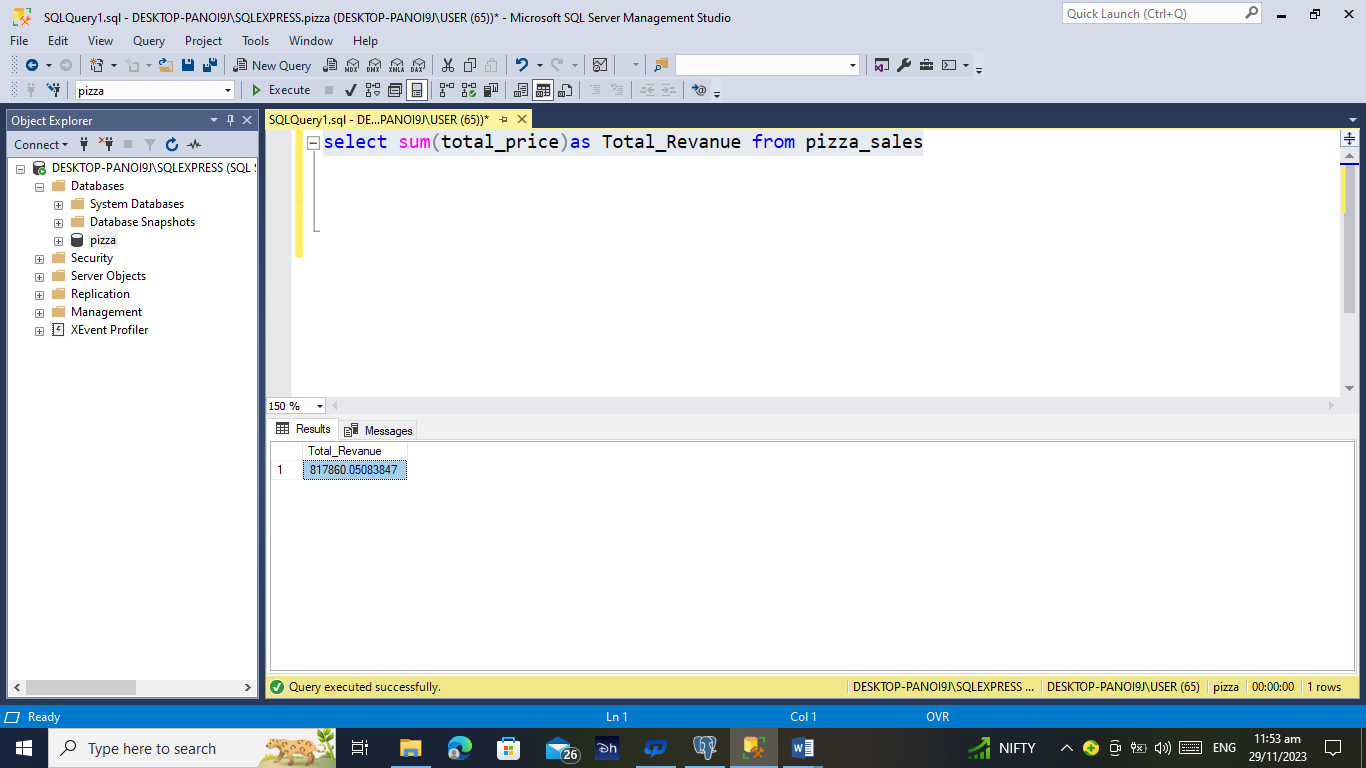
A.KPI’s

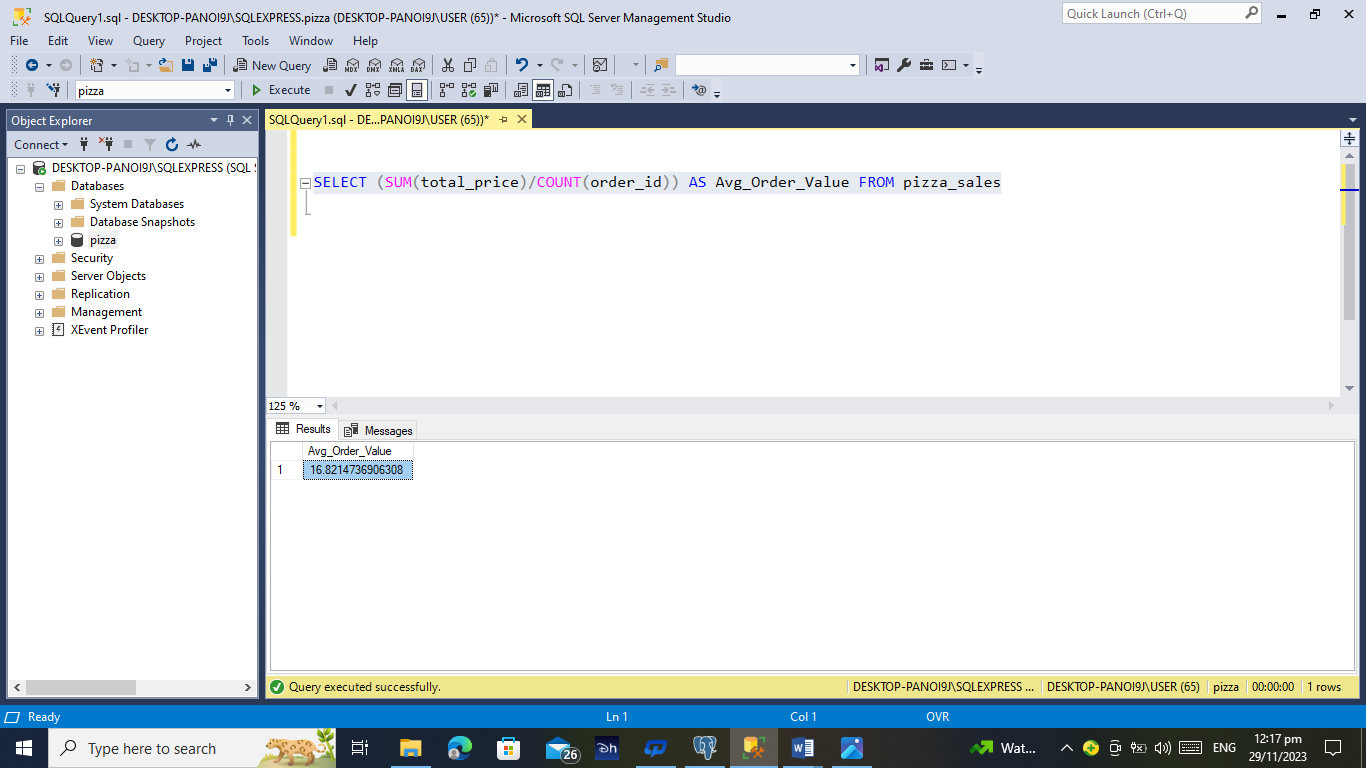
**1. Total Revenue:**

SELECT SUM(total\_price)as Total\_Revanue FROM pizza\_sales

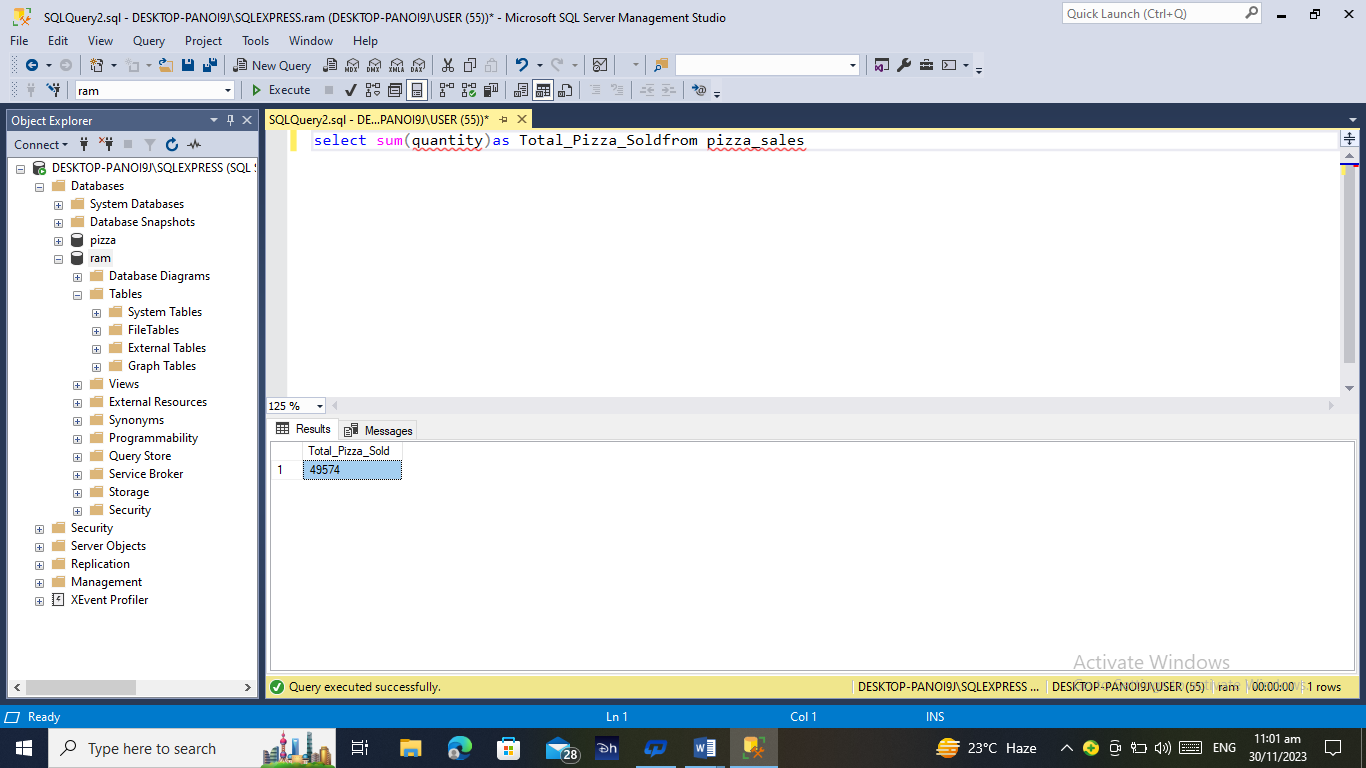


**2. Average Order Value:**

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

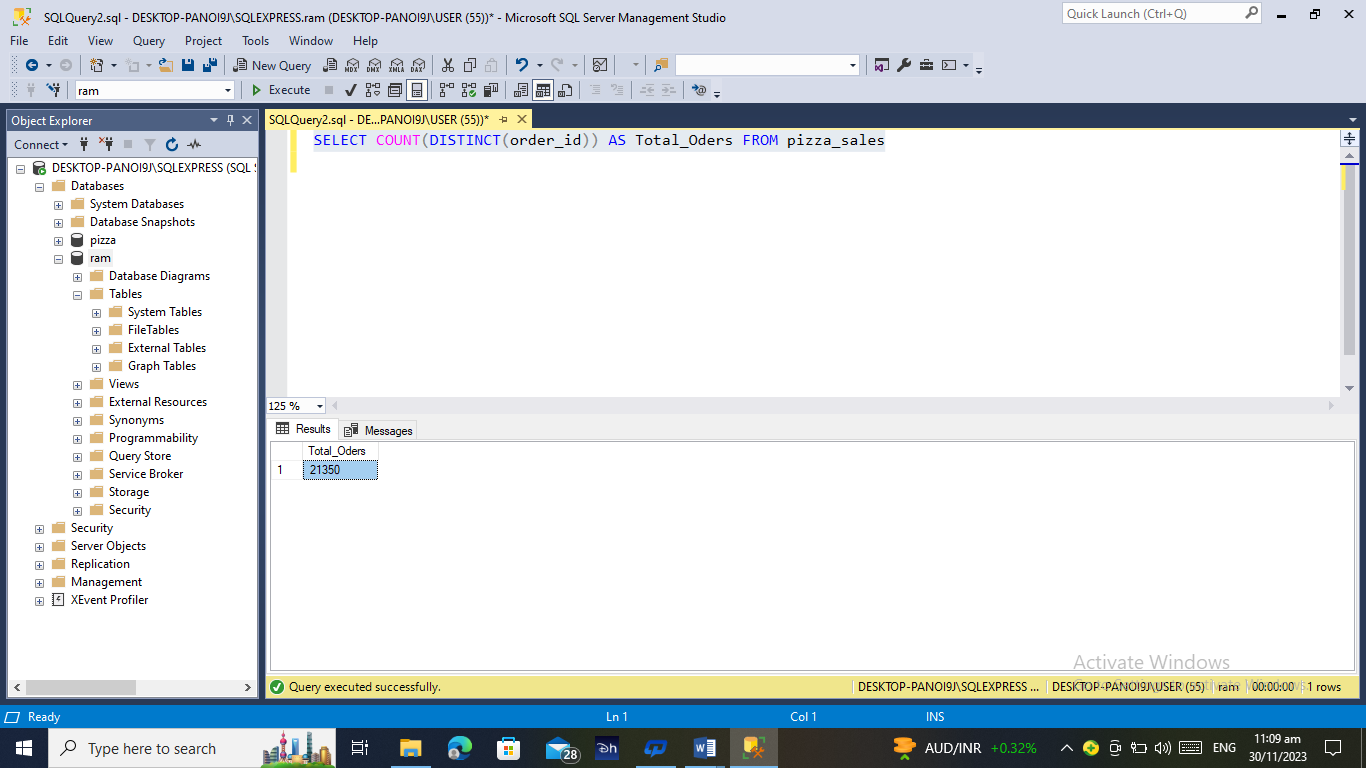


**3. Total Pizzas Sold**

SELECT SUM(quantity) AS Total\_Pizza\_Sold FROM pizza\_sales

**4. Total Orders**

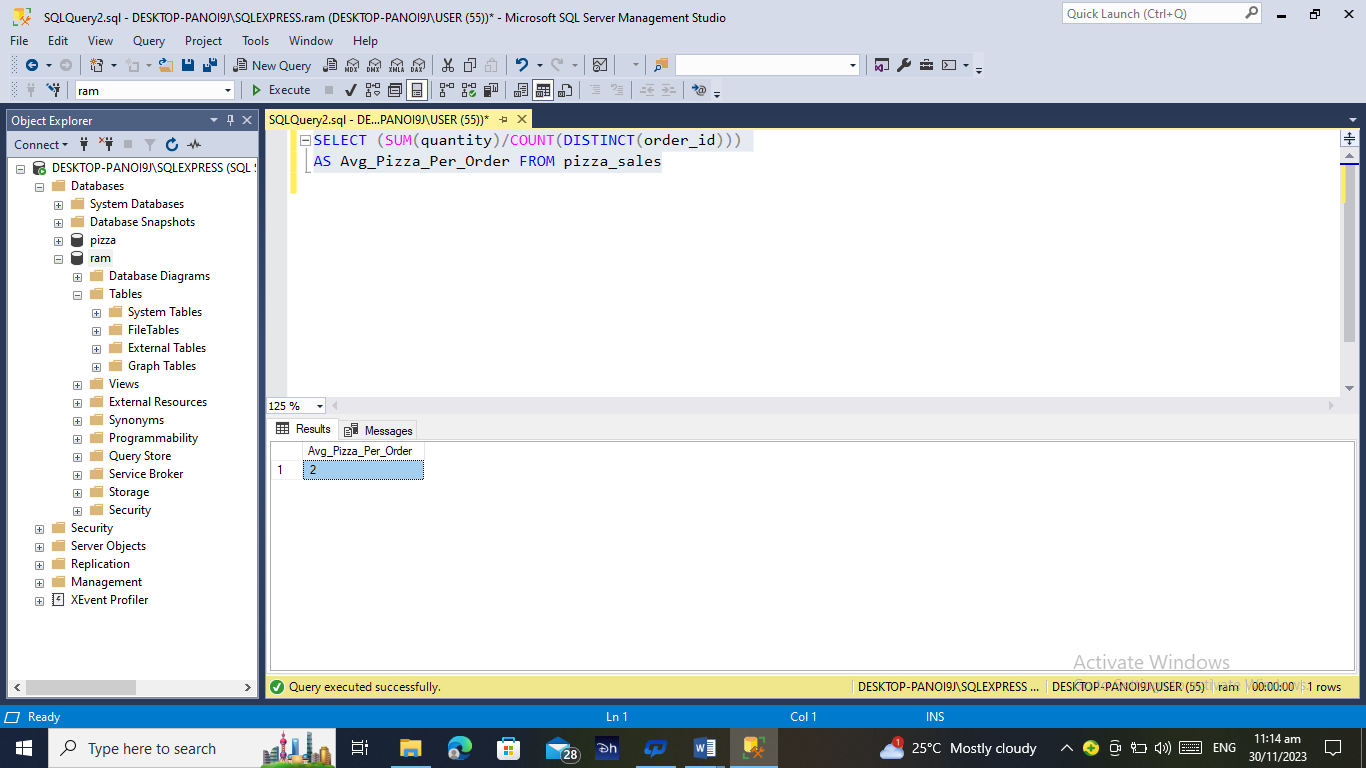
SELECT COUNT(DISTINCT(order\_id)) AS Total\_Oders FROM pizza\_sales



**5. Average Pizzas Per Order**

SELECT (SUM(quantity)/COUNT(DISTINCT(order\_id))) AS Avg\_Pizza\_Per

\_Order FROM pizza\_sales

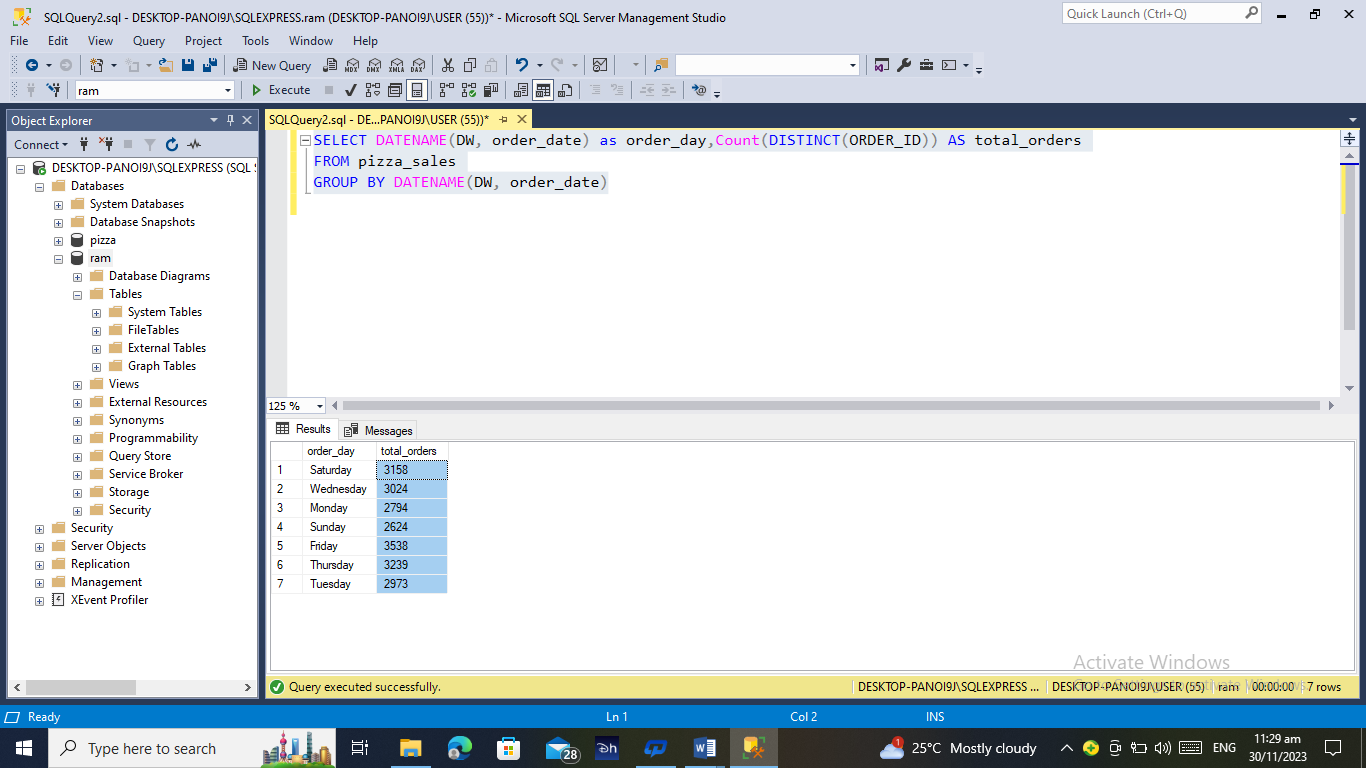


**B. Daily Trend for Total Orders**

SELECT DATENAME(DW, order\_date) as order\_day,Count(DISTINCT(ORDER\_ID)) AS total\_orders

FROM pizza\_sales

GROUP BY DATENAME(DW, order\_date)

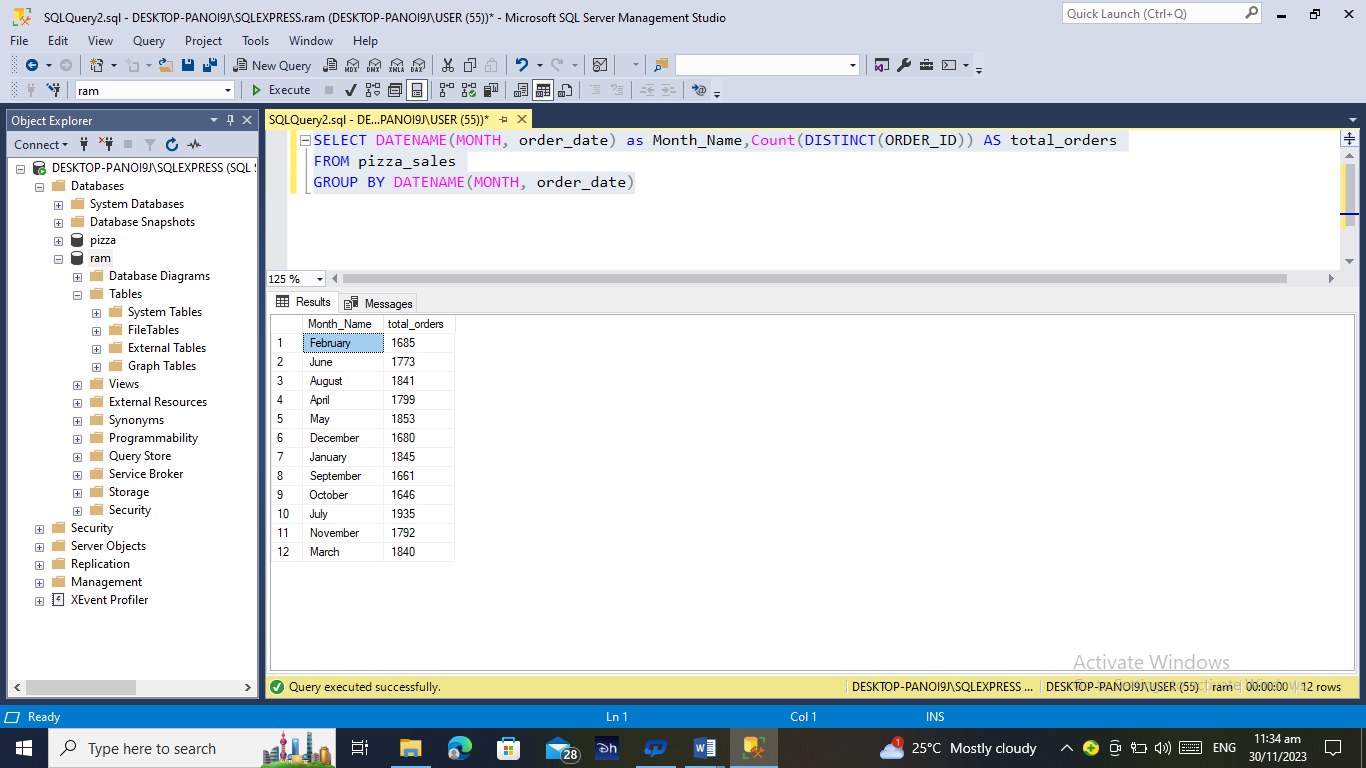


**C. Monthly Trend for Orders**

SELECT DATENAME(MONTH, order\_date) as Month\_Name,Count(DISTINCT(ORDER\_ID)) AS total\_orders

FROM pizza\_sales

GROUP BY DATENAME(MONTH, order\_date)



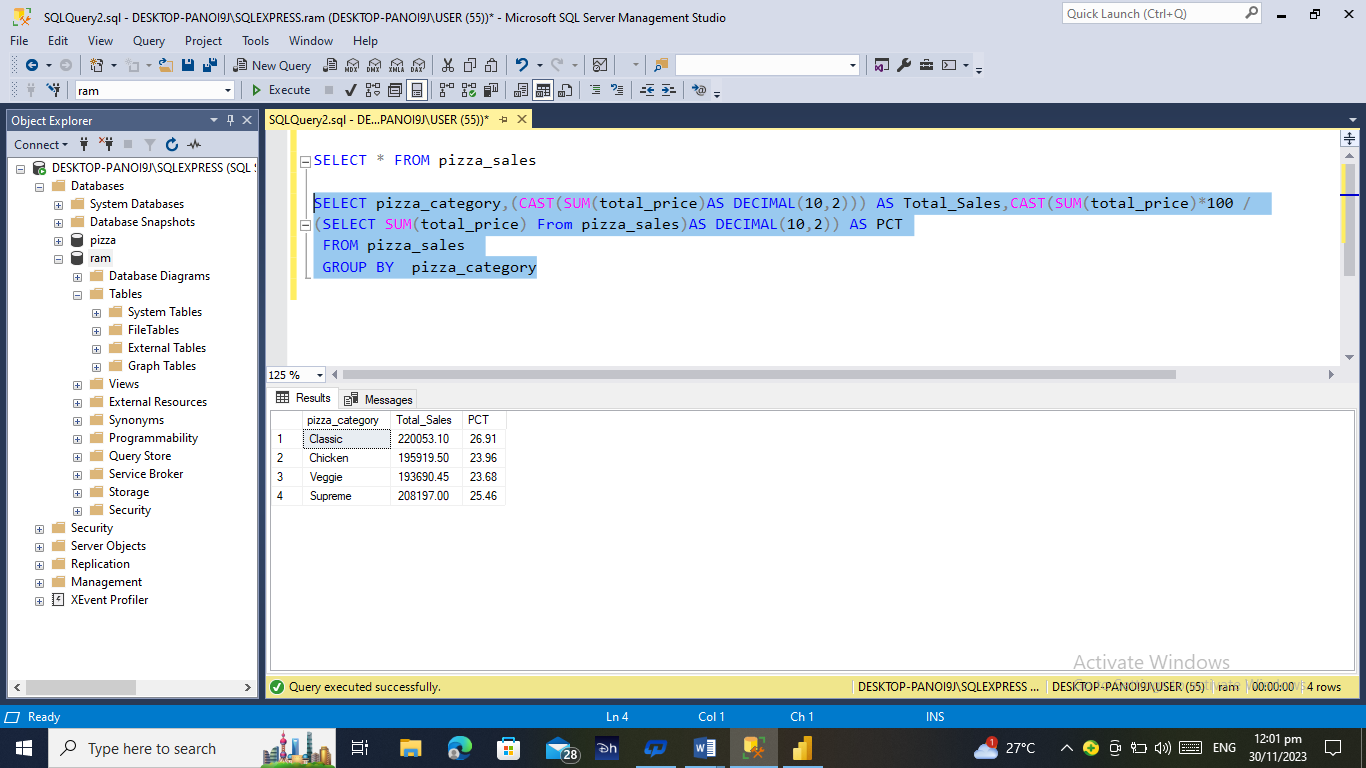
**D. % of Sales by Pizza Category**

SELECT pizza\_category,(CAST(SUM(total\_price)AS DECIMAL(10,2))) AS Total\_Sales,CAST(SUM(total\_price)\*100 /

(SELECT SUM(total\_price) From pizza\_sales)AS DECIMAL(10,2)) AS PCT

FROM pizza\_sales

GROUP BY pizza\_category



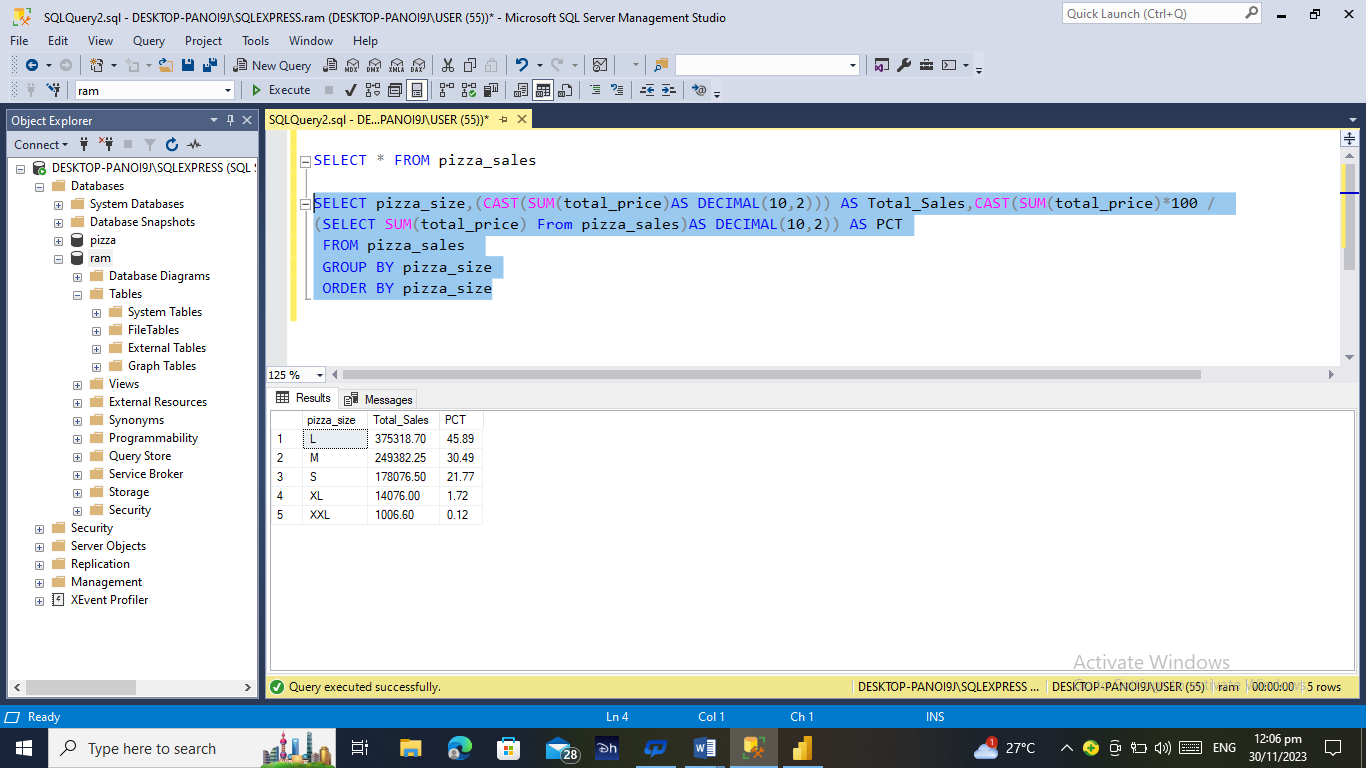
**E. % of Sales by Pizza Size**

SELECT pizza\_size,(CAST(SUM(total\_price)AS DECIMAL(10,2))) AS Total\_Sales,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 PCT DESC

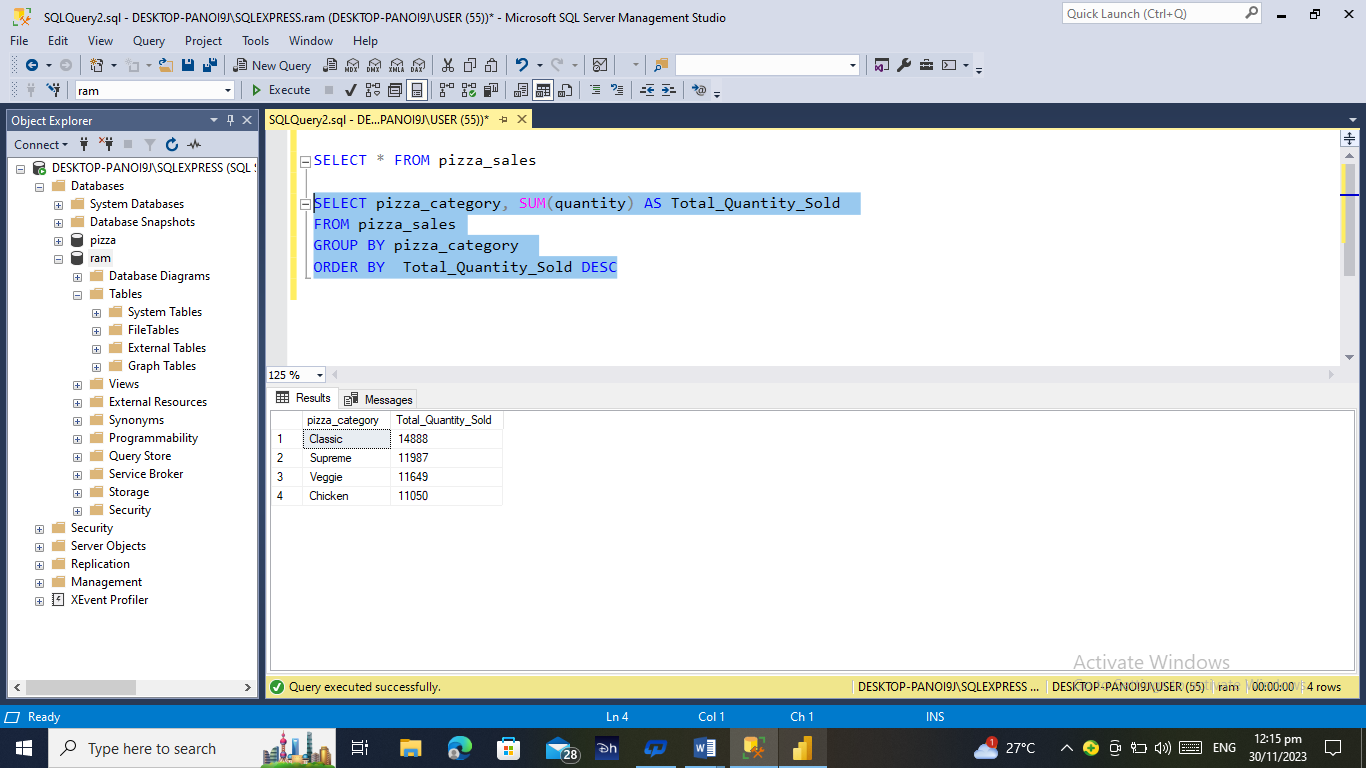
**F. Total Pizzas Sold by Pizza Category**

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

FROM pizza\_sales

GROUP BY pizza\_category

ORDER BY Total\_Quantity\_Sold DESC



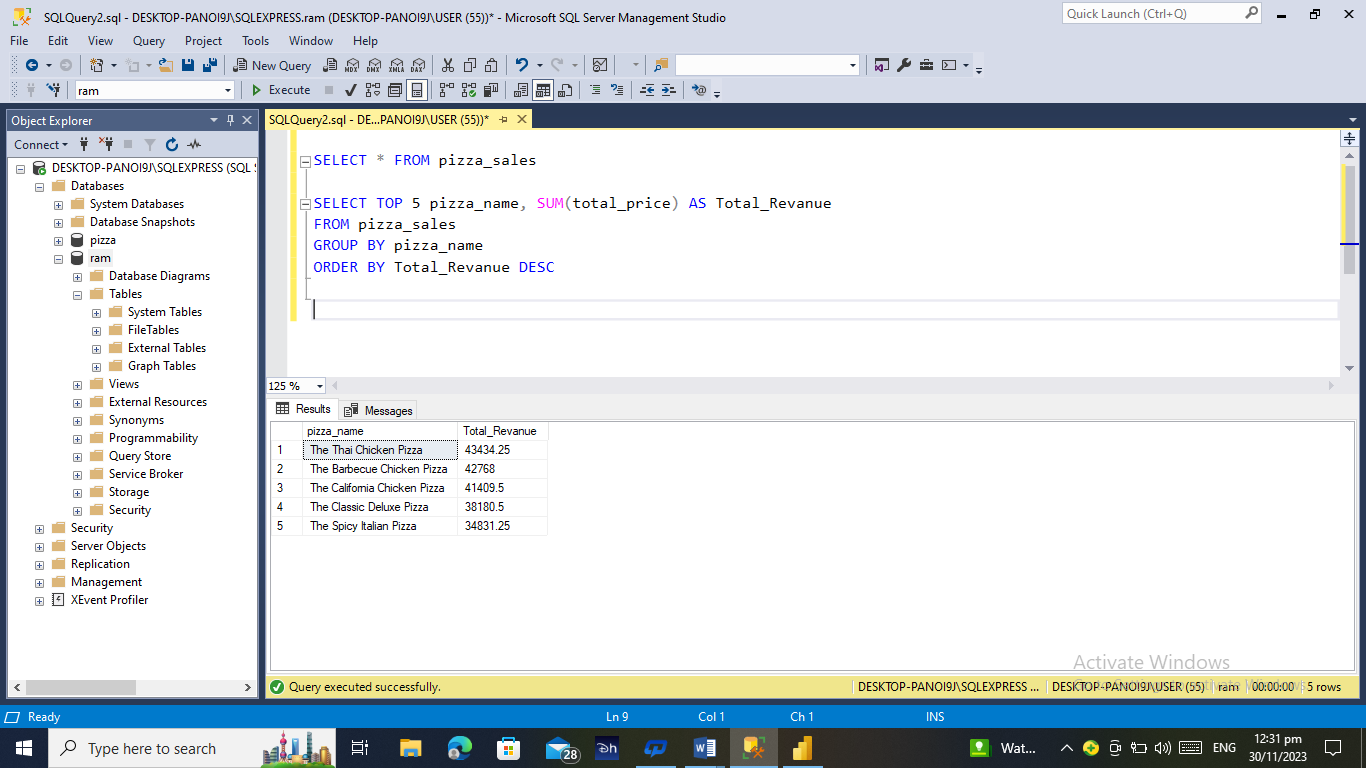
**G. Top 5 Pizzas by Revenue**

SELECT TOP 5 pizza\_name, SUM(total\_price) AS Total\_Revanue

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Revanue DESC



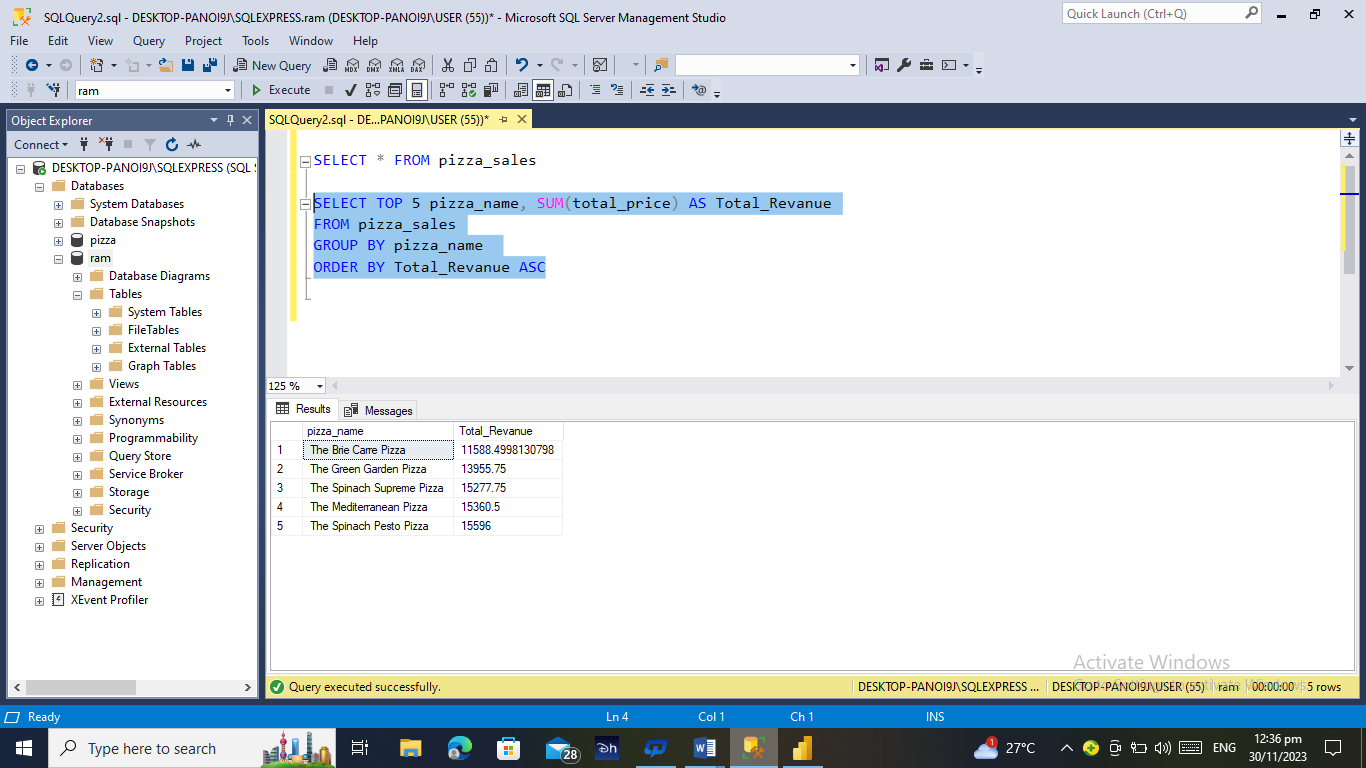
**H. Bottom 5 Pizzas by Revenue**

SELECT TOP 5 pizza\_name, SUM(total\_price) AS Total\_Revanue

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Revanue ASC



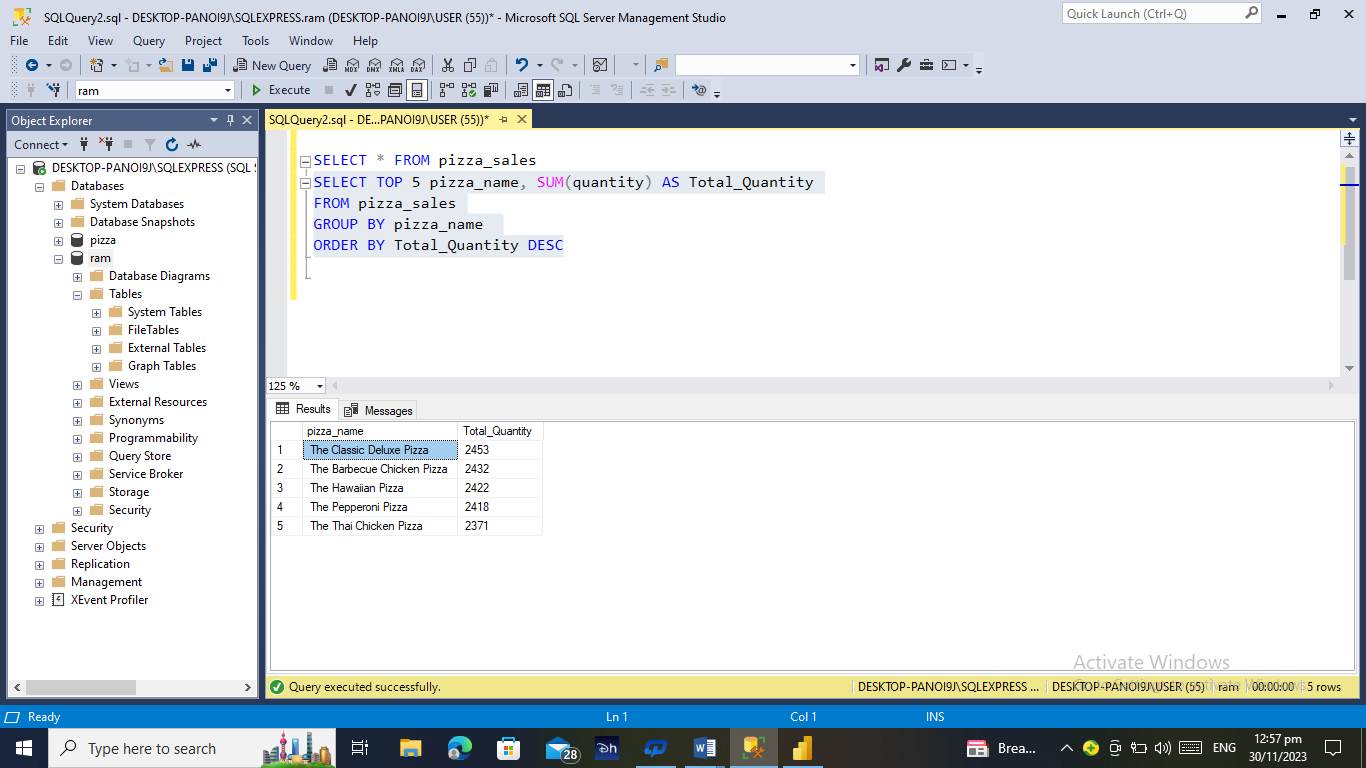
**I. Top 5 Pizzas by Quantity**

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

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Quantity DESC



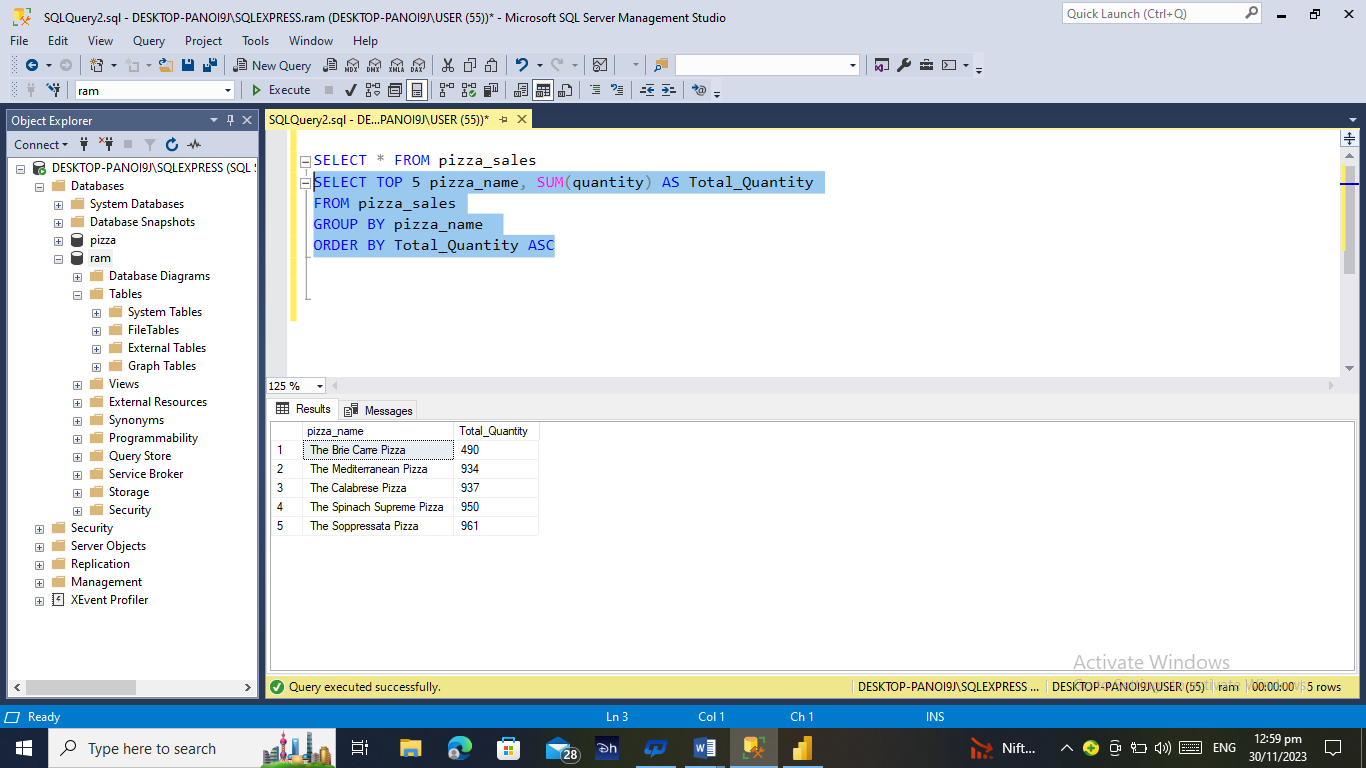
**J. Bottom 5 Pizzas by Quantity**

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

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Quantity ASC



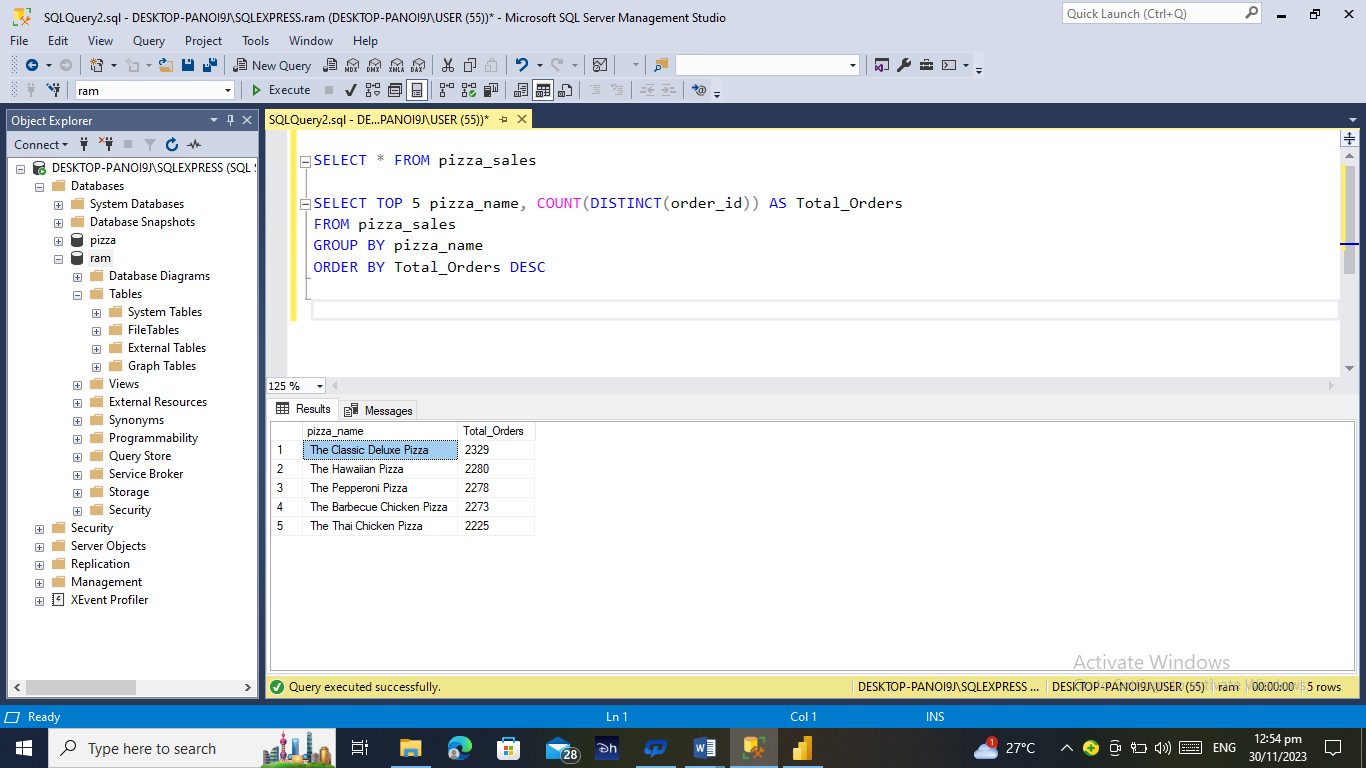
**K. Top 5 Pizzas by Total Orders**

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

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Orders DESC



**L. Borrom 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

