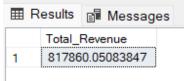
### A. KPI's

#### 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)) AS Avg_order_Value
FROM pizza_sales
```



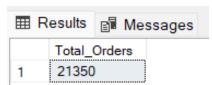
#### 3. Total Pizzas Sold

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



#### 4. Total Orders

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



### 5. Average Pizzas Per Order

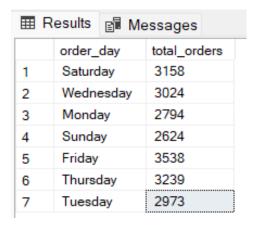
```
SELECT CAST(CAST(SUM(quantity) AS DECIMAL(10,2)) /
CAST(COUNT(DISTINCT order_id) AS DECIMAL(10,2)) AS DECIMAL(10,2))
AS Avg_Pizzas_per_order
FROM pizza_sales
```



### **B. 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)
```

### **Output:**



## C. Hourly Trend for Orders

```
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)
```

#### **Output**

⊞ Results		
	order_hours	total_orders
1	9	1
2	10	8
3	11	1231
4	12	2520
5	13	2455
6	14	1472
7	15	1468
8	16	1920
9	17	2336
10	18	2399
11	19	2009
12	20	1642
13	21	1198
14	22	663
15	23	28

### D. % of Sales by Pizza Category

```
SELECT pizza_category, CAST(SUM(total_price) AS DECIMAL(10,2)) as
total_revenue,
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
```

### **Output**

■ Results			
	pizza_category	total_revenue	PCT
1	Classic	220053.10	26.91
2	Chicken	195919.50	23.96
3	Veggie	193690.45	23.68
4	Supreme	208197.00	25.46

## E. % of Sales by Pizza Size

```
SELECT pizza_size, CAST(SUM(total_price) AS DECIMAL(10,2)) as
total_revenue,
CAST(SUM(total_price) * 100 / (SELECT SUM(total_price) from pizza_sales)
AS DECIMAL(10,2)) AS PCT
FROM pizza_sales
```

GROUP BY pizza\_size
ORDER BY pizza\_size

### **Output**

■ Results			
	pizza_size	total_revenue	PCT
1	L	375318.70	45.89
2	M	249382.25	30.49
3	S	178076.50	21.77
4	XL	14076.00	1.72
5	XXL	1006.60	0.12

## F. Total Pizzas Sold by Pizza Category

```
SELECT pizza_category, SUM(quantity) as Total_Quantity_Sold
FROM pizza_sales
WHERE MONTH(order_date) = 2
GROUP BY pizza_category
ORDER BY Total_Quantity_Sold DESC
```

### **Output**

■ Results		
	pizza_category	Total_Quantity_Sold
1	Classic	14888
2	Supreme	11987
3	Veggie	11649
4	Chicken	11050

## G. Top 5 Best Sellers by Total Pizzas Sold

```
SELECT Top 5 pizza_name, SUM(quantity) AS Total_Pizza_Sold
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Pizza_Sold DESC
```

### **Output**

	pizza_name	Total_Pizza_Sold
1	The Classic Deluxe Pizza	2453
2	The Barbecue Chicken Pizza	2432
3	The Hawaiian Pizza	2422
4	The Pepperoni Pizza	2418
5	The Thai Chicken Pizza	2371

# H. Bottom 5 Best Sellers by Total Pizzas Sold

SELECT TOP 5 pizza\_name, SUM(quantity) AS Total\_Pizza\_Sold FROM pizza\_sales GROUP BY pizza\_name ORDER BY Total\_Pizza\_Sold ASC

### **Output**

⊞ F	⊞ Results		
	pizza_name	Total_Pizza_Sold	
1	The Brie Carre Pizza	490	
2	The Mediterranean Pizza	934	
3	The Calabrese Pizza	937	
4	The Spinach Supreme Pizza	950	
5	The Soppressata Pizza	961	