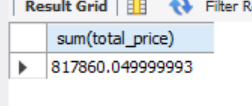
*-- Total Revenue: The sum of the total price of all pizza orders,,*

*with cte as*

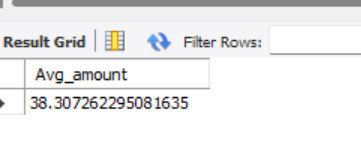
*(select sum(total\_price) from pizza\_sales)*

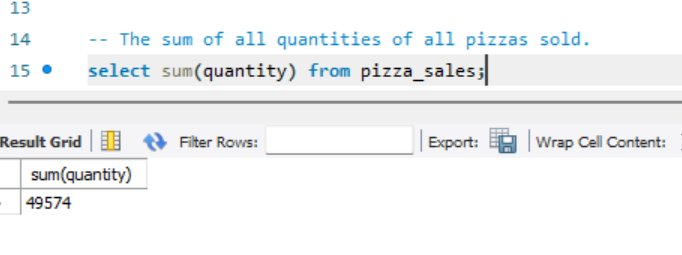
*select \* from cte;*

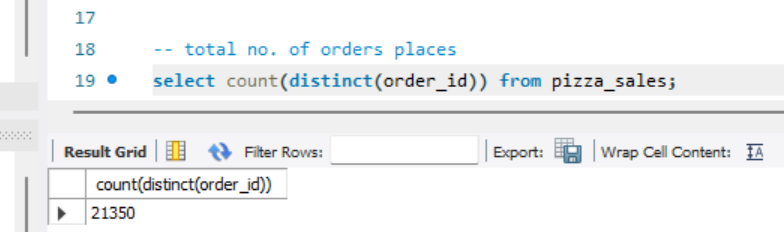


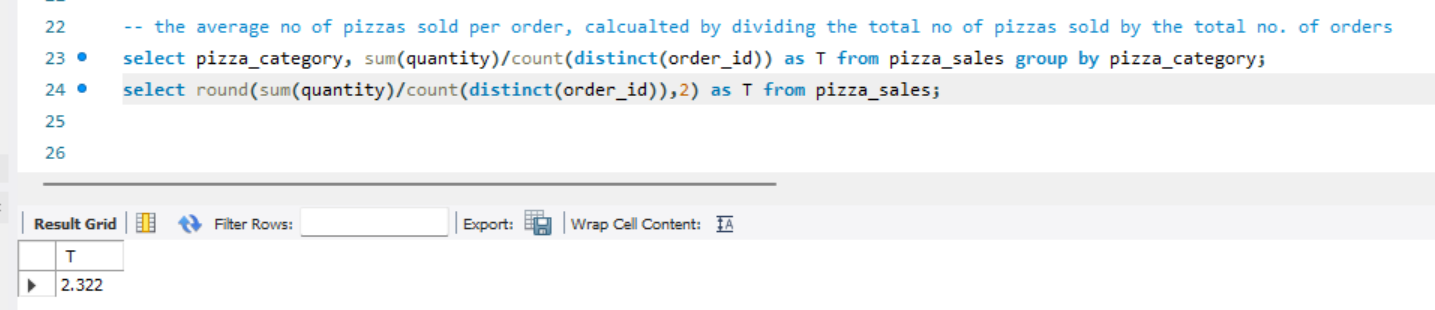
-- Average Order value: The average amount spent per order, calcualted by dividing the total revenue by the total number of orders;

select sum(total\_price)/count(distinct order\_id) as Avg\_amount from pizza\_sales;









select \* from pizza\_sales;

-- Daily Trend for Total Orders

SELECT Datename(dw, order\_date) AS Day\_Name, COUNT(DISTINCT order\_id) AS Total\_Orders

FROM pizza\_sales

GROUP BY Datename(dw, order\_date) order by Day\_Name desc;

-- Monthly Trend for Total Ordrs

SELECT FORMAT(Order\_date, 'MMMM') AS Month, COUNT(DISTINCT order\_id) AS Total\_Orders

FROM pizza\_sales

GROUP BY FORMAT(Order\_date, 'MMMM');

-- or

SELECT datename(month, Order\_date) AS Month, COUNT(DISTINCT order\_id) AS Total\_Orders

FROM pizza\_sales

GROUP BY datename(month, Order\_date);

-- percentage of sales by pizza category;

SELECT

ROUND(SUM(total\_price), 1) AS Total\_price,

round(SUM(total\_price)\*100 / (select sum(total\_price) from pizza\_sales),2) AS Percentage\_Sales,

pizza\_category

FROM

pizza\_sales

GROUP BY

pizza\_category;

-- Percentage of sales by Pizza\_size

SELECT

ROUND(SUM(total\_price), 1) AS Total\_price,

round(SUM(total\_price)\*100 / (select sum(total\_price) from pizza\_sales),2) AS Percentage\_Sales,

pizza\_size

FROM

pizza\_sales

GROUP BY

pizza\_size

order by pizza\_size desc;

-- Top/Bottom sellers by revenue, total quantity, and total orders;

-- Total Revenue

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(total\_price) as Total\_Revenue

from

pizza\_sales

group by pizza\_name

order by Total\_Revenue asc;

select top 5 pizza\_name, sum(quantity) as Quantity

from

pizza\_sales

group by pizza\_name

order by Quantity desc;

select top 5 pizza\_name, sum(quantity) as Quantity

from

pizza\_sales

group by pizza\_name

order by Quantity asc;

select top 5 pizza\_name, count(distinct order\_id) as Orders

from

pizza\_sales

group by pizza\_name

order by Orders desc;

select top 5 pizza\_name, count(distinct order\_id) as Orders

from

pizza\_sales

group by pizza\_name

order by Orders asc;