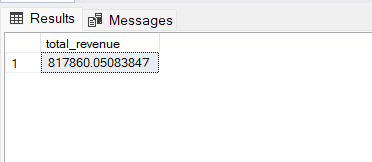
**KPI’s Requirement**

We need to analyse key indicators for our pizza sales data to gain insights into our business performance. Specifically, we want to calculate the following metrics:

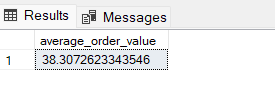
1.Total Revenue: The sum of the total price of all pizza orders.

select sum(total\_price) as total\_revenue from pizza\_sales



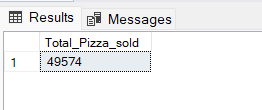
2.Average Order Value: The average amount spent per order, calculated by dividing the total revenue by the total number of orders.

select sum(total\_price)/count(distinct order\_id) as average\_order\_value from pizza\_sales



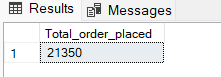
3.Total Pizzas sold: The sum of the quantities of all pizzas sold.

select SUM(quantity) as Total\_Pizza\_sold from pizza\_sales



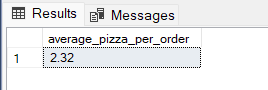
4.Total order placed: The total number of orders placed.

select COUNT(distinct(order\_id)) as Total\_order\_placed from pizza\_sales



5.Average\_pizza\_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 cast(cast(sum(quantity) as decimal(10,2))/cast (count(distinct order\_id)as decimal(10,2))as decimal(10,2)) as average\_pizza\_per\_order from pizza\_sales

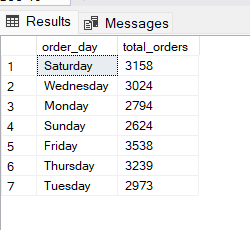


**Charts Requirement**

We would like to visualize various aspects of our pizza sales data to gain insights and understand key trends. We have identified the following requirements for creating charts:

1.Daily trend for total orders : Create a bar chart that displays the daily trend of total orders over a specific time period. This cart will help us identify any patterns of fluctuations in order volumes on a daily basis.

select DATENAME (dw, order\_date) as order\_day, count(distinct order\_id) as total\_orders from pizza\_sales group by DATENAME(dw, order\_date)



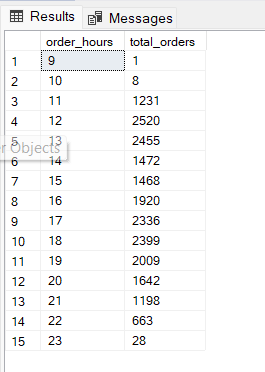
2.Hourly trend for orders: Create a line chart that illustrates the hourly trend of total orders throughout the day. This chart will allow us to identify peak hours or periods of high order activity.

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)



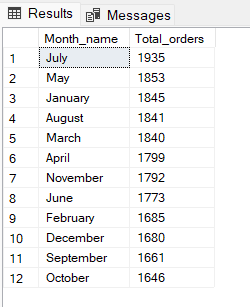
3.Monthly trend for total orders: Create a line chart that illustrates the hourly trend of total orders throughout the month. This chart will allow us to identify the sale of demand of pizzas on monthly basis.

select DATENAME(month, order\_date) as Month\_name, count(distinct order\_id) as Total\_orders

from pizza\_sales

group by DATENAME(month, order\_date)

order by Total\_orders desc

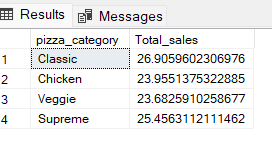


4.Percentage of sales by Pizza Category: Create a pie chrt that shows the distribution of sales across different pizza categories. This chart will provide insights into the popularity of various pizza categories and their contribution to overall sales.

select pizza\_category, sum(total\_price) \* 100 / (select sum(total\_price) from pizza\_sales) as PCT\_Total\_sales

from pizza\_sales

group by pizza\_category



4.Percentage of sales by pizza size: Generate a pie chart that represents the percentage of sales attributed to different pizza sizes. This chart will help us understand customer preferences for pizza sizes and their impact on sales.

select pizza\_size,

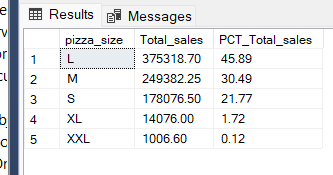
cast (sum(total\_price) as decimal(10,2)) as Total\_sales,

cast(sum(total\_price) \* 100 / (select sum(total\_price) from pizza\_sales) as decimal(10,2)) as PCT\_Total\_sales

from pizza\_sales

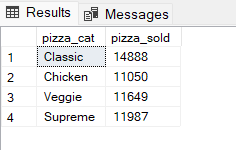
group by pizza\_size

order by PCT\_Total\_sales desc



5.Total pizzas sold by pizza category: Create a funnel chart that presents the total number of pizzas sold for each pizza category. This chart will allow us to compare the sales performance of different pizza categories.

select distinct (pizza\_category) as pizza\_cat, sum(quantity) as pizza\_sold from pizza\_sales group by pizza\_category



6.Top 5 best sellers by revenue, total quantity and total orders: Create a bar chart highlighting the top 5 best-selling pizzas based on the Revenue, Total Quantity, Total Orders. This chart will help us identify the most popular pizza options.

select top 5 pizza\_name, sum(total\_price) as total\_revenue from pizza\_sales

group by pizza\_name

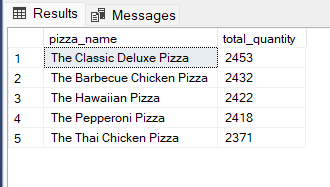
order by total\_revenue desc



select top 5 pizza\_name, sum(quantity) as total\_quantity from pizza\_sales

group by pizza\_name

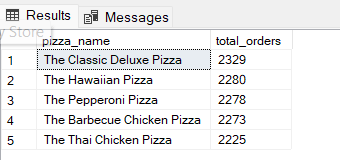
order by total\_quantity desc



select top 5 pizza\_name, count(distinct order\_id) as total\_orders from pizza\_sales

group by pizza\_name

order by total\_orders desc

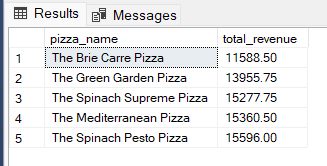


7.Bottom 5 best sellers by revenue, total quantity and total orders: Create a bar chart highlighting the bottom 5 best-selling pizzas based on the Revenue, Total Quantity, Total Orders. This chart will help us identify the less popular or underperforming pizza options.

select top 5 pizza\_name, cast(sum(total\_price)as decimal(10,2)) as total\_revenue from pizza\_sales

group by pizza\_name

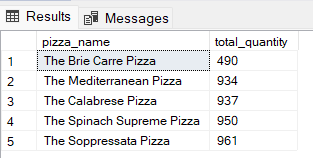
order by total\_revenue asc



select top 5 pizza\_name, sum(quantity) as total\_quantity from pizza\_sales

group by pizza\_name

order by total\_quantity asc



select top 5 pizza\_name, count(distinct order\_id) as total\_orders from pizza\_sales

group by pizza\_name

order by total\_orders asc

