KPI

1. Total revenue:
```sql
select sum(total_price) AS Total_Revenue from pizza_sales;
```

Results | Messages

	Total_Revenue
1	817860.05083847

2. Average Order value:
```sql
SELECT SUM(total_price) / COUNT(DISTINCT order_id) as Avg_Order_Value from pizza_sales;
```

Results | Messages

	Avg_Order_Value
1	38.3072623343546

3. Total Pizzas Sold:
```sql
SELECT SUM(quantity) AS Total_Pizza_Sold from pizza_sales;
```

Results | Messages

	Total_Pizza_Sold
1	49574

4. Total Orders:
```sql
SELECT COUNT(DISTINCT order_id) AS Total_Orders from pizza_sales;
```

Results | Messages

	Total_Orders
1	21350

5. Average Pizzas Per order:

6. Highest Selling day:
```sql
select Top 1 day(order_date) as day, sum(total_price) as revenue from pizza_sales
group by day(order_date)
order by revenue desc;
```

Results | Messages

	day	revenue
1	15	30588.9000396729

7. Top 5 Selling day:
```sql
select Top 5 day(order_date) as day, sum(total_price) as revenue from pizza_sales
group by day(order_date)
order by revenue desc;
```

	day	revenue
1	15	30588.9000396729
2	4	29675.6500282288
3	27	29655.9500255585
4	1	29608.550031662
5	6	28097.4500274658

8. Worst Selling day:
```sql
select Top 1 day(order_date) as day, sum(total_price) as revenue from pizza_sales
group by day(order_date)
order by revenue;
```

	day	revenue
1	31	16729.7000141144

9. Worst 5 Selling day:
```sql
select Top 5 day(order_date) as day, sum(total_price) as revenue from pizza_sales
group by day(order_date)
order by revenue;
```

	day	revenue
1	31	16729.7000141144
2	25	20875.8000240326
3	29	23045.4000205994
4	5	23988.4000282288
5	28	24154.8500213623

10. Highest Selling Month:
```sql
select Top 1 month(order_date) as month, sum(total_price) as revenue from pizza_sales
group by month(order_date)
order by revenue desc;
```

	month	revenue
1	7	72557.9000740051

11. Worst Selling Month:
```sql
select Top 1 month(order_date) as month, sum(total_price) as revenue from pizza_sales
group by month(order_date)
order by revenue;
```

	month	revenue
1	10	64027.6000785828

12. Top Deemanding pizza size:
```sql
select Top 1 pizza_size, sum(total_price) as Total_Price from pizza_sales
```

```
group by pizza_size
order by Total_Price desc;
```

	pizza_size	Total_Price
1	L	375318.701004028

13. Worst Demanding pizza size:
```
select Top 1 pizza_size, sum(total_price) as Total_Price from pizza_sales
group by pizza_size
order by Total_Price;
```

	pizza_size	Total_Price
1	XXL	1006.6000213623

14. Worst Demanding pizza category
```
select Top 1 pizza_category, sum(total_price) as Total_Price from pizza_sales
group by pizza_category
order by Total_Price;
```

	pizza_category	Total_Price
1	Veggie	193690.451004028

15.Top Demanding pizza category:
```
select Top 1 pizza_category, sum(total_price) as Total_Price from pizza_sales
group by pizza_category
order by Total_Price desc;
```

	pizza_category	Total_Price
1	Classic	220053.100021362

16. Top 5 selling pizzas:
```
select Top 5 pizza_name, sum(total_price) as Total_Price from pizza_sales
group by pizza_name
order by Total_Price desc;
```

	pizza_name	Total_Price
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

17 Worst 5 selling pizzas:
```sql
select Top 5 pizza_name, sum(total_price) as Total_Price from pizza_sales
group by pizza_name
order by Total_Price;
```

	pizza_name	Total_Price
1	The Brie Carre 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

18. Top 3 order time:
```sql
select Top 3 DATEPART(hh,order_time) as Hour_time,
count(distinct order_id) as total_count from pizza_sales
group by DATEPART(hh,order_time)
order by total_count desc;
```

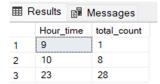|	Hour_time	total_count
1	12	2520
2	13	2455
3	18	2399

19. Worst 3 Order Time:
```sql
select Top 3 DATEPART(hh,order_time) as Hour_time,
count(distinct order_id) as total_count from pizza_sales
group by DATEPART(hh,order_time)
order by total_count;
```
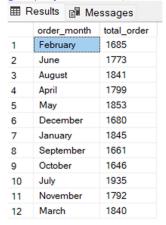
	Hour_time	total_count
1	9	1
2	10	8
3	23	28

20. Weekly order trend:
```sql
select datename(dw,order_date) as order_day,
count(distinct order_id) as total_order from pizza_sales
group by datename(dw,order_date)
```

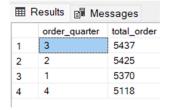|	order_day	total_order
1	Saturday	3158
2	Wednesday	3024
3	Monday	2794
4	Sunday	2624
5	Friday	3538
6	Thursday	3239
7	Tuesday	2973

21. Monthly Trend:

```sql
select datename(month,order_date) as order_month,
count(distinct order_id) as total_order from pizza_sales
group by datename(month,order_date)
```

Results | Messages

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

22. Quarterly Trend:
```sql
select datename(QUARTER,order_date) as order_quarter,
count(distinct order_id) as total_order from pizza_sales
group by datename(QUARTER,order_date)

select datename(QUARTER,order_date) as order_quarter,
count(distinct order_id) as total_order from pizza_sales
group by datename(QUARTER,order_date)
order by total_order desc;
```

Results | Messages

	order_quarter	total_order
1	3	5437
2	2	5425
3	1	5370
4	4	5118

22. Total Sales by pizza category:
```sql
select pizza_category,sum(total_price)*100/
(select sum(total_price) from pizza_sales) as '%Sales'
from pizza_sales
group by pizza_category
order by '%Sales' desc;
```

Results | Messages

	pizza_category	%Sales
1	Classic	26.9059602306976
2	Supreme	25.4563112111462
3	Chicken	23.9551375322885
4	Veggie	23.6825910258677

23. Percentage of Sales by Pizza size:
```sql
select pizza_size,sum(total_price)*100/
(select sum(total_price) from pizza_sales) as '%Sales'
from pizza_sales
group by pizza_size
order by '%Sales' desc;
```

	pizza_size	%Sales
1	L	45.8903330244889
2	M	30.492044420599
3	S	21.7734684107037
4	XL	1.72107684995364
5	XXL	0.123077294254725

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