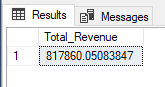
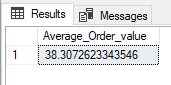
**KPI’s Requirement**

1. **Total Revenue:** The sum of the total price of all pizza orders.

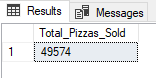
 SELECT SUM(total\_price) AS Total\_Revenue FROM pizza\_sales;

1. **Average Order Value:** The average amount spent per order, calculated by dividing the total revenue by the total number of orders.

 SELECT SUM(total\_price)/COUNT(DISTINCT order\_id) AS Average\_Order\_value FROM pizza\_sales;

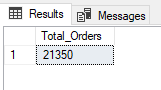
1. **Total Pizzas Sold:** The sum of quantities of all pizzas sold.

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



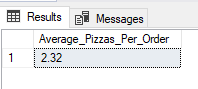
1. **Total Orders:** The total number of orders placed.

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



1. **Average Pizzas Per Order:** The average number of pizzas sold per order, calculated by dividing the total number of pizzas sold by the total number of orders.

SELECT CAST(CAST(SUM(quantity) AS decimal(10,2))/CAST(COUNT(DISTINCT order\_id) AS decimal(10,2)) AS decimal(10,2)) AS Average\_Pizzas\_Per\_Order FROM pizza\_sales;

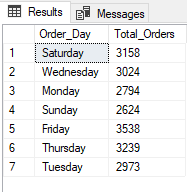


1. **Daily Trend for Total Orders:**

Create a bar chat that displays the daily trend of total orders over a specific time period. This chart will help us to identify any patterns or fluctuations in order volumes on daily basis.

SELECT DATENAME(DW,order\_date) AS Order\_Day, COUNT(DISTINCT order\_id) AS Total\_Orders FROM pizza\_sales

GROUP BY DATENAME(DW,order\_date);



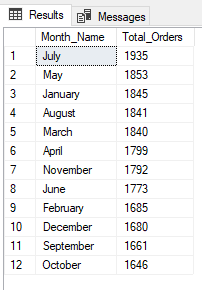
1. **Monthly Trend for Total Orders:**

Create an area chart that illustrates the Monthly trend of total orders. This chart will allow us to identify peak periods of high order activity.

SELECT DATENAME(MONTH,order\_date) AS Month\_Name, COUNT(DISTINCT order\_id) AS Total\_Orders FROM pizza\_sales

GROUP BY DATENAME(MONTH,order\_date)

ORDER BY Total\_Orders DESC;



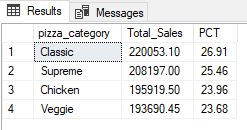
1. **Percentage of Sales by Pizza Category:**

Create a pie chart that shows the distribution of sales across different pizza categories. This chart will provide insights into the popularity of various pizza categories and their contribution to overall sales.

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

ORDER BY PCT DESC;



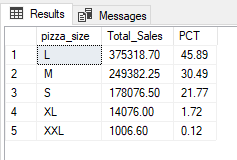
1. **Percentage of Sales by Pizza Size:**

Generate a pie chart that represents the percentage of sales attributed to different pizza sizes. This chart will help us understand customer preferences for pizza sizes and their impact on sales.

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;



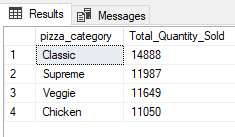
1. **Total Pizzas Sold by Pizza Category:**

Create a funnel chart that presents the total number of pizzas sold for each pizza category. This chart will allow us to compare the sales performance of different pizza categories.

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

GROUP BY pizza\_category

ORDER BY Total\_Quantity\_Sold DESC;



1. **Top 5 Best Sellers by Revenue, Total Quantity and Total Orders**

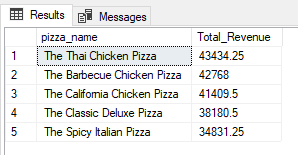
Create a bar chart highlighting the top 5 best-selling pizzas based on the Revenue, Total Quantity, Total Orders. This chart will help us identify the most popular pizza options.

**Top 5 Best Sellers 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;

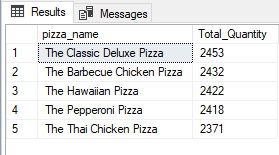


**Top 5 Best Sellers by Total Quantity**

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

GROUP BY pizza\_name

ORDER BY Total\_Quantity DESC;

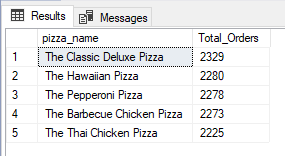


**Top 5 Best Sellers by Total Orders**

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

GROUP BY pizza\_name

ORDER BY Total\_Orders DESC;



1. **Bottom 5 Worst Sellers by Revenue, Total Quantity and Total Orders**

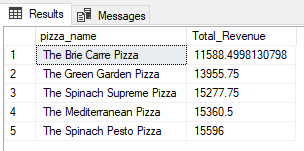
Create a bar chart highlighting the bottom 5 worst-selling pizzas based on the Revenue, Total Quantity, Total Orders. This chart will enable us to identify underperforming or less popular pizza options.

**Bottom 5 Worst Sellers 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;

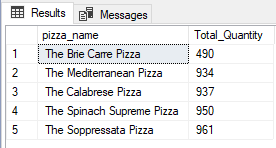


**Bottom 5 Worst Sellers by Total Quantity**

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

GROUP BY pizza\_name

ORDER BY Total\_Quantity ASC;



**Bottom 5 Worst Sellers 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;

