**Pizza Project KPI File**

1 the total revenue for the pizza shop

select sum(total\_price) as Total\_revenue from pizza\_sales



2 the average price of the ordder placed by the customer

select sum(total\_price) / count(distinct order\_id) as avg\_order\_value from pizza\_sales



3 the total number of pizzas sold by the cafe

select sum(quantity) as total\_pizzas\_sold from pizza\_sales



4 the total number of orders placed by the customers over time

select count(distinct order\_id) as total\_orders\_placed from pizza\_sales



5 the average amount of pizzas ordered by customers

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\_order

from pizza\_sales



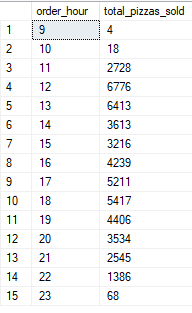
6 --hourly trend for pizzas sold

select DATEPART(hour, order\_time) as order\_hour, sum(quantity) as total\_pizzas\_sold

from pizza\_sales

group by DATEPART(hour, order\_time)

order by DATEPART(hour, order\_time)



7 --weekely trend for total orders

select DATEPART(ISO\_WEEK, order\_date) as order\_weekely, year(order\_date) as year, count(distinct order\_id) as total\_orders

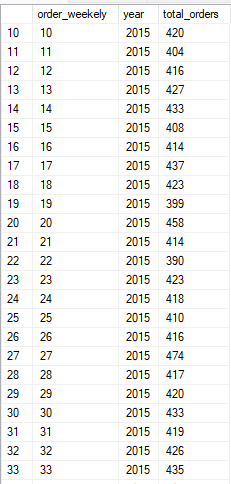
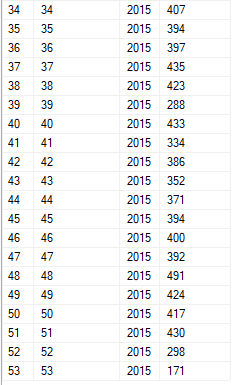
from pizza\_sales

group by DATEPART(ISO\_WEEK, order\_date),

year(order\_date)

order by DATEPART(ISO\_WEEK, order\_date),

year(order\_date)

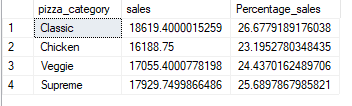
8 --percentage of sales by pizza category and the where clause can be used to filter out the data by month

select pizza\_category,sum(total\_price) as sales, sum(total\_price) \* 100 / (select sum(total\_price) from pizza\_sales where MONTH(order\_date) = 1) as Percentage\_sales

from pizza\_sales

where MONTH(order\_date) = 1

group by pizza\_category



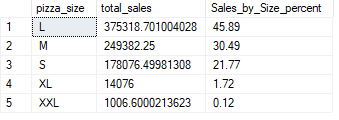
9 percentage of sales by pizza size

select pizza\_size,sum(total\_price) as total\_sales ,cast(sum(total\_price) \* 100 /(select sum(total\_price)from pizza\_sales) as decimal (10,2)) as Sales\_by\_Size\_percent

from pizza\_sales

group by pizza\_size

order by Sales\_by\_Size\_percent desc



10 we can also find out the sales of pizzas y size in different quarters of the year for more information and further analysis

select pizza\_size,sum(total\_price) 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 Sales\_by\_Size\_percent

from pizza\_sales

where DATEPART(quarter, order\_date) = 1

group by pizza\_size

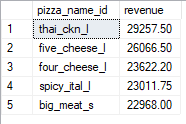
order by Sales\_by\_Size\_percent desc

11 top 5 pizzas by revenue

select top 5 pizza\_name\_id, cast(sum(total\_price) as decimal (10,2)) as revenue from pizza\_sales

group by pizza\_name\_id

order by sum(total\_price) desc

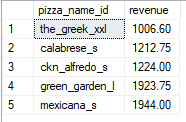


12 bottom 5 pizzas by revenue

select top 5 pizza\_name\_id, cast(sum(total\_price) as decimal (10,2)) as revenue from pizza\_sales

group by pizza\_name\_id

order by sum(total\_price)

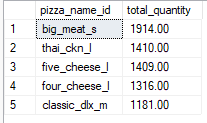


13 top 5 best seller pizzas by quantity

select top 5 pizza\_name\_id, cast(sum(quantity) as decimal (10,2)) as total\_quantity from pizza\_sales

group by pizza\_name\_id

order by sum(quantity) desc

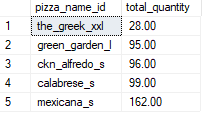


14 worst seller by quantity

select top 5 pizza\_name\_id, cast(sum(quantity) as decimal (10,2)) as total\_quantity from pizza\_sales

group by pizza\_name\_id

order by sum(quantity)



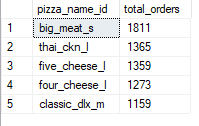
15 top 5 seller based on orders

select top 5 pizza\_name\_id, count(distinct order\_id) as total\_orders

from pizza\_sales

group by pizza\_name\_id

order by total\_orders desc



16 worst 5 by orders

select top 5 pizza\_name\_id, count(distinct order\_id) as total\_orders

from pizza\_sales

group by pizza\_name\_id

order by total\_orders

