A.KPI’s

1. Total Revenue:

SELECT SUM(total\_price) as total\_revenue

FROM pizza\_sales;

|  |
| --- |
| # total\_revenue |
| 817860.049999993 |

1. Average Order Value

SELECT SUM(total\_price)/COUNT(DISTINCT order\_id) as Avg\_order\_value

FROM pizza\_sales;

|  |
| --- |
| # Avg\_order\_value |
| '38.307262295081635' |

1. Total Pizza Sold

SELECT SUM(quantity) as total\_prize\_sold

FROM pizza\_sales;

|  |
| --- |
| # total\_prize\_sold |
| '49574' |

1. Total Orders

SELECT COUNT(DISTINCT order\_id) AS total\_orders

FROM pizza\_sales;

|  |
| --- |
| # total\_orders |
| '21350' |

1. Average Price Per Order

SELECT SUM(quantity)/ COUNT(DISTINCT order\_id) as Avg\_price\_per\_order

FROM pizza\_sales;

|  |
| --- |
| # Avg\_price\_per\_order |
| '2.3220' |

B.Daily Trend For Total Orders

1. **Daily trends**

SELECT DATE\_FORMAT(order\_date,'%W') as order\_day, COUNT(DISTINCT order\_id) as total\_orders

FROM pizza\_sales

GROUP BY order\_day;

1. Hourly trends

SELECT EXTRACT(HOUR FROM order\_time) as order\_hours, COUNT(DISTINCT order\_id) as total\_orders

FROM pizza\_sales

GROUP BY order\_hours;

|  |  |
| --- | --- |
| # order\_hours | total\_orders |
| 9 | 1 |
| 10 | 8 |
| 23 | 28 |
| 22 | 663 |
| 21 | 1198 |
| 11 | 1231 |
| 15 | 1468 |
| 14 | 1472 |
| 20 | 1642 |
| 16 | 1920 |
| 19 | 2009 |
| 17 | 2336 |
| 18 | 2399 |
| 13 | 2455 |
| 12 | 2520 |

1. Percentage of Sales by pizza size

SELECT pizza\_size, CAST(sum(total\_price) \* 100/ (SELECT SUM(total\_price) FROM pizza\_sales) AS DECIMAL(10,2)) PCT

FROM pizza\_sales

GROUP BY pizza\_size

ORDER BY PCT DESC;

|  |  |
| --- | --- |
| # pizza\_size | PCT |
| L | 45.89 |
| M | 30.49 |
| S | 21.77 |
| XL | 1.72 |
| XXL | 0.12 |

1. Percentage of Sales by pizza category

SELECT pizza\_category, SUM(quantity) as Total\_Pizzas\_sold

FROM pizza\_sales

GROUP BY pizza\_category;

|  |  |
| --- | --- |
| # pizza\_category | Total\_Pizzas\_sold |
| 'Classic' | '14888' |
| 'Veggie' | '11649' |
| 'Supreme' | '11987' |
| 'Chicken' | '11050' |

1. Top 5 best pizza sold

SELECT pizza\_name, SUM(quantity) as total\_pizza\_sold

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY total\_pizza\_sold DESC

LIMIT 5;

|  |  |
| --- | --- |
| # pizza\_name | total\_pizza\_sold |
| 'The Classic Deluxe Pizza' | '2453' |
| 'The Barbecue Chicken Pizza' | '2432' |
| 'The Hawaiian Pizza' | '2422' |
| 'The Pepperoni Pizza' | '2418' |
| 'The Thai Chicken Pizza' | '2371' |

1. Top 5 worst pizza sold

SELECT pizza\_name, SUM(quantity) as total\_pizza\_sold

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY total\_pizza\_sold

LIMIT 5;

|  |  |
| --- | --- |
| # pizza\_name | total\_pizza\_sold |
| 'The Brie Carre Pizza' | '490' |
| 'The Mediterranean Pizza' | '934' |
| 'The Calabrese Pizza' | '937' |
| 'The Spinach Supreme Pizza' | '950' |
| 'The Soppressata Pizza' | '961' |