**A. KPI’s**

**1. Total Revenue:**

SELECT SUM(total\_price) AS Total\_Revenue FROM pizza\_sales$

**2. Average Order Value**

SELECT (SUM(total\_price) / COUNT(DISTINCT order\_id)) AS Avg\_order\_Value FROM pizza\_sales$

**3. Total Pizzas Sold**

SELECT SUM(quantity) AS Total\_pizza\_sold FROM pizza\_sales$

**4. Total Orders**

SELECT COUNT(DISTINCT order\_id) AS Total\_Orders FROM pizza\_sales$

**5. Average 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\_Pizzas\_per\_order

FROM pizza\_sales$

**B. 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)

**C. Monthly Trend for 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)

**D. % of Sales by Pizza Category**

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

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

FROM pizza\_sales$

GROUP BY pizza\_size

ORDER BY pizza\_size

**E. % of Sales by Pizza Size**

SELECT pizza\_category, SUM(quantity) as Total\_Quantity\_Sold

FROM pizza\_sales$

WHERE MONTH(order\_date) = 2

GROUP BY pizza\_category

ORDER BY Total\_Quantity\_Sold DESC

**F. Total Pizzas Sold by Pizza Category**

SELECT Top 5 pizza\_name, SUM(total\_price) AS Total\_Revenue

FROM pizza\_sales$

GROUP BY pizza\_name

ORDER BY Total\_Revenue DESC

**G. Top 5 Pizzas by Revenue**

SELECT Top 5 pizza\_name, SUM(total\_price) AS Total\_Revenue

FROM pizza\_sales$

GROUP BY pizza\_name

ORDER BY Total\_Revenue ASC

**H. Bottom 5 Pizzas by Revenue**

SELECT Top 5 pizza\_name, SUM(quantity) AS Total\_Pizza\_Sold

FROM pizza\_sales$

GROUP BY pizza\_name

ORDER BY Total\_Pizza\_Sold DESC

**I. Top 5 Pizzas by Quantity**

SELECT TOP 5 pizza\_name, SUM(quantity) AS Total\_Pizza\_Sold

FROM pizza\_sales$

GROUP BY pizza\_name

ORDER BY Total\_Pizza\_Sold ASC

**J. Bottom 5 Pizzas by Quantity**

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

FROM pizza\_sales$

GROUP BY pizza\_name

ORDER BY Total\_Orders DESC

**K. 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 ASC

**L. Borrom 5 Pizzas by Total Orders**

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