**KPI’S REQUIREMENT**

**Total revenue**

USE [Pizza DB]

SELECT\* FROM Pizza\_sales

Select SUM([total\_price])as Total\_revenue from [dbo].[pizza\_sales]

= 817860.05083847

Average order value

Select SUM([total\_price])/COUNT(DISTINCT(ORDER\_ID)) as Avg\_order\_value from [dbo].[pizza\_sales]

= 38.3072623343546

**Total pizza sold**

Select SUM([quantity])as Total\_pizza\_sold from [dbo].[pizza\_sales]

= 49574

Total orders

Select COUNT(DISTINCT order\_id) as Total\_orders from [dbo].[pizza\_sales]

= 21350

Average pizzas per order

Select SUM([quantity])/COUNT(DISTINCT order\_id) from [dbo].[pizza\_sales]

= 2

Here, the MS SQL SERVER is trying to round of the orginal value

So there is a need to change the data type

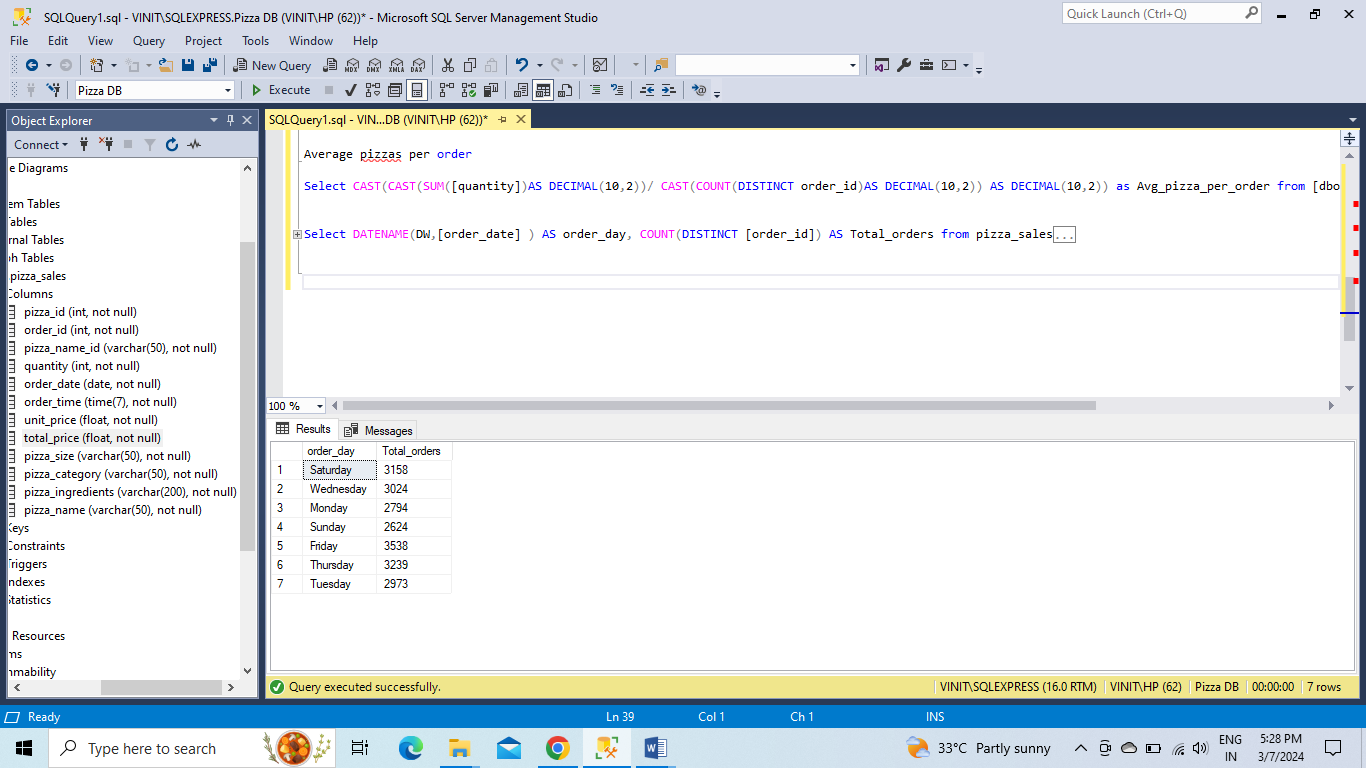
Select CAST(CAST(SUM([quantity])AS DECIMAL(10,2))/ CAST(COUNT(DISTINCT order\_id)AS DECIMAL(10,2)) AS DECIMAL(10,2)) as Avg\_pizza\_per\_order from [dbo].[pizza\_sales]

= 2.32

**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])

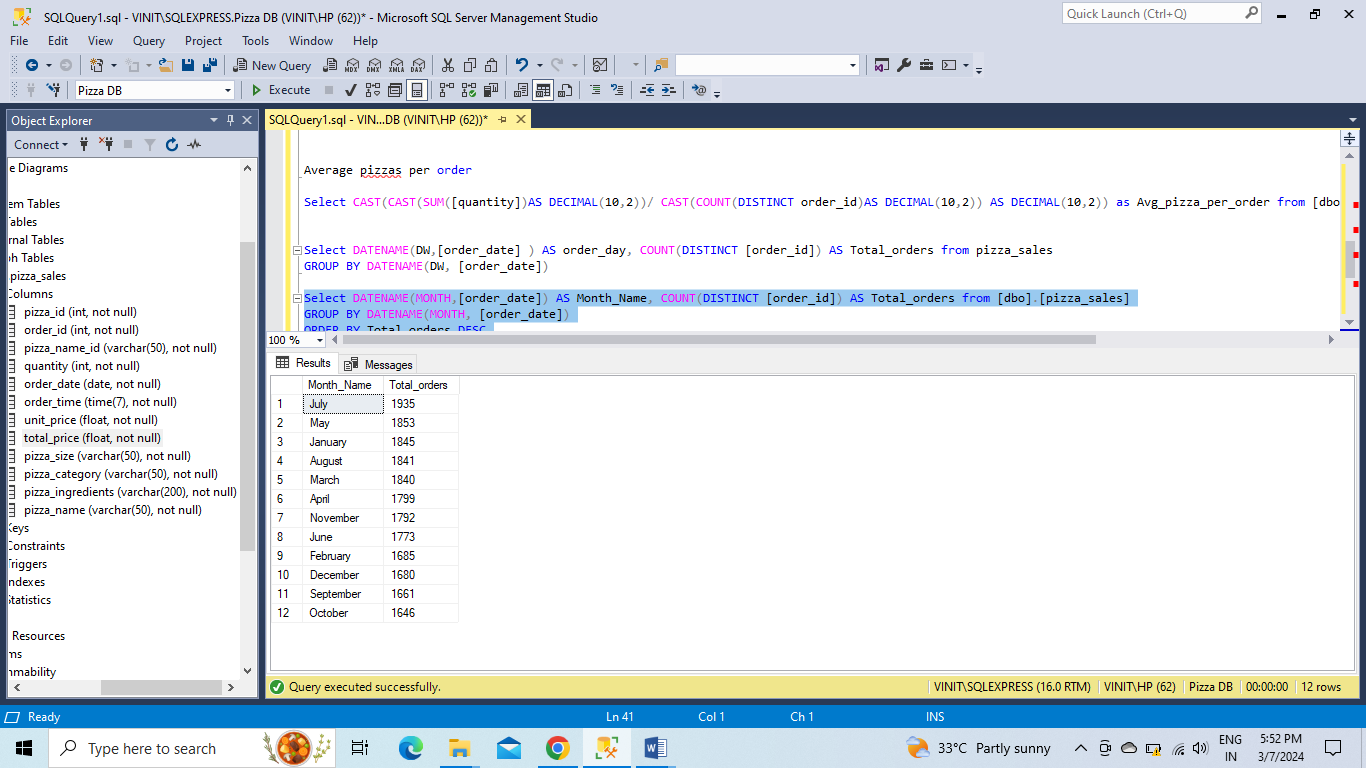


**MONTHLY TREND FOR TOTAL ORDERS**

Select DATENAME(MONTH,[order\_date]) AS Month\_Name, COUNT(DISTINCT [order\_id]) AS Total\_orders from [dbo].[pizza\_sales]

GROUP BY DATENAME(MONTH, [order\_date])

ORDER BY Total\_orders DESC

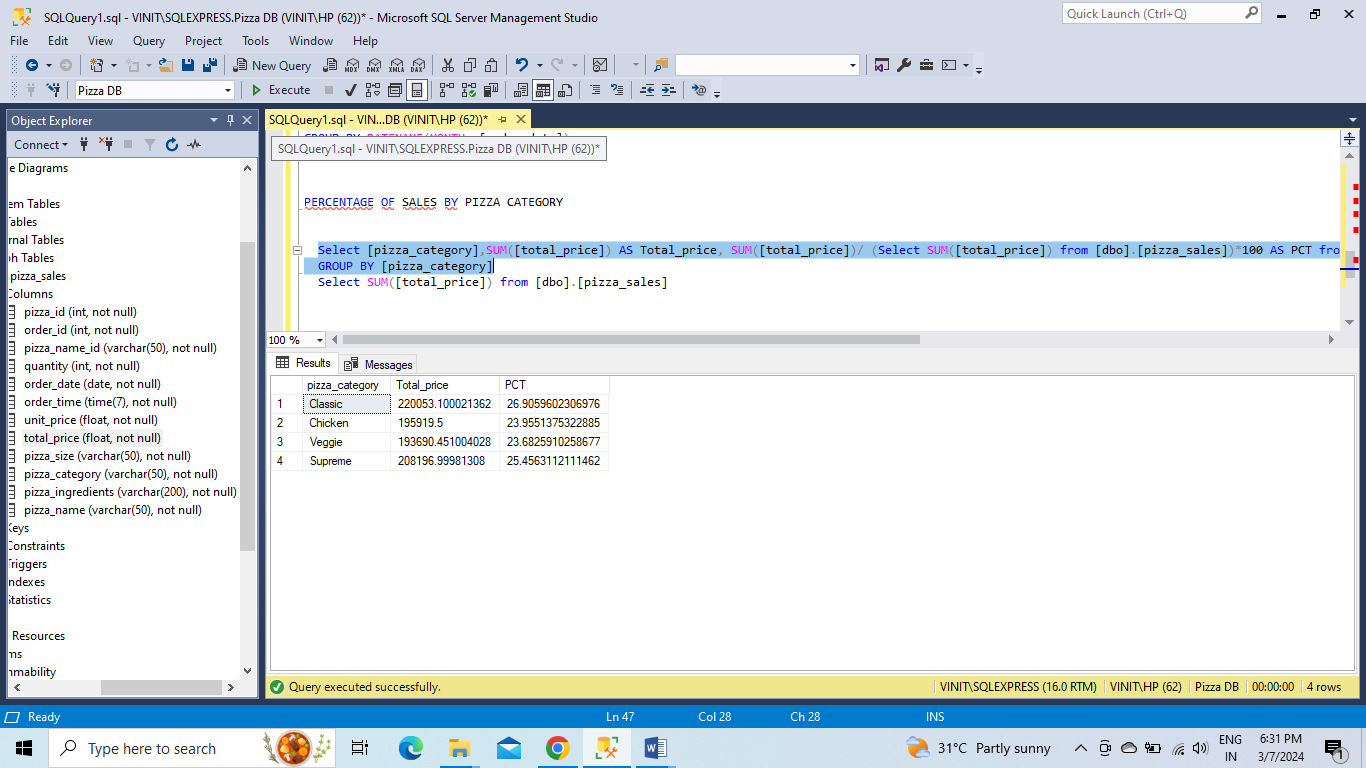


**% of Sales by Pizza Category**

Select [pizza\_category],SUM([total\_price]) AS Total\_price, SUM([total\_price])/

(Select SUM([total\_price]) from [dbo].[pizza\_sales])\*100 AS PCT from [dbo].[pizza\_sales]

GROUP BY [pizza\_category]



IF WE NEED A SPECIFIC MONTHLY PERCENTAGE OF SALES, for example January, we can write the query as

Select [pizza\_category],SUM([total\_price]) AS Total\_price, SUM([total\_price])/ (Select SUM([total\_price]) from [dbo].[pizza\_sales] WHERE MONTH(order\_date)=1)\*100 AS PCT from [dbo].[pizza\_sales]

WHERE MONTH(order\_date)=1

GROUP BY [pizza\_category]

WE CAN JUST CHANGE THE NUMBER 1 TO KNOW THE OTHER MONTHLY TRENDS

**% of Sales by Pizza Size**

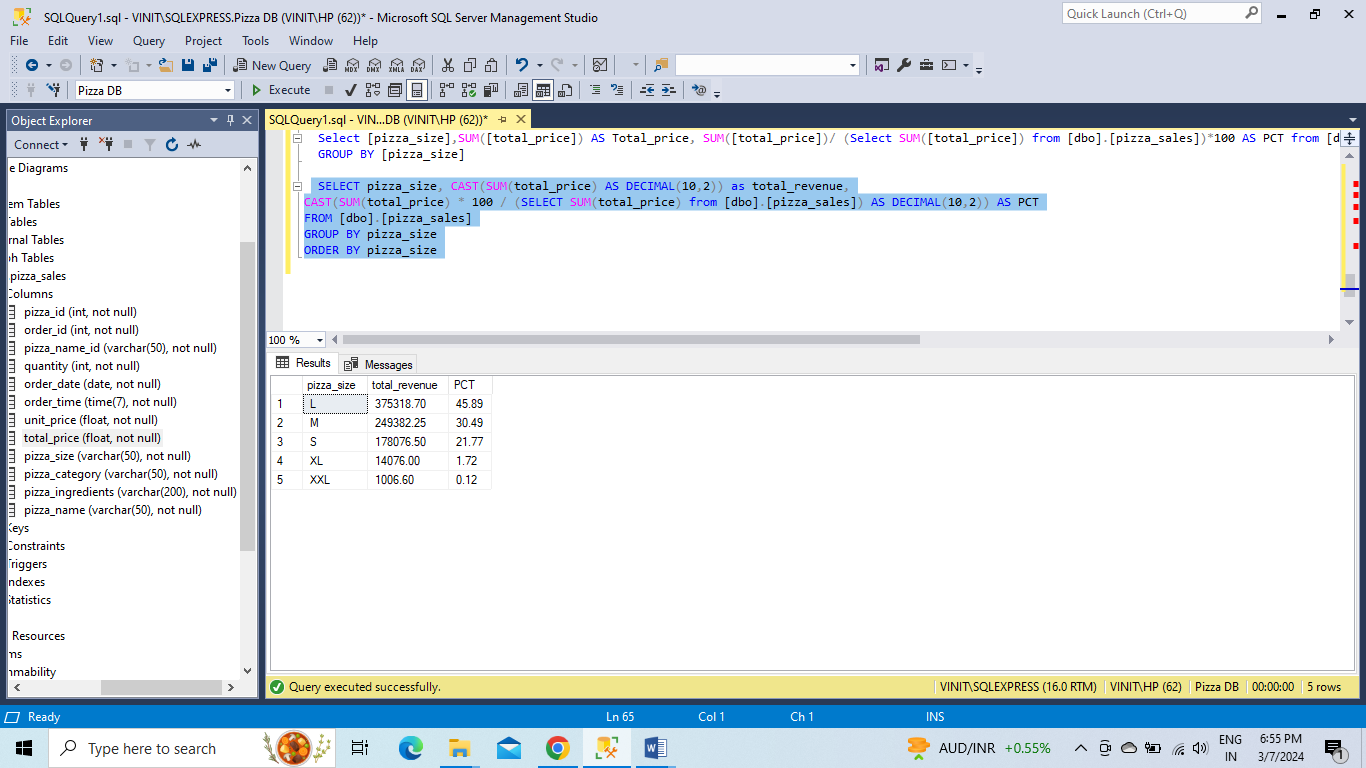
SELECT pizza\_size, CAST(SUM(total\_price) AS DECIMAL(10,2)) as total\_revenue,

CAST(SUM(total\_price) \* 100 / (SELECT SUM(total\_price) from [dbo].[pizza\_sales]) AS DECIMAL(10,2)) AS PCT

FROM [dbo].[pizza\_sales]

GROUP BY pizza\_size

ORDER BY pizza\_size



**1st Quarter % of Sales by Pizza Size**

SELECT pizza\_size, CAST(SUM(total\_price) AS DECIMAL(10,2)) as total\_revenue,

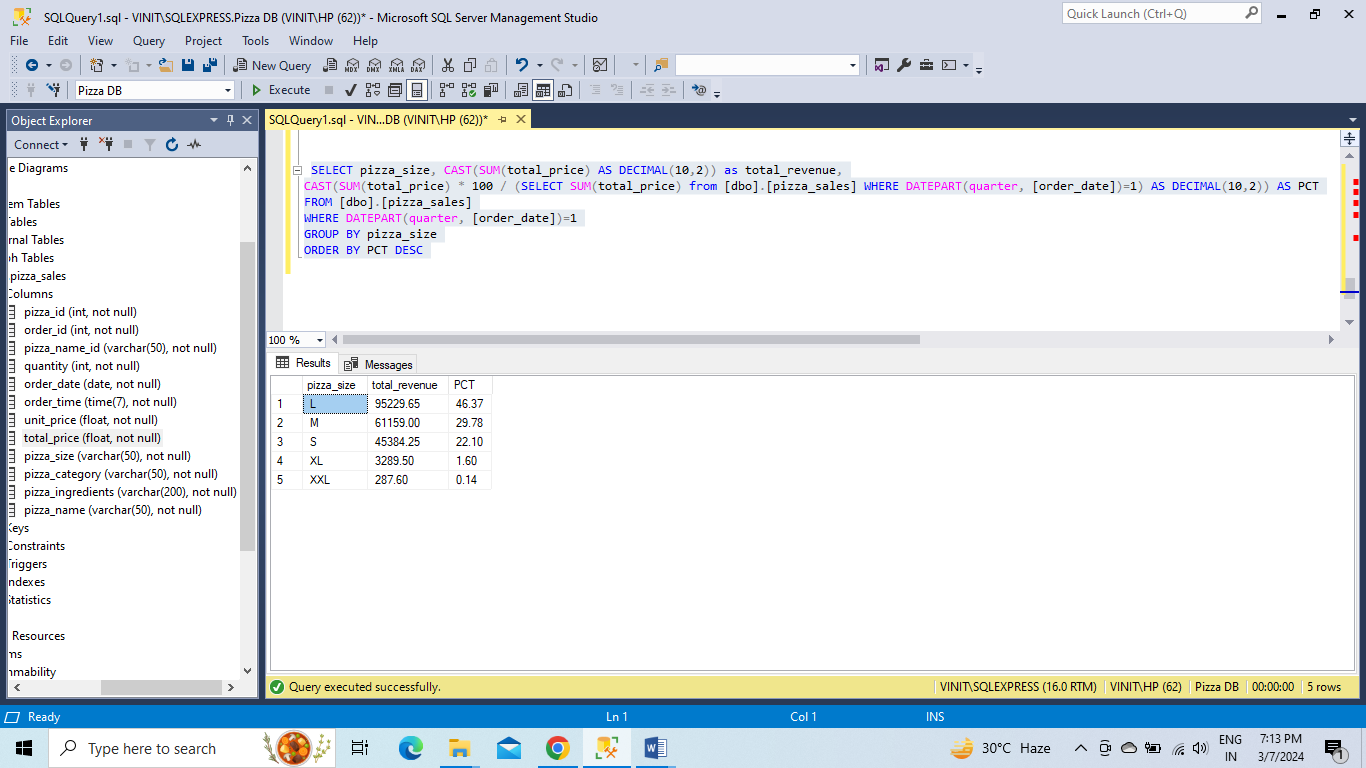
CAST(SUM(total\_price) \* 100 / (SELECT SUM(total\_price) from [dbo].[pizza\_sales] WHERE DATEPART(quarter, [order\_date])=1) AS DECIMAL(10,2)) AS PCT

FROM [dbo].[pizza\_sales]

WHERE DATEPART(quarter, [order\_date])=1

GROUP BY pizza\_size

ORDER BY PCT DESC

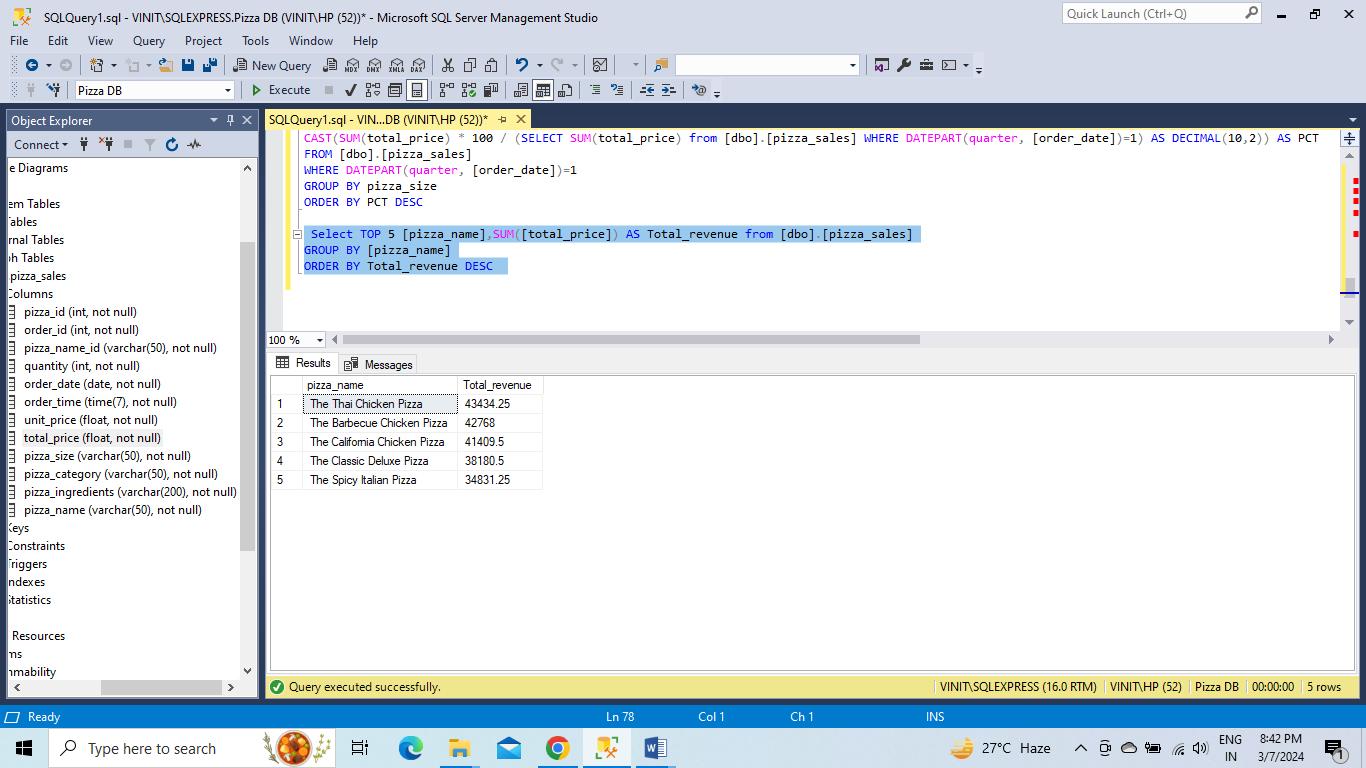


**Top 5 Pizzas by Revenue**

Select TOP 5 [pizza\_name],SUM([total\_price]) AS Total\_revenue from [dbo].[pizza\_sales]

GROUP BY [pizza\_name]

ORDER BY Total\_revenue DESC



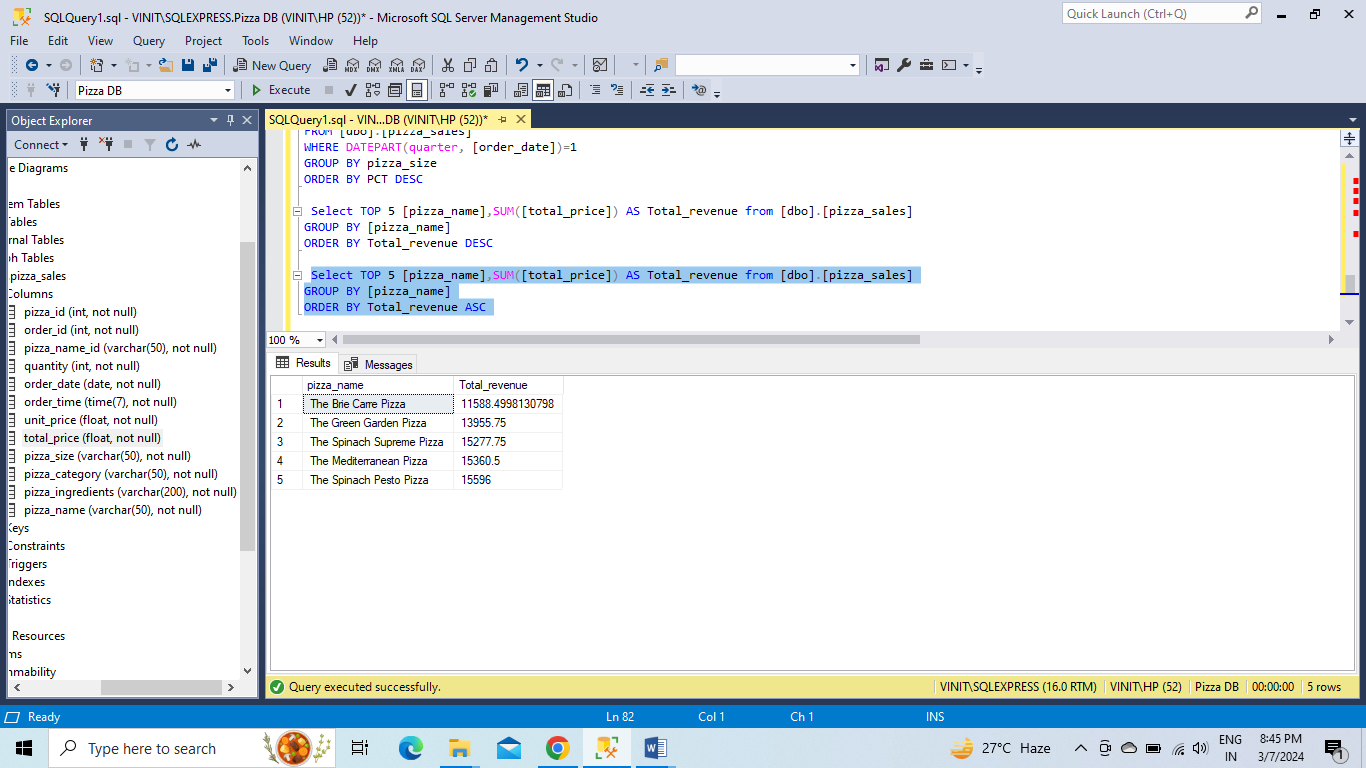
**T**

**Bottom 5 Pizzas by Revenue**

Select TOP 5 [pizza\_name],SUM([total\_price]) AS Total\_revenue from [dbo].[pizza\_sales]

GROUP BY [pizza\_name]

ORDER BY Total\_revenue ASC

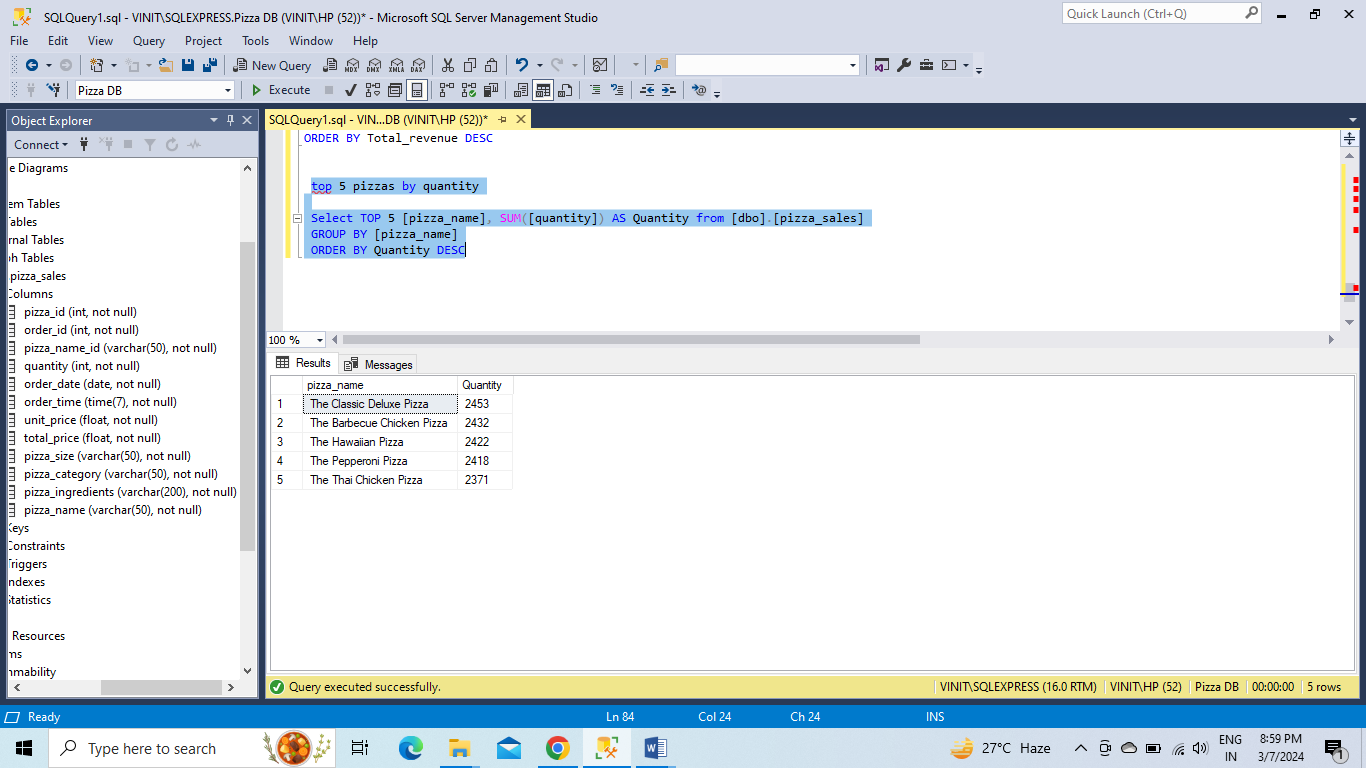


**TOP 5 PIZZAS BY QUANTITY**

Select TOP 5 [pizza\_name], SUM([quantity]) AS Quantity from [dbo].[pizza\_sales]

GROUP BY [pizza\_name]

ORDER BY Quantity DESC

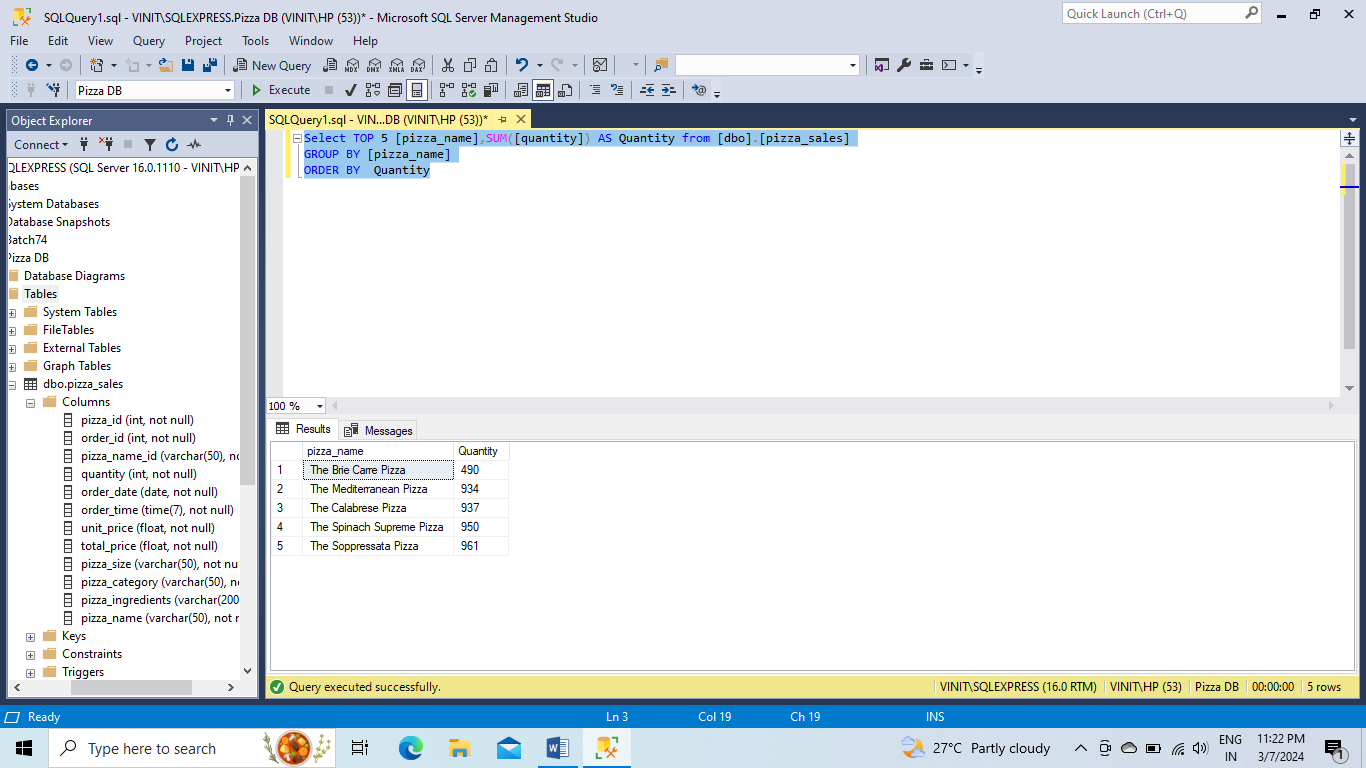
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**BOTTOM 5 PIZZAS BY QUANTITY**

Select TOP 5 [pizza\_name],SUM([quantity]) AS Quantity from [dbo].[pizza\_sales]

GROUP BY [pizza\_name]

ORDER BY Quantity

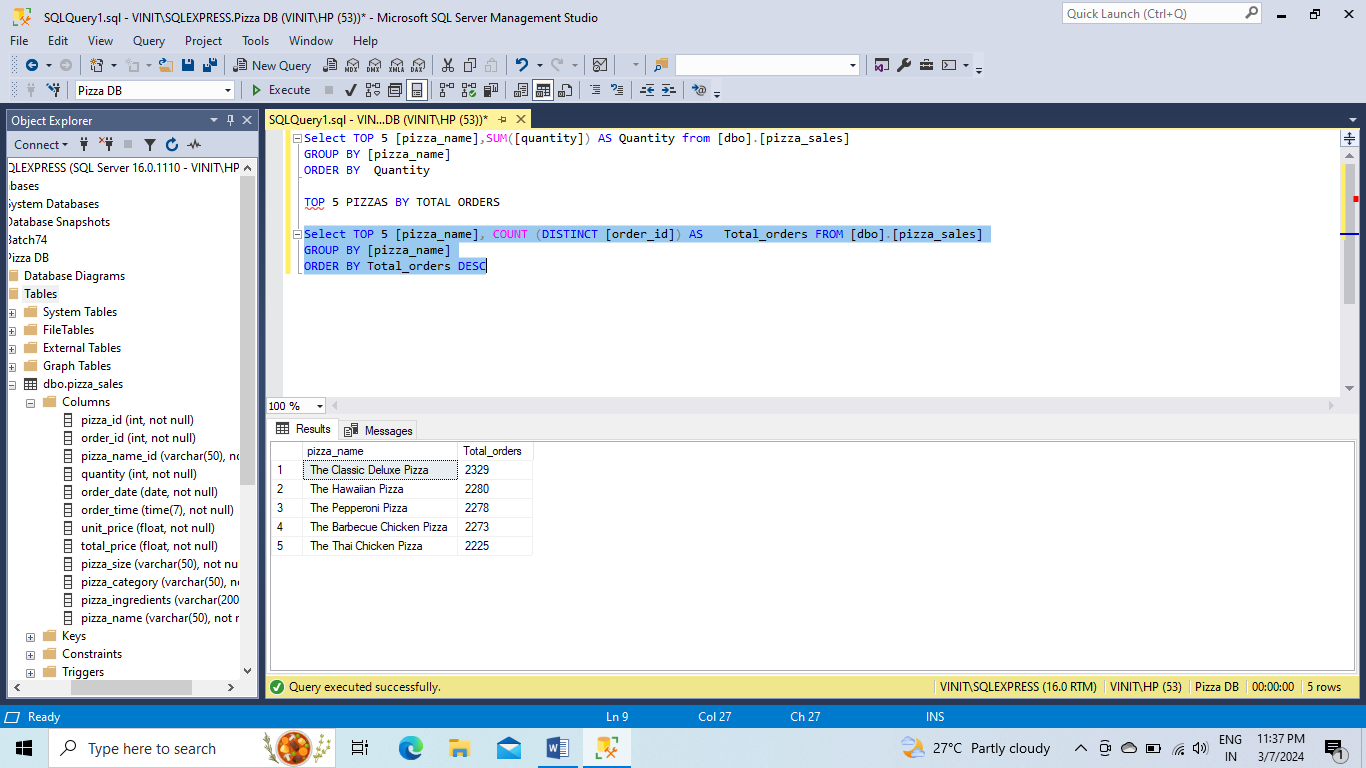
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**TOP 5 PIZZAS BY TOTAL ORDERS**

Select TOP 5 [pizza\_name], COUNT (DISTINCT [order\_id]) AS Total\_orders FROM [dbo].[pizza\_sales]

GROUP BY [pizza\_name]

ORDER BY Total\_orders DESC

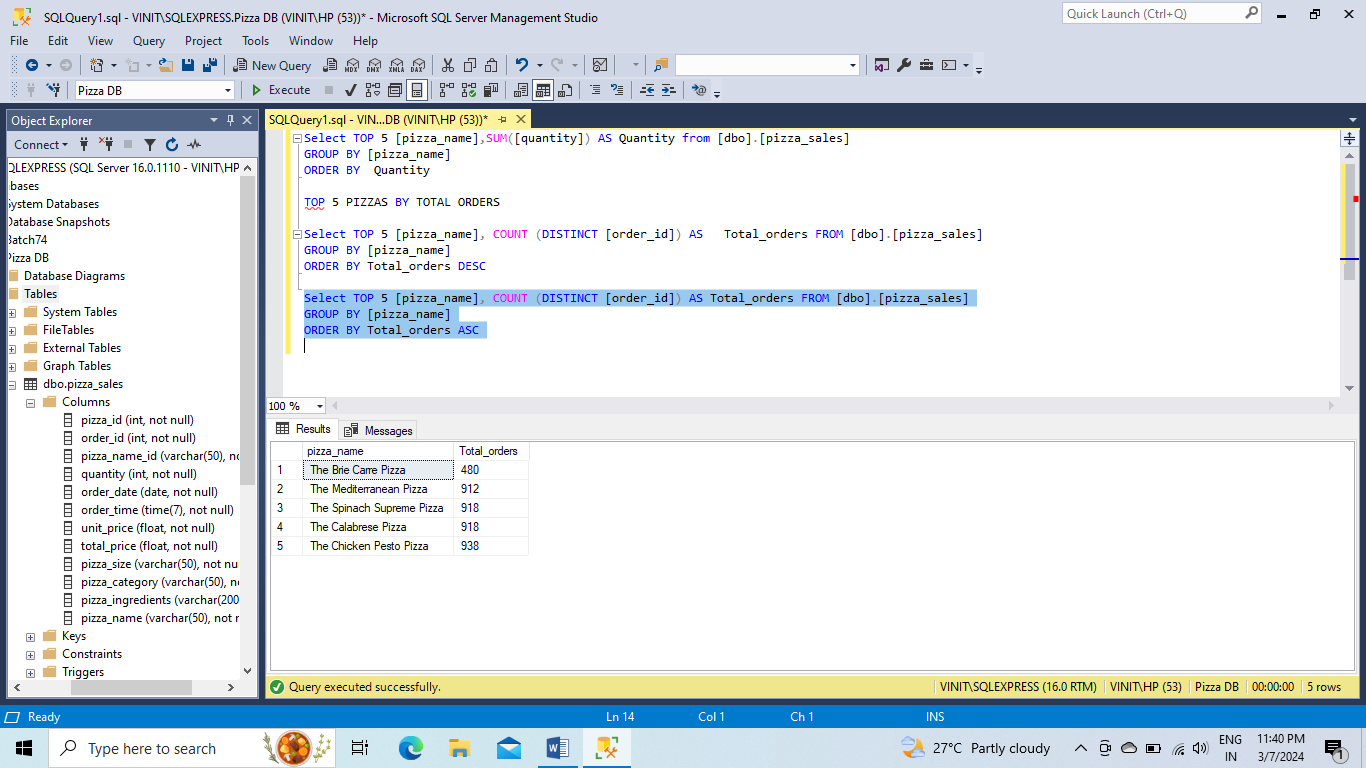
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**BOTTOM 5 PIZZAS BY TOTAL ORDERS**

Select TOP 5 [pizza\_name], COUNT (DISTINCT [order\_id]) AS Total\_orders FROM [dbo].[pizza\_sales]

GROUP BY [pizza\_name]

ORDER BY Total\_orders ASC

****

If you want to apply the pizza\_category or pizza\_size filters to the above queries you can use WHERE clause.

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

FROM pizza\_sales

WHERE pizza\_category = 'Classic'

GROUP BY pizza\_name

ORDER BY Total\_Orders ASC