**Pizza KPI**

**Total Revenue**

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



**Average Order Value**

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



**Total Pizza Sold**

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



**Total Orders**

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



**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 Avg\_Pizzas\_Per\_Order FROM pizza\_sales



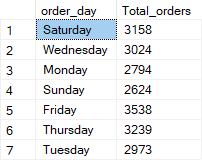
**CHARTS REQUIREMENTS**

**Daily Trends**

SELECT DATENAME(DW, order\_date) AS order\_day, COUNT(DISTINCT order\_id) AS Total\_orders

FROM pizza\_sales

GROUP BY DATENAME(DW, order\_date)

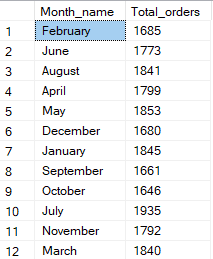


**Monthly Trend**

SELECT DATENAME(MONTH, order\_date) AS Month\_name, COUNT(DISTINCT order\_id) AS Total\_orders

FROM pizza\_sales

GROUP BY DATENAME(MONTH, order\_date)

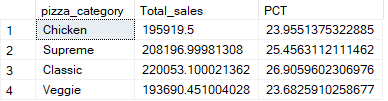
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**Percentage of Sales(Revenue) by Category**

SELECT pizza\_category ,SUM(total\_price) as Total\_sales, SUM(total\_price)\*100/ (SELECT SUM(total\_price) FROM pizza\_sales) AS PCT

FROM pizza\_sales

GROUP BY pizza\_category



**Percentage of Sales(Revenue) by Size**

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

A screenshot of a data

Description automatically generated

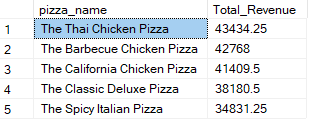
**Top 5 pizza by Revenue**

SELECT TOP 5 pizza\_name, SUM(total\_price) AS Total\_Revenue

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Revenue DESC



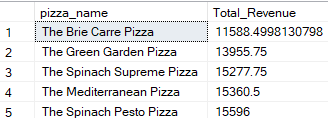
**Bottom 5 pizza by Revenue**

SELECT TOP 5 pizza\_name, SUM(total\_price) AS Total\_Revenue

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Revenue ASC

****

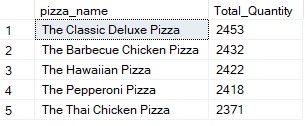
**Top 5 pizza by Quantity**

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

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Quantity DESC



**Bottom 5 pizza by Quantity**

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

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Quantity ASC

