1. KPI

**Total Revenue:**

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



**Average\_Order\_Value**

select SUM(total\_price) /COUNT(DISTINCT order\_id) as Average\_Order\_Value from pizza\_sales



**Total\_Pizzas\_Sold**

select sum(quantity) as Total\_Pizzas\_Sold from pizza\_sales



**Total\_Order\_Placed**

select count(Distinct order\_id) as Total\_Order\_Placed from pizza\_sales



**Average\_Pizzas\_Per\_Order**

select Cast(Cast(count(quantity) as Decimal (10,2)) /Cast(count(Distinct order\_id) as Decimal (10,2))as decimal (10,2)) as Average\_Pizzas\_Per\_Order from pizza\_sales

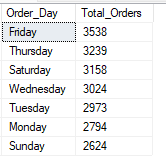


**Daily\_Trends\_for\_Total\_Orders**

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 By Total\_Orders Desc



**Monthly\_Trends\_for\_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

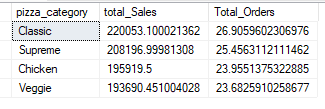


**Percentage of sales by Pizza Category**

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

group by pizza\_category

Order by Total\_Orders Desc

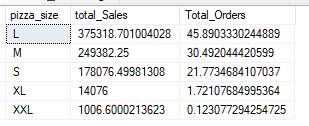


**Percentage of sales by Pizza Size**

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

group by pizza\_size

Order by Total\_Orders Desc

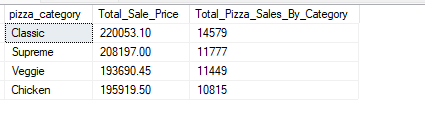


**Total Pizzas Sold by Pizza Category**

select pizza\_category, cast(Sum(total\_price)as decimal (10,2)) AS Total\_Sale\_Price, count(quantity) as Total\_Pizza\_Sales\_By\_Category from pizza\_sales

group by pizza\_category

Order by Total\_Pizza\_Sales\_By\_Category Desc

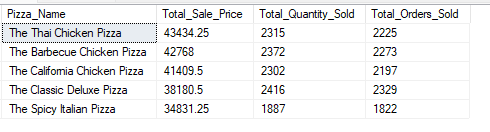


**Top 5 Best Sellers Pizza’s by Revenue, Quantity and Orders**

select TOP 5 pizza\_name as Pizza\_Name, sum(total\_price) AS Total\_Sale\_Price, count(quantity) as Total\_Quantity\_Sold, COUNT(Distinct order\_id) as Total\_Orders\_Sold from pizza\_sales

group by pizza\_name

Order by Total\_Sale\_Price Desc



**Bottom 5 Worst Sellers Pizza’s by Revenue, Quantity and Orders**

select TOP 5 pizza\_name as Pizza\_Name, sum(total\_price) AS Total\_Sale\_Price, count(quantity) as Total\_Quantity\_Sold, COUNT(Distinct order\_id) as Total\_Orders\_Sold from pizza\_sales

group by pizza\_name

Order by Total\_Sale\_Price ASC

