

## KPI'S

## 1. Load total dataset

```
select * from pizza_sales
```

	pizza_id	order_id	pizza_name_id	quantity	order_date	order_time	unit_price	total_price	pizza_size	pizza_category	pizza_ingredients	pizza_name
1	1	1	hawaiian_m	1	2015-01-01	11:38:36.0000000	13.25	13.25	M	Classic	Sliced Ham, Pineapple, Mozzarella Cheese	The Hawi...
2	2	2	classic_dlx_m	1	2015-01-01	11:57:40.0000000	16	16	M	Classic	Pepperoni, Mushrooms, Red Onions, Red Peppers, Ba...	The Class
3	3	2	five_cheese_l	1	2015-01-01	11:57:40.0000000	18.5	18.5	L	Veggie	Mozzarella Cheese, Provolone Cheese, Smoked Goud...	The Five I
4	4	2	ital_supr_l	1	2015-01-01	11:57:40.0000000	20.75	20.75	L	Supreme	Calabrese Salsami, Capocollo, Tomatoes, Red Onions, ...	The Italian
5	5	2	mexicana_m	1	2015-01-01	11:57:40.0000000	16	16	M	Veggie	Tomatoes, Red Peppers, Jalapeno Peppers, Red Onio...	The Mexi...
6	6	2	thai_chn_l	1	2015-01-01	11:57:40.0000000	20.75	20.75	L	Chicken	Chicken, Pineapple, Tomatoes, Red Peppers, Thai Sw...	The Thai
7	7	3	ital_supr_m	1	2015-01-01	12:12:28.0000000	16.5	16.5	M	Supreme	Calabrese Salsami, Capocollo, Tomatoes, Red Onions, ...	The Italian
8	8	3	prsc_angla_l	1	2015-01-01	12:12:28.0000000	20.75	20.75	L	Supreme	Prosciutto di San Daniele, Arugula, Mozzarella Cheese	The Prosc
9	9	4	ital_supr_m	1	2015-01-01	12:16:31.0000000	16.5	16.5	M	Supreme	Calabrese Salsami, Capocollo, Tomatoes, Red Onions, ...	The Italian
10	10	5	ital_supr_m	1	2015-01-01	12:21:30.0000000	16.5	16.5	M	Supreme	Calabrese Salsami, Capocollo, Tomatoes, Red Onions, ...	The Italian
11	11	6	bbq_chn_s	1	2015-01-01	12:29:36.0000000	12.75	12.75	S	Chicken	Barbecued Chicken, Red Peppers, Green Peppers, To...	The Barb...
12	12	6	the_great_e	1	2015-01-01	12:29:36.0000000	12	12	S	Classic	Kalamata Olives, Feta Cheese, Tomatoes, Garlic, Beef	The Great

Query executed successfully.

DESKTOP-TGG3H6O\SQLEXPRESS ... | DESKTOP-TGG3H6O\Abdall... | PizzaDB | 00:00:01 | 48,620 rows

## 2. Total revenue:

```
select SUM(total_price) as Total_Revenue from pizza_sales
```

	Total_Revenue
1	817860.05083847

## 3. Average total value:

```
select sum(total_price) / count(DISTINCT(order_id)) as average_ord_value from pizza_sales
```

	average_ord_value
1	38.3072623343546

## 4. Total pizza sold:

```
select sum(quantity) as total_pizza_sold from pizza_sales
```

	total_pizza_sold
1	49574

## 5. Total orders

```
select count(DISTINCT(order_id)) as total_num_orders from pizza_sales
```

Results		Messages
total_num_orders		
1	21350	

## 6. Average pizza sold:

```
select cast(CAST(SUM(quantity) AS FLOAT) / COUNT(DISTINCT order_id) AS decimal(10,2)) AS  
avg_pizza_sold  
FROM  
pizza_sales;
```

Results		Messages
avg_pizza_sold		
1	2.32	

## 7. (daily trend for total order )Total orders every day over week

```
select DATENAME(DW,order_date) as order_weekday , count(distinct order_id) AS total_num_orders  
from pizza_sales  
GROUP by DATENAME(DW,order_date)
```

Results		Messages
	order_weekday	total_num_orders
1	Saturday	3158
2	Wednesday	3024
3	Monday	2794
4	Sunday	2624
5	Friday	3538
6	Thursday	3239
7	Tuesday	2973

## 8. (Monthly trend for total order )Total orders every month

```
select DATENAME(M,order_date) as order_month , count(distinct order_id) AS total_num_orders
from pizza_sales
GROUP by DATENAME(M,order_date)
order by total_num_orders DESC;
```

	order_month	total_num_orders
1	July	1935
2	May	1853
3	January	1845
4	August	1841
5	March	1840
6	April	1799
7	November	1792
8	June	1773
9	February	1685
10	December	1680
11	September	1661
12	October	1646

## 9. % Percentage of total sales trend by pizza category

```
select pizza_category, sum(total_price) AS Total_sales , sum(total_price) *100 / (select
sum(total_price) from pizza_sales) percentage_of_sales
from pizza_sales
group by pizza_category
order by percentage_of_sales ASC;
```

	pizza_category	Total_sales	percentage_of_sales
1	Veggie	193690.451004028	23.6825910258677
2	Chicken	195919.5	23.9551375322885
3	Supreme	208196.99981308	25.4563112111462
4	Classic	220053.100021362	26.9059602306976

## 10. % Percentage of total sales trend 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 WHERE
DATEPART(QUARTER,order_date)=1) AS DECIMAL(10,2)) as percentage_of_sales
from pizza_sales
WHERE DATEPART(QUARTER,order_date)=1
group by pizza_size
order by percentage_of_sales DESC;
```

	pizza_size	Total_sales	percentage_of_sales
1	L	95229.65	46.37
2	M	61159.00	29.78
3	S	45384.25	22.10
4	XL	3289.50	1.60
5	XXL	287.60	0.14

**11. Top 5 pizza\_name by revenue**

```
select top 5 pizza_name ,sum(total_price) as total_revenue
from pizza_sales
group by pizza_name
order by total_revenue desc;
```

	pizza_name	total_revenue
1	The Thai Chicken Pizza	43434.25
2	The Barbecue Chicken Pizza	42768
3	The California Chicken Pizza	41409.5
4	The Classic Deluxe Pizza	38180.5
5	The Spicy Italian Pizza	34831.25

**12 Bottom 5 pizza\_name 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;
```

	pizza_name	total_revenue
1	The Brie Carré Pizza	11588.4998130798
2	The Green Garden Pizza	13955.75
3	The Spinach Supreme Pizza	15277.75
4	The Mediterranean Pizza	15360.5
5	The Spinach Pesto Pizza	15596

**13 Top 5 pizza\_name by quantity**

```
select top 5 pizza_name ,sum(quantity) as total_quantity
from pizza_sales
group by pizza_name
order by total_quantity desc;
```

	pizza_name	total_quantity
1	The Classic Deluxe Pizza	2453
2	The Barbecue Chicken Pizza	2432
3	The Hawaiian Pizza	2422
4	The Pepperoni Pizza	2418
5	The Thai Chicken Pizza	2371

**14 Bottom 5 pizza\_name by quantity**

```
select top 5 pizza_name ,sum(quantity) as total_quantity
from pizza_sales
group by pizza_name
order by total_quantity ASC;
```

	pizza_name	total_quantity
1	The Brie Carré Pizza	490
2	The Mediterranean Pizza	934
3	The Calabrese Pizza	937
4	The Spinach Supreme Pizza	950
5	The Soppressata Pizza	961

**15 Top 5 pizza\_name by Total orders**

```
select top 5 pizza_name ,COUNT(DISTINCT order_id) as total_order
from pizza_sales
group by pizza_name
order by total_order DESC;
```

	pizza_name	total_order
1	The Classic Deluxe Pizza	2329
2	The Hawaiian Pizza	2280
3	The Pepperoni Pizza	2278
4	The Barbecue Chicken Pizza	2273
5	The Thai Chicken Pizza	2225

**16 Bottom 5 pizza\_name by Total orders**

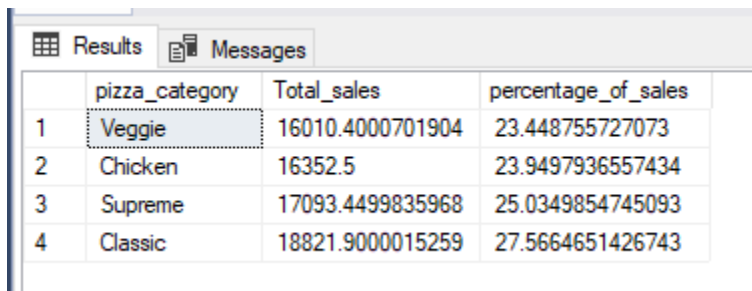
```
select top 5 pizza_name ,COUNT(DISTINCT order_id) as total_order
from pizza_sales
group by pizza_name
order by total_order ASC;
```

	pizza_name	total_order
1	The Brie Carré Pizza	480
2	The Mediterranean Pizza	912
3	The Spinach Supreme Pizza	918
4	The Calabrese Pizza	918
5	The Chicken Pesto Pizza	938

**Notes**

- If you want to apply filter by month or part of time you can do this as an ex:

```
select pizza_category, sum(total_price) AS Total_sales ,sum(total_price)*100 /  
(select sum(total_price) from pizza_sales where month(order_date)=8 and  
DATEPART(QUARTER,order_date)=3) as percentage_of_sales  
from pizza_sales  
where month(order_date)=8 and DATEPART(QUARTER,order_date)=3  
group by pizza_category  
order by percentage_of_sales ASC;
```



	pizza_category	Total_sales	percentage_of_sales
1	Veggie	16010.4000701904	23.448755727073
2	Chicken	16352.5	23.9497936557434
3	Supreme	17093.4499835968	25.0349854745093
4	Classic	18821.9000015259	27.5664651426743

- When using sup query: Always ensure that the numerator and denominator in percentage calculations represent the same scope of data to maintain accuracy .