* **KPIs**

1. **Total Revenue**

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



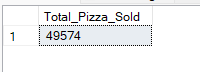
1. **Average Order Value**

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



1. **Total Pizza Sold**

SELECT SUM(quantity) as Total\_Pizza\_Sold from pizza\_sales



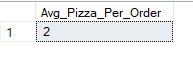
1. **Total Orders Placed**

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



1. **Average Pizza Per Order**

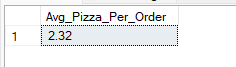
SELECT SUM(quantity)/COUNT(DISTINCT order\_id) AS Avg\_Pizza\_Per\_Order from pizza\_sales



1. **Average Pizza Per Order Casted**

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 pizza\_sales



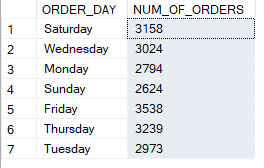
* **Charts**

1. **Trend of orders placed in the week / Daily Trend**

SELECT DATENAME(DW, order\_date) AS ORDER\_DAY, COUNT(DISTINCT ORDER\_ID) AS NUM\_OF\_ORDERS

FROM pizza\_sales

GROUP BY DATENAME(DW, order\_date)

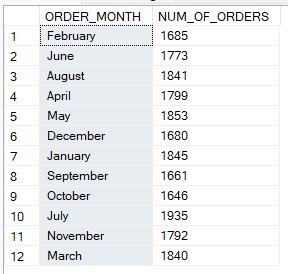


1. **Monthly Trend**

SELECT DATENAME(MONTH, order\_date) AS ORDER\_MONTH, COUNT(DISTINCT order\_id) AS NUM\_OF\_ORDERS

FROM pizza\_sales

GROUP BY DATENAME(MONTH, order\_date)

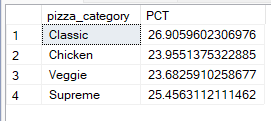


1. Percentage of Pizza Category Sales

SELECT pizza\_category, SUM(total\_price)\*100 / (SELECT SUM(total\_price) from pizza\_sales) AS PCT

from pizza\_sales

GROUP BY pizza\_category



1. Percentage of Sales by Pizza Size

SELECT pizza\_size,CAST( SUM(total\_price) AS decimal(10,2) ) AS Total\_Price, 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

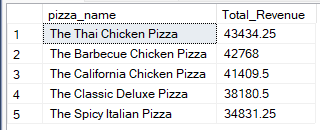


1. Top 5 Pizza by Revenue

select TOP 5 pizza\_name, sum(total\_price) AS Total\_Revenue from pizza\_sales

group by pizza\_name

order by Total\_Revenue DESC

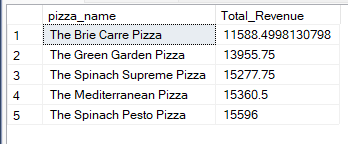


1. Bottom 5 Pizza by revenue

select TOP 5 pizza\_name, sum(total\_price) AS Total\_Revenue from pizza\_sales

group by pizza\_name

order by Total\_Revenue

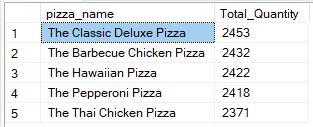


1. Top 5 Pizza by Quantity

select TOP 5 pizza\_name, sum(quantity) AS Total\_Quantity from pizza\_sales

group by pizza\_name

order by Total\_Quantity desc



1. Top 5 Pizza by 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

