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| pizza sales | |
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# Kpis

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|  | **1. Total Revenue:**  SELECT SUM(total\_price) AS Total\_Revenue FROM pizza\_sales; |  | | |  |
|  | **2. Average Order Value**  SELECT (SUM(total\_price) / COUNT(DISTINCT order\_id)) AS Avg\_order\_Value FROM pizza\_sales | |  |
|  | **3. Total Pizzas Sold**  SELECT SUM(quantity) AS Total\_pizza\_sold FROM pizza\_sales |  | | |  |
|  | **4. Total Orders**  SELECT COUNT(DISTINCT order\_id) AS Total\_Orders FROM 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 Avg\_Pizzas\_per\_order  FROM pizza\_sales  **6. 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) |  | | |  |

**7. Monthly Trend for orders**

select DATENAME(MONTH, order\_date) as Month\_Name, COUNT(DISTINCT order\_id) as Total\_Orders

from pizza\_sales

**A screenshot of a computer

Description automatically generated**GROUP BY DATENAME(MONTH, order\_date)

**8. % 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

**A screenshot of a computer

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**9. % 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

**A screenshot of a computer

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**10. Total pizza sold by pizza Category**

**A screenshot of a computer

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FROM pizza\_sales

WHERE MONTH(order\_date) = 2

GROUP BY pizza\_category

ORDER BY Total\_Quantity\_Sold DESC

**11. Top 5 pizza by Revenue**

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

**A screenshot of a menu

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GROUP BY pizza\_name

ORDER BY Total\_Revenue DESC

**12. Bottom 5 pizza by Revenue**

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

FROM pizza\_sales

GROUP BY pizza\_name

**A screenshot of a menu

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**13. Top 5 pizza 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

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**14. Bottom 5 pizza by Quantity**

**A screenshot of a computer

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**15. Top 5 pizza by total order**

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

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Orders DESC

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