**Problem Statement:**

Analyse the KPI requirements for pizza sales data to gain insights into business performance.

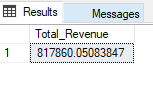
**Metrics:**

1. Total Revenue: Sum prices of all orders
2. Average Order Value: Total Revenue/Total number of Orders
3. Total pizzas sold: Sum of quantities of pizzas sold
4. Total Orders: Count of total number of orders placed
5. Average pizzas per order: Total number of pizzas/Total number of orders

**PIZZA SALES INSIGHTS**

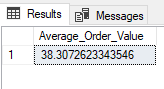
1. **KPIs:**
2. Total Revenue:

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



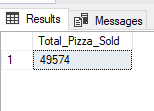
1. Average Order Value:

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



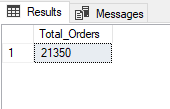
1. Total Pizza Sold:

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



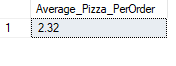
1. Total Order Placed:

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



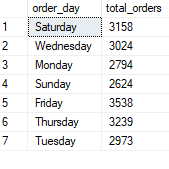
1. Average pizza per order:

SELECT CAST(CAST(SUM(quantity) AS DECIMAL(10,2)) / CAST(COUNT(DISTINCT order\_id) AS DECIMAL(10,2)) AS DECIMAL(10,2)) AS Average\_Pizza\_PerOrder from pizza\_sales



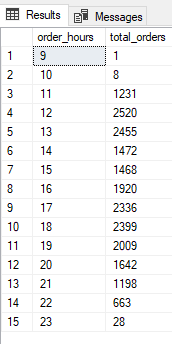
1. **Daily Trend for Orders:**

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. **Hourly Trends for Orders:**

SELECT DATEPART(HOUR, order\_time) as order\_hours, COUNT(DISTINCT order\_id) as total\_orders  
from pizza\_sales  
group by DATEPART(HOUR, order\_time)  
order by DATEPART(HOUR, order\_time)



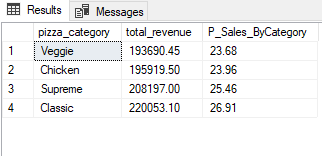
1. **% SALES BY PIZZA CATEGORY:**

SELECT pizza\_category, CAST(SUM(total\_price) AS DECIMAL(10,2)) AS total\_revenue,

CAST(SUM(total\_price) \* 100 / (SELECT SUM(total\_price) from pizza\_sales) AS DECIMAL(10,2)) AS P\_Sales\_ByCategory

FROM pizza\_sales

GROUP BY pizza\_category  
ORDER BY P\_Sales\_ByCategory



1. **% SALES BY PIZZA SIZE:**

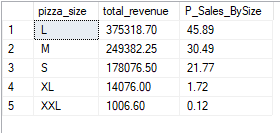
SELECT pizza\_size, CAST(SUM(total\_price) AS DECIMAL(10,2)) AS total\_revenue,

CAST(SUM(total\_price) \* 100 / (SELECT SUM(total\_price) from pizza\_sales) AS DECIMAL(10,2)) AS P\_Sales\_BySize

FROM pizza\_sales

GROUP BY pizza\_size

ORDER BY P\_Sales\_BySize DESC

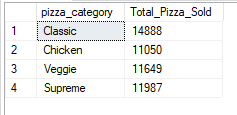


1. **Total Pizzas Sold by Pizza Category:**

SELECT pizza\_category, SUM(quantity) AS Total\_Pizza\_Sold

from pizza\_sales

GROUP BY pizza\_category



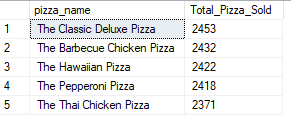
1. **Top5 Best Sellers:**

SELECT TOP 5 pizza\_name, SUM(quantity) AS Total\_Pizza\_Sold

from pizza\_sales

GROUP BY pizza\_name

ORDER BY sum(quantity) DESC



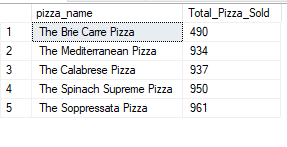
1. **Bottom5 Worst Sellers:**

SELECT TOP 5 pizza\_name, SUM(quantity) AS Total\_Pizza\_Sold

from pizza\_sales

GROUP BY pizza\_name

ORDER BY sum(quantity) ASC



By

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