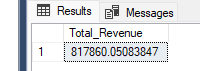
1. **KPI’s**
2. Total Revenue

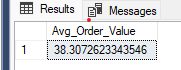
SELECT SUM(total\_price) AS Total\_Revenue FROM pizza\_sales;



1. Average Order Value

SELECT SUM(total\_price)/COUNT(DISTINCT order\_id) AS Avg\_Order\_Value

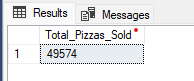
FROM pizza\_sales;



1. Total Pizzas Sold

SELECT SUM(quantity)

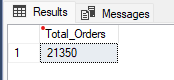
FROM pizza\_sales;



1. Total Orders

SELECT COUNT(DISTINCT order\_id) AS Total\_Orders

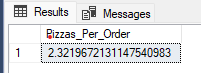
FROM pizza\_sales;



1. Pizzas per Order

SELECT CAST(SUM(quantity) AS DECIMAL)/CAST(COUNT(DISTINCT order\_id) AS DECIMAL) AS Pizzas\_Per\_Order

FROM pizza\_sales;

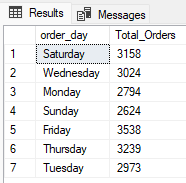


1. **Charts**
2. Daily Trends

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

FROM pizza\_sales

GROUP BY DATENAME(DW, order\_date);



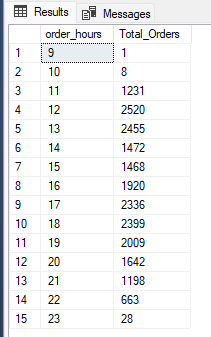
1. Hourly Trends

SELECT DATEPART(HOUR, order\_time) AS order\_hours, COUNT(DISTINCT order\_id) AS Total\_Orders

FROM pizza\_sales

GROUP BY DATEPART(HOUR, order\_time)

ORDER BY DATEPART(HOUR, order\_time);

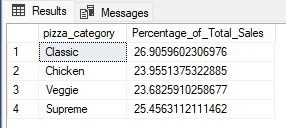


1. Percentage of Sales by Pizza Category

SELECT pizza\_category, SUM(total\_price) \* 100 / (SELECT SUM(total\_price) FROM pizza\_sales) AS Percentage\_of\_Total\_Sales

FROM pizza\_sales

GROUP BY pizza\_category;



Search by month

SELECT pizza\_category, SUM(total\_price) \* 100 / (SELECT SUM(total\_price)

FROM pizza\_sales

WHERE MONTH(order\_date) = 1)

AS Percentage\_of\_Total\_Sales

FROM pizza\_sales

WHERE MONTH(order\_date) = 1

GROUP BY pizza\_category;

1. Percentage of Sales by Pizza Size

Same as previous query but just change column

SELECT pizza\_category, SUM(total\_price) \* 100 / (SELECT SUM(total\_price)

FROM pizza\_sales

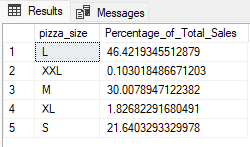
WHERE MONTH(order\_date) = 1)

AS Percentage\_of\_Total\_Sales

FROM pizza\_sales

WHERE MONTH(order\_date) = 1

GROUP BY pizza\_size;

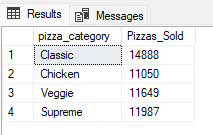


1. Total Pizzas Sold, by Category

SELECT pizza\_category, SUM(quantity) AS Pizzas\_Sold

FROM pizza\_sales

GROUP BY pizza\_category;



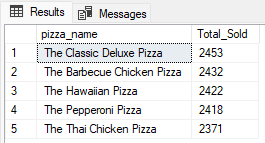
1. Top 5 Best Selling Pizzas

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

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Sold DESC;



1. Bottom Five Selling Pizzas

Same as top 5, just take out DESC from the ORDER BY

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

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Sold;

