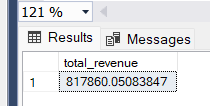
**KPI’s Requirement**

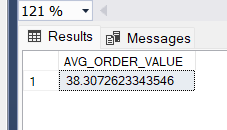
**Total Revenue**

1.SELECT SUM(total\_price) AS total\_revenue FROM pizza\_sales



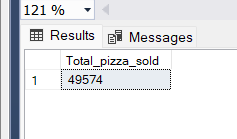
**AVG ORDER VALUE**

2. SELECT SUM(total\_price)/COUNT(DISTINCT order\_id) AS Avg\_order\_value FROM pizza\_sales



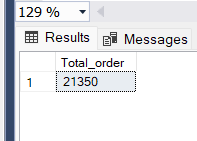
**TOTAL PIZZA SOLD**

3. SELECT SUM(quantity) AS Total\_pizza\_sold FROM pizza\_sales



**TOTAL ORDERS**

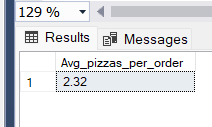
4. SELECT COUNT(DISTINCT order\_id) AS Total\_order FROM pizza\_sales



**AVG PIZZAS PER ORDER**

5. 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

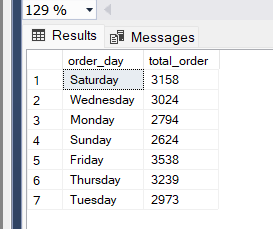


**DAILY TRENDS FOR TOTAL ORDER**

6. SELECT DATENAME(DW,order\_date) AS order\_day, COUNT(DISTINCT order\_id) AS total\_order

FROM pizza\_sales

GROUP BY DATENAME(DW,order\_date)

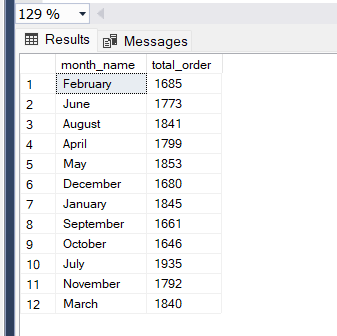


**MONTHLY TRENDS FOR TOTAL ORDER**

7. SELECT DATENAME(MONTH,order\_date) AS month\_name, COUNT(DISTINCT order\_id) AS total\_order

FROM pizza\_sales

GROUP BY DATENAME(MONTH,order\_date)

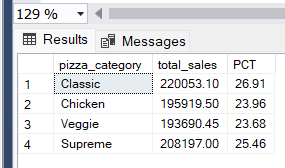


**PERCENTAGE OF SALES BY PIZZA CATAGORY**

8. SELECT pizza\_category, CAST(SUM(total\_price) AS DECIMAL (10,2)) AS total\_sales, CAST(SUM(total\_price)\*100/(SELECT SUM(total\_price) FROM pizza\_sales) AS DECIMAL (10,2)) AS PCT

FROM pizza\_sales

GROUP BY pizza\_category



**PERCENTAGE OF SALES BY PIZZA SIZE**

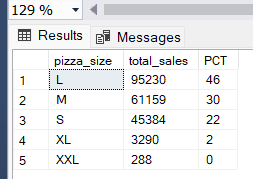
9. SELECT pizza\_size, CAST(SUM(total\_price) AS DECIMAL(10,0)) AS total\_sales, CAST(SUM(total\_price)\*100/(SELECT SUM(total\_price) FROM pizza\_sales WHERE DATEPART(quarter,order\_date) = 1) AS DECIMAL (10,0)) AS PCT

FROM pizza\_sales

WHERE DATEPART(quarter,order\_date) = 1

GROUP BY pizza\_size

ORDER BY PCT DESC

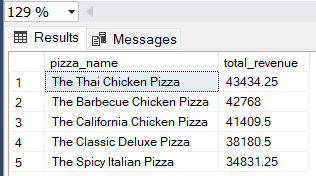


**TOP 5 BEST SELLERS BY REVENUE**

10. SELECT TOP 5 pizza\_name, SUM(total\_price) AS total\_revenue FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY total\_revenue DESC

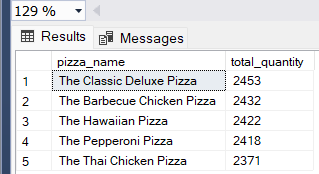


**TOTAL QUANTITY**

SELECT TOP 5 pizza\_name, SUM(quantity) AS total\_quantity FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY total\_quantity DESC

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**TOTAL ORDERS**

SELECT TOP 5 pizza\_name, SUM(order\_id) AS total\_order FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY total\_order DESC

