**-- KPIs**

**1. Total Revenue:**

SELECT SUM(total\_price) AS “Total Revenue” FROM public.pizza\_sales;

**2. Average Order Value**

SELECT (SUM(total\_price) / COUNT(DISTINCT order\_id)) AS “Average Order Value” FROM public.pizza\_sales;

**3. Total Pizzas Sold**

SELECT SUM(quantity) AS “Total Pizzas Sold” FROM public.pizza\_sales;

**4. Total Orders**

SELECT COUNT(DISTINCT order\_id) AS “Total Orders” FROM public.pizza\_sales;

**5. Average Pizzas Per Order**

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 public.pizza\_sales;

**-- DAILY TREND FOR TOTAL ORDERS**SELECT TO\_CHAR(order\_date, 'Day') AS "Order Day",

COUNT(DISTINCT order\_id) AS "Total Orders"

FROM public.pizza\_sales

GROUP BY TO\_CHAR(order\_date, 'Day')

ORDER BY COUNT(DISTINCT order\_id) DESC;

**-- MONTHLY TREND FOR ORDERS**

SELECT TO\_CHAR(order\_date, 'Month') AS "Order Month",

COUNT(DISTINCT order\_id) AS "Total Orders"

FROM public.pizza\_sales

GROUP BY TO\_CHAR(order\_date, 'Month')

ORDER BY COUNT(DISTINCT order\_id) DESC;

**-- PERCENTAGE OF SALES BY PIZZA CATEGORY**

SELECT pizza\_category AS "Pizza Category",

SUM(total\_price) AS "Total Revenue",

CAST(SUM(total\_price) \* 100 / (SELECT SUM(total\_price)

FROM public.pizza\_sales) AS DECIMAL(10, 2)) AS "Sales (%)"

FROM public.pizza\_sales

GROUP BY pizza\_category

ORDER BY "Sales (%)" DESC;

**-- PERCENTAGE OF SALES BY PIZZA SIZE**

SELECT pizza\_size AS "Pizza Size",

SUM(total\_price) AS "Total Revenue",

CAST(SUM(total\_price) \* 100 / (SELECT SUM(total\_price)

FROM public.pizza\_sales) AS DECIMAL(10, 2)) AS "Sales (%)"

FROM public.pizza\_sales

GROUP BY pizza\_size

ORDER BY "Sales (%)" DESC;

**-- TOTAL PIZZAS SOLD BY PIZZA CATEGORY**

SELECT pizza\_category AS "Pizza Category",

SUM(quantity) AS "Total Pizzas Sold"

FROM public.pizza\_sales

GROUP BY pizza\_category

ORDER BY "Total Pizzas Sold" DESC;

**-- TOP 5 (BEST) SELLERS BY REVENUE**

SELECT pizza\_name AS "Pizza Name",

SUM(total\_price) AS "Total Revenue"

FROM public.pizza\_sales

GROUP BY pizza\_name

ORDER BY "Total Revenue" DESC

LIMIT 5;

**-- TOP 5 (BEST) SELLERS BY TOTAL QUANTITY**

SELECT pizza\_name AS "Pizza Name",

SUM(quantity) AS "Total Pizzas Sold"

FROM public.pizza\_sales

GROUP BY pizza\_name

ORDER BY "Total Pizzas Sold" DESC

LIMIT 5;

**-- TOP 5 (BEST) SELLERS BY TOTAL ORDERS**

SELECT pizza\_name AS "Pizza Name",

COUNT(DISTINCT order\_id) AS "Total Orders"

FROM public.pizza\_sales

GROUP BY pizza\_name

ORDER BY "Total Orders" DESC

LIMIT 5;

**-- TOP 5 (BEST) SELLERS BY REVENUE, TOTAL QUANTITY, AND TOTAL ORDERS COMBINED**

SELECT pizza\_name AS "Pizza Name",

SUM(total\_price) AS "Total Revenue",

SUM(quantity) AS "Total Pizzas Sold",

COUNT(DISTINCT order\_id) AS "Total Orders"

FROM public.pizza\_sales

GROUP BY pizza\_name

ORDER BY "Total Revenue" DESC,

"Total Pizzas Sold" DESC,

"Total Orders" DESC

LIMIT 5;

**-- BOTTOM 5 (WORST) SELLERS BY REVENUE**

SELECT pizza\_name AS "Pizza Name",

SUM(total\_price) AS "Total Revenue"

FROM public.pizza\_sales

GROUP BY pizza\_name

ORDER BY "Total Revenue" ASC

LIMIT 5;

**-- BOTTOM 5 (WORST) SELLERS BY TOTAL QUANTITY**

SELECT pizza\_name AS "Pizza Name",

SUM(quantity) AS "Total Pizzas Sold"

FROM public.pizza\_sales

GROUP BY pizza\_name

ORDER BY "Total Pizzas Sold" ASC

LIMIT 5;

**-- BOTTOM 5 (WORST) SELLERS BY TOTAL ORDERS**

SELECT pizza\_name AS "Pizza Name",

COUNT(DISTINCT order\_id) AS "Total Orders"

FROM public.pizza\_sales

GROUP BY pizza\_name

ORDER BY "Total Orders" ASC

LIMIT 5;

**-- BOTTOM 5 (WORST) SELLERS BY REVENUE, TOTAL QUANTITY, AND TOTAL ORDERS COMBINED**

SELECT pizza\_name AS "Pizza Name",

SUM(total\_price) AS "Total Revenue",

SUM(quantity) AS "Total Pizzas Sold",

COUNT(DISTINCT order\_id) AS "Total Orders"

FROM public.pizza\_sales

GROUP BY pizza\_name

ORDER BY "Total Revenue" ASC, "Total Pizzas Sold" DESC, "Total Orders" DESC

LIMIT 5;