenue:

SELECT TOP 5 pizza\_name, SUM(total\_price)

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY 2 DESC

A screenshot of a menu

Description automatically generated

1. Bottom 5 Pizzas by Revenue:

SELECT TOP 5 pizza\_name, SUM(total\_price)

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY 2

A screenshot of a computer

Description automatically generated

1. Top 5 Pizzas by Quantity:

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

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY 2 desc

A screenshot of a menu

Description automatically generated

1. Bottom 5 Pizzas by Quantity:

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

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY 2

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Description automatically generated