#### -- PROBLEM STATEMENT 1: KPI

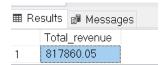
USE [PizzaSales]

1. -- Total Revenue calculation

**SELECT** 

ROUND (SUM (total price),2) AS Total revenue

FROM pizza sales



2. -- Average order value

**SELECT** 

ROUND (SUM (total\_price) / COUNT ( DISTINCT order\_id),2) AS Average\_order\_value FROM pizza sales

Average\_order\_value 38.31

3. --Total pizzas sold

**SELECT** 

COUNT (quantity) AS Total pizzas sold

FROM pizza sales

Total\_pizzas\_sold 49574

4. -- Total orders

**SELECT** 

COUNT (order id) AS Total orders

FROM pizza sales

Total\_orders 21350

5. -- Average number of 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 average number of izzas per order

FROM pizza sales

average\_number\_of\_pizzas\_per\_order 2.32

#### --PROBLEM STATEMENT 2:CHART REQUIREMENTS

#### **USE PizzaSales**

#### 1.--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)

Order_day	Total_orders
Saturday	3158
Wednesday	3024
Monday	2794
Sunday	2624
Friday	3538
Thursday	3239
Tuesday	2973
	Saturday Wednesday Monday Sunday Friday Thursday

## 2.--Hourly trend for total orders

SELECT DATEPART(HH, order\_time) AS Order\_hour, COUNT(DISTINCT order id) as Total orders,

**CASE** 

WHEN COUNT(DISTINCT order id) >= 1500 THEN 'Peak times'

WHEN COUNT(DISTINCT order id) >= 500 AND COUNT(DISTINCT order id) <

1500 THEN 'Normal'

ELSE 'Slow'

END AS Business status

FROM pizza sales

GROUP BY DATEPART(HH, order\_time)

ORDER BY DATEPART(HH, order time)

	Order_hour	Total_orders	Business_status
1	9	1	Slow
2	10	8	Slow
3	11	1231	Normal
4	12	2520	Peak times
5	13	2455	Peak times
6	14	1472	Normal
7	15	1468	Normal
8	16	1920	Peak times
9	17	2336	Peak times
10	18	2399	Peak times
11	19	2009	Peak times
12	20	1642	Peak times
13	21	1198	Normal
14	22	663	Normal
15	23	28	Slow

# 3--Total Sales per month

#### **SELECT**

DATENAME(MONTH, order\_date) AS order\_month, ROUND(SUM(total\_price),2) AS Total\_revenue FROM pizza\_sales GROUP BY DATENAME(MONTH, order\_date)

ORDER BY DATENAME(MONTH, order\_date) DESC

	order_month	Total_revenue
1	September	64180.05
2	October	64027.6
3	November	70395.35
4	Мау	71402.75
5	March	70397.1
6	June	68230.2
7	July	72557.9
8	January	69793.3
9	February	65159.6
10	December	64701.15
11	August	68278.25
12	April	68736.8

## 4--Percentage of sales per category

SELECT pizza\_category,ROUND(SUM(total\_price),2) AS Total\_revenue, ROUND(SUM(total\_price)\*100 / (SELECT SUM(total\_price) FROM pizza\_sales),2) AS pct\_sales FROM pizza\_sales
GROUP BY pizza\_category

	pizza_category	Total_revenue	pct_sales
1	Classic	220053.1	26.91
2	Chicken	195919.5	23.96
3	Veggie	193690.45	23.68
4	Supreme	208197	25.46

## 5--Percentage of sales by pizza size

SELECT pizza\_size,
ROUND(SUM(total\_price),2) AS Total\_revenue, ROUND(SUM(total\_price)\*100 /
(SELECT SUM(total\_price) FROM pizza\_sales),2) AS pct\_sales
FROM pizza\_sales
GROUP BY pizza\_size
ORDER BY pct\_sales DESC

	pizza_size	Total_revenue	pct_sales
1	L	375318.7	45.89
2	М	249382.25	30.49
3	S	178076.5	21.77
4	XL	14076	1.72
5	XXL	1006.6	0.12

#### 6--Total pizzas sold by category

SELECT pizza\_category, ROUND(SUM(total\_price),2) AS Total\_sales FROM pizza\_sales GROUP BY pizza\_category

	pizza_category	Total_sales
1	Classic	220053.1
2	Chicken	195919.5
3	Veggie	193690.45
4	Supreme	208197

# 7--Top 5 Best sellers by total Pizzas sold

# SELECT TOP(5)

pizza\_name , COUNT(quantity) AS 'total\_pizzas\_sold' FROM pizza\_sales GROUP BY pizza\_name

	pizza_name	total_pizzas_sold
1	The Sicilian Pizza	1887
2	The Spicy Italian Pizza	1887
3	The Thai Chicken Piz	2315
4	The Big Meat Pizza	1811
5	The Four Cheese Piz	1850

# 8--Bottom 5 worst sellers by total pizzas sold

## SELECT TOP(5)

pizza\_name , COUNT(quantity) AS 'total\_pizzas\_sold' FROM pizza\_sales GROUP BY pizza\_name ORDER BY total\_pizzas\_sold DESC

	pizza_name	total_pizzas_sold
1	The Classic Deluxe Pizza	2416
2	The Barbecue Chicken Pizza	2372
3	The Hawaiian Pizza	2370
4	The Pepperoni Pizza	2369
5	The Thai Chicken Pizza	2315