

Pizza sales KPI requirements

1.Total revenue

```
select SUM(total_price) as total_revenue  
from pizza_sales
```

Results		Messages
total_revenue		
1	817860.05083847	

2.Avg order value

```
select SUM(total_price)/COUNT(distinct order_id) as  
Avg_order_value
```

Results		Messages
Avg_order_value		
1	38.3072623343546	

3.Total pizza sold

```
select SUM(quantity) as total_pizza_sold  
from pizza_sales
```

Results		Messages
total_pizza_sold		
1	49574	

4.Total orders

```
select COUNT(distinct order_id) as total_orders  
from pizza_sales
```

Results		Messages
total_orders		
1	21350	

5. Avg pizza 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_pizza_per_order  
from pizza_sales
```

Results		Messages	
avg_pizza_per_order			
1	2.32		

A. Daily trends of total orders

```
select DATENAME(DW,order_date) as order_day, cast  
(SUM(total_price) AS decimal (10,2)) as total_revenue  
from pizza_sales  
group by DATENAME(DW,order_date)  
order by total_revenue desc
```

Results		Messages	
order_day		total_revenue	
1	Friday	136073.90	
2	Thursday	123528.50	
3	Saturday	123182.40	
4	Wednesday	114408.40	
5	Tuesday	114133.80	
6	Monday	107329.55	
7	Sunday	99203.50	

B. Monthly trends of total orders

```
select DATENAME(MONTH,order_date) as order_month,  
cast (SUM(total_price) AS decimal (10,2)) as  
total_revenue  
from pizza_sales  
group by DATENAME(MONTH,order_date)  
order by total_revenue desc
```

	order_month	total_revenue
1	July	72557.90
2	May	71402.75
3	March	70397.10
4	November	70395.35
5	January	69793.30
6	April	68736.80
7	August	68278.25
8	June	68230.20
9	February	65159.60
10	December	64701.15
11	September	64180.05
12	October	64027.60

C.% of sales by pizza category

```
select pizza_category, SUM(total_price)* 100 /
(select SUM(total_price) from pizza_sales --WHERE
DATEPART(MONTH,order_date) = 1) as PCT
from pizza_sales
---WHERE DATEPART(MONTH,order_date) = 1
group by pizza_category
```

(Where clause is used to filter the date according the needs)

D.% of sales by pizza size

```
select pizza_size, SUM(total_price)* 100 /
(select SUM(total_price) from pizza_sales) AS pct --WHERE
DATEPART(MONTH,order_date) = 1)
from pizza_sales
---WHERE DATEPART(MONTH,order_date) = 1
group by pizza_size
```

Results Messages		
	pizza_size	pct
1	L	45.8903330244889
2	XXL	0.123077294254725
3	M	30.492044420599
4	XL	1.72107684995364
5	S	21.7734684107037

E.Total pizza sold by category

```
select pizza_category, SUM(quantity) as total_quantity
from pizza_sales
group by pizza_category
```

Results Messages		
	pizza_category	total_quantity
1	Classic	14888
2	Chicken	11050
3	Veggie	11649
4	Supreme	11987

F.Top 5 by revenue, orders, quantity

```
select top 5 pizza_name, SUM(total_price) as total_revenue
from pizza_sales
group by pizza_name
order by total_revenue desc
```

Results Messages		
	pizza_name	total_revenue
1	The Thai Chicken Pizza	43434.25
2	The Barbecue Chicken Pizza	42768
3	The California Chicken Pizza	41409.5
4	The Classic Deluxe Pizza	38180.5
5	The Spicy Italian Pizza	34831.25

(In above case, we simply calculate orders and quantity in place of total_revenue)

G.Bottom 5 by revenue, orders, quantity

Is done by we've to order it by asc)