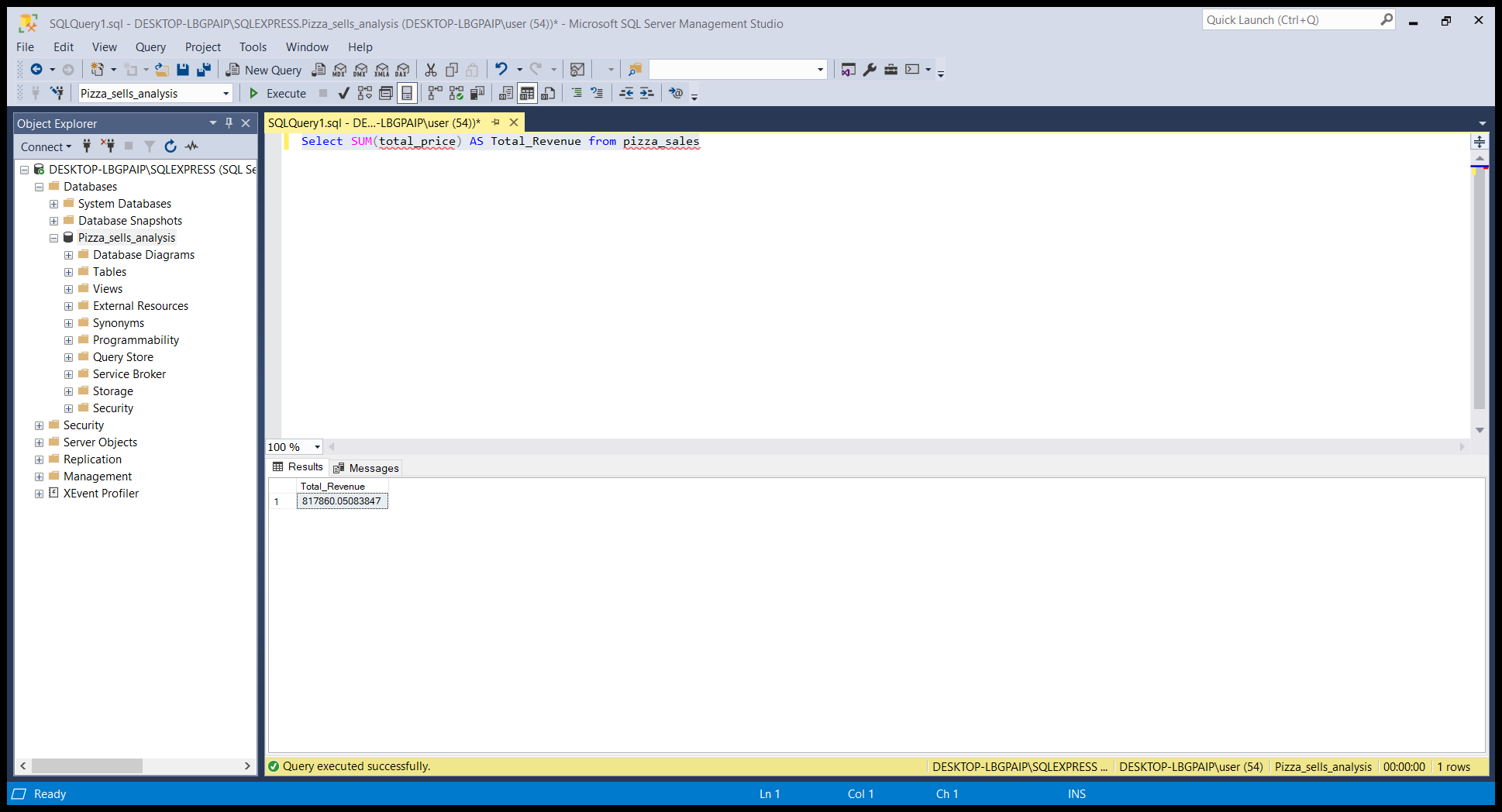
**A. KPI’s**

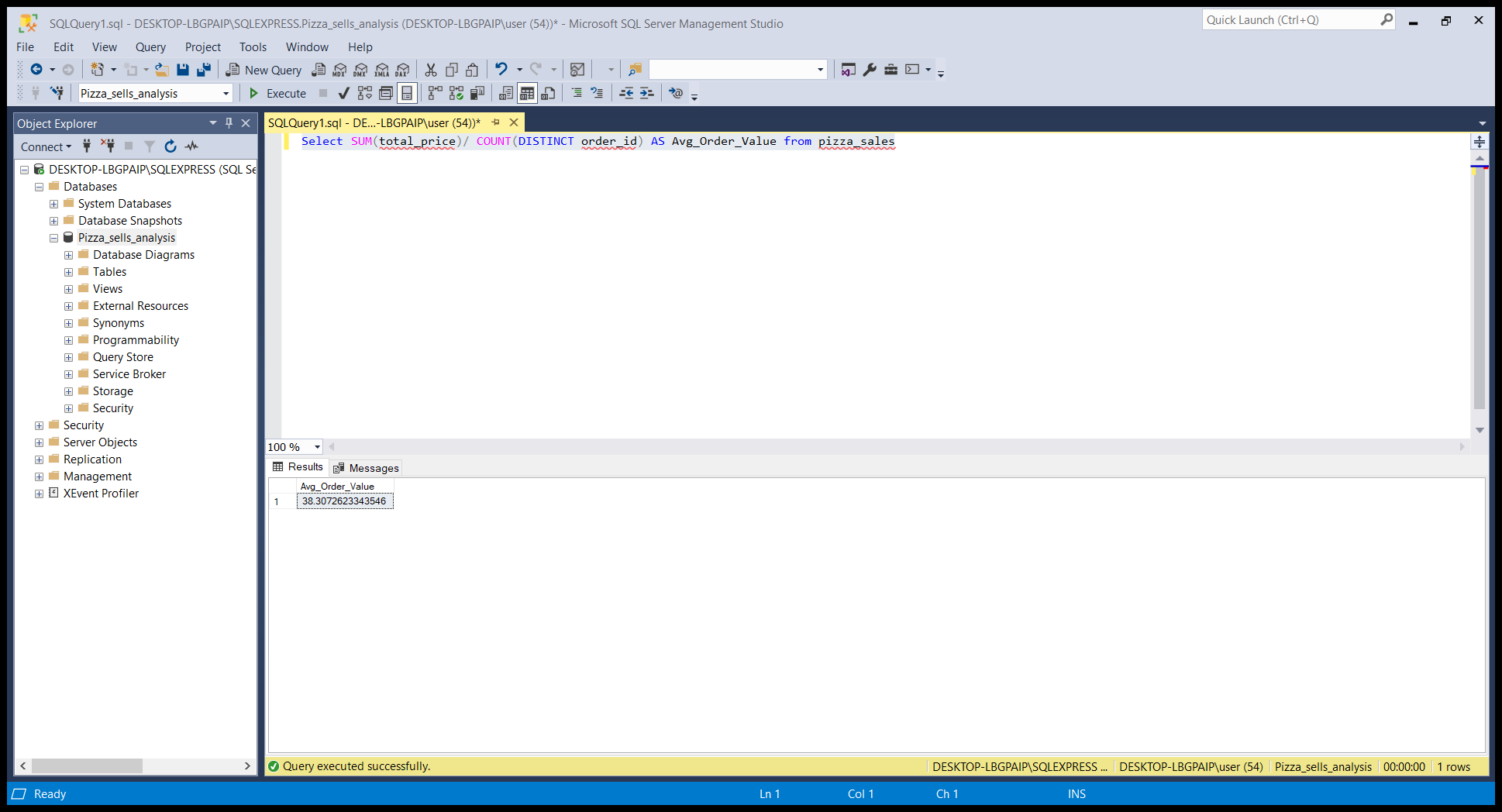
1. **Total Revenue:**

Select SUM(total\_price) AS Total\_Revenue from pizza\_sales;



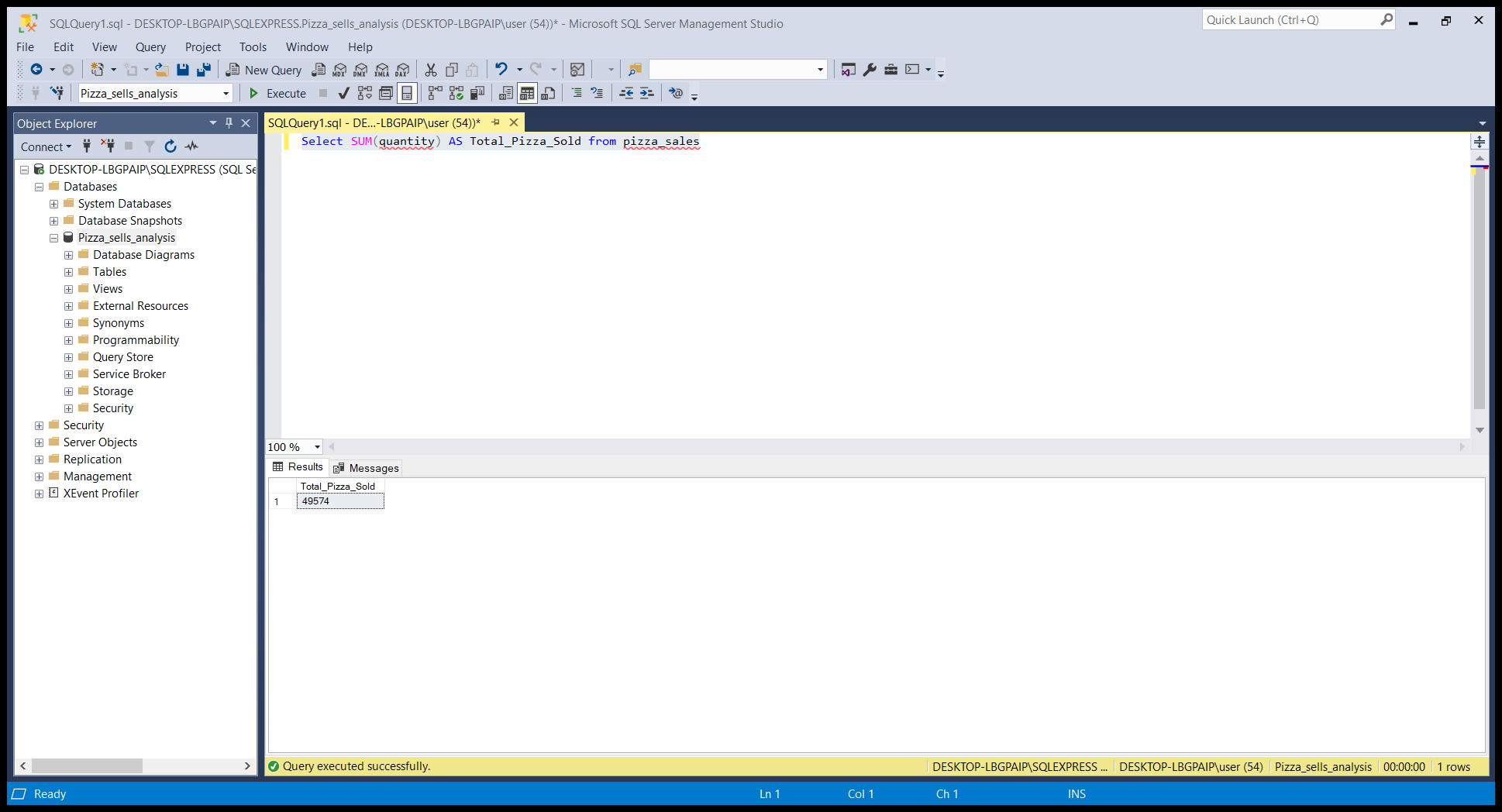
1. **Average Order Value:**

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

****

1. **Total Pizza Sold:**

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



1. **Total Orders:**

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

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Description automatically generated

1. **Average Pizza Per Orders:**

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;

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Description automatically generated

**B. Daily Trend for Total 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)



**C. Monthly Trend for Orders**

SELECT DATENAME(MONTH, order\_date) as Month\_Name,

COUNT(DISTINCT order\_id) as Total\_Orders

FROM pizza\_sales

GROUP BY DATENAME(MONTH, order\_date)

A screenshot of a computer

Description automatically generated

**D. % of 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 PCT FROM pizza\_sales

GROUP BY pizza\_category



**E. % of 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 PCT FROM pizza\_sales

GROUP BY pizza\_size ORDER BY pizza\_size



**F. Total Pizzas Sold by Pizza Category**

SELECT pizza\_category, SUM(quantity) as Total\_Quantity\_Sold

FROM pizza\_sales

WHERE MONTH(order\_date) = 2

GROUP BY pizza\_category

ORDER BY Total\_Quantity\_Sold DESC

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Description automatically generated

**G. Top 5 Pizzas 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



**H. Bottom 5 Pizzas 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

A screenshot of a menu

Description automatically generated

**I. Top 5 Pizzas by Quantity**

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

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Pizza\_Sold DESC

A screenshot of a menu

Description automatically generated

**J. Bottom 5 Pizzas by Quantity**

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

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Pizza\_Sold ASC



**K. Top 5 Pizzas by Total Orders**

SELECT Top 5 pizza\_name, COUNT(DISTINCT order\_id) AS Total\_Orders

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Orders DESC

A screenshot of a computer

Description automatically generated

**L. Borrom 5 Pizzas by Total Orders**

SELECT Top 5 pizza\_name, COUNT(DISTINCT order\_id) AS Total\_Orders

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Orders ASC

A screenshot of a menu

Description automatically generated

***NOTE***

If you want to apply the pizza\_category or pizza\_size filters to the above queries you can use WHERE clause. Follow some of below examples

SELECT Top 5 pizza\_name, COUNT(DISTINCT order\_id) AS Total\_Orders

FROM pizza\_sales

WHERE pizza\_category = 'Classic'

GROUP BY pizza\_name

ORDER BY Total\_Orders ASC