**KPIS**

1. **Total Revenue**

select sum(total\_price) AS Total\_Revenue from pizza\_sales

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1. **Avg Order Value**

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

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1. **Total Pizzas Sold**

select sum(quantity) AS Total\_Pizza\_Sold from pizza\_sales

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1. **Total Orders**

select count(Distinct order\_id) AS Total\_orders from pizza\_sales

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1. **Avg 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\_pizza\_per\_order from pizza\_sales

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**CHART REQUIREMENTS**

**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)

Group by a categorical variables

Dataname is a function

DW is a argument used to derive the date of the week, used to retrieve day of the week

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**2)MONTHLY TREND OF TOTAL 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)

ORDER BY Total\_orders DESC

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**3) PERCENTAGE OF SALES BY PIZZA CATEGORY**

select pizza\_category, sum(total\_price) \* 100 / (SELECT sum(total\_price) from pizza\_sales) AS Percentage\_of\_sales

FROM pizza\_sales

GROUP BY pizza\_category

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**4) PERCENTAGE OF SALES BY PIZZA SIZE**

select pizza\_category, sum(total\_price) as Total\_Sales, sum(total\_price) \* 100 / (SELECT sum(total\_price) from pizza\_sales) AS Percentage\_of\_sales

FROM pizza\_sales

GROUP BY pizza\_category

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**If we want to filter the data, lets say the data only for January month**

**5) TOTAL PIZZAS SOLD BY PIZZA CATEGORY**

select pizza\_category, sum(total\_price) as Total\_Sales, sum(total\_price) \* 100 /

(SELECT sum(total\_price) from pizza\_sales WHERE MONTH(order\_date) = 1 ) AS Percentage\_of\_sales

FROM pizza\_sales

WHERE MONTH(order\_date) = 1

GROUP BY pizza\_category

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**6) PERCENTAGE SALES FROM PIZZA SIZE**

select pizza\_size, sum(total\_price) as Total\_Sales, sum(total\_price) \* 100 /

(SELECT sum(total\_price) from pizza\_sales) AS Percentage\_of\_sales

FROM pizza\_sales

GROUP BY pizza\_size

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**To get only till two decimal places**

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 Percentage\_of\_sales

FROM pizza\_sales

GROUP BY pizza\_size

ORDER BY Percentage\_of\_sales DESC

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**7) TOP 5 PIZZA BY REVENUE**

SELECT TOP 5 pizza\_name, SUM(total\_price) AS Total\_revenue FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_revenue DESC

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**8) BOTTOM 5 PIZZA BY REVENUE**

SELECT TOP 5 pizza\_name, SUM(total\_price) AS Total\_revenue FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_revenue

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**9) TOP 5 PIZZA BY QUANTITY ( TOTAL PIZZA SOLD)**

SELECT TOP 5 pizza\_name, SUM(quantity) AS Total\_quantity FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_quantity DESC

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**10) BOTTOM 5 BY QUANTITY(TOTAL PIZZA 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

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**11) TOP 5 PIZZAS BY TOTAL ORDERS**

SELECT Top 5 pizza\_name, COUNT(DISTINCT order\_id) AS Total\_Orders

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Orders DESC

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**12) BOTTOM 5 PIZZAS BY TOTAL ORDERS**

SELECT Top 5 pizza\_name, COUNT(DISTINCT order\_id) AS Total\_Orders

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Orders ASC

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**QUARTERLY SALE REPORT**

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 WHERE DATEPART (quarter, order\_date)= 1) AS DECIMAL (10,2)) AS Percentage\_of\_sales

FROM pizza\_sales

WHERE DATEPART (quarter, order\_date)= 1

GROUP BY pizza\_size

ORDER BY Percentage\_of\_sales DESC

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