SQL Queries Performed

A. KPI's

1. Total Revenue:

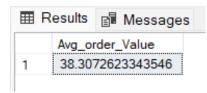
```
SELECT SUM(total_price) AS Total_Revenue FROM pizza_sales;

Results Messages

Total_Revenue
1 817860.05083847
```

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
```

```
Results Messages

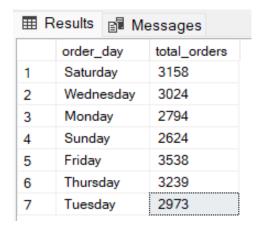
Avg_Pizzas_per_order

1 2.32
```

B. Daily Trend for Total Orders

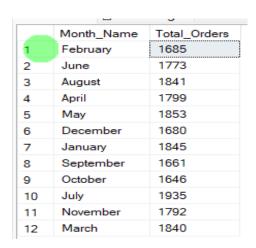
SELECT DATENAME(DW, order_date) AS order_day, COUNT(DISTINCT order_id) AS total_orders
FROM pizza_sales
GROUP BY DATENAME(DW, order_date)

Output:



C. Monthly Trend for Orders

```
select DATENAME(MONTH, order_date) as Month_Name, COUNT(DISTINCT order_id)
as Total_Orders
from pizza_sales
GROUP BY DATENAME(MONTH, order_date) Output
```



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
```

<u>Output</u>

■ 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
```

<u>Output</u>

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