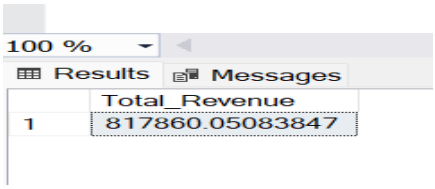
A. KPI's

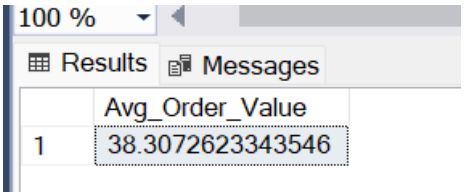
1.Total Revenue

```
select sum(total_price) as Total_Revenue from pizza_sales;
```



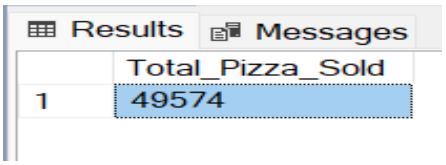
2. Average Order Value

```
select sum(total_price)/count(distinct order_id) as Avg_Order_Value from pizza_sales;
```



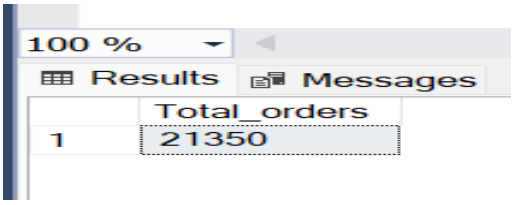
3. Total Pizzas Sold

```
select sum(quantity) as Total_Pizza_Sold from pizza_sales;
```



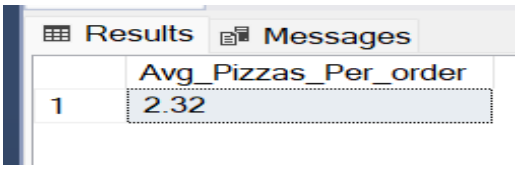
4. Total Orders

```
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;
```



Results | Messages

	Avg_Pizzas_Per_order
1	2.32

B. Daily Trend for Total Orders

```
SELECT
    DATENAME(WEEKDAY, order_date) AS order_day,
    COUNT(DISTINCT order_id) AS Total_orders
FROM
    pizza_sales
GROUP BY
    DATENAME(WEEKDAY, order_date);
```

Results | Messages

	order_day	Total_orders
1	Saturday	3158
2	Wednesday	3024
3	Monday	2794
4	Sunday	2624
5	Friday	3538
6	Thursday	3239
7	Tuesday	2973

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)
order by Total_Orders DESC;
```

	Month_name	Total_Orders
1	July	1935
2	May	1853
3	January	1845
4	August	1841
5	March	1840
6	April	1799
7	November	1792
8	June	1773
9	February	1685
10	December	1680
11	September	1661
12	October	1646

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;
```

Results Messages

	pizza_category	Total_Revenue	PCT
1	Classic	220053.10	26.91
2	Chicken	195919.50	23.96
3	Veggie	193690.45	23.68
4	Supreme	208197.00	25.46

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;
```

Results Messages

	pizza_size	Total_revenue	PCT
1	L	375318.70	45.89
2	M	249382.25	30.49
3	S	178076.50	21.77
4	XL	14076.00	1.72
5	XXL	1006.60	0.12

F. Total Pizzas Sold by Pizza Category

```
select pizza_category, sum(quantity) as Total_Quantity
from pizza_sales
group by pizza_category
order by Total_Quantity desc;
```

Results Messages

	pizza_category	Total_Quantity
1	Classic	14888
2	Supreme	11987
3	Veggie	11649
4	Chicken	11050

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;
```

Results Messages

	pizza_name	Total_Revenue
1	The Thai Chicken Pizza	43434.25
2	The Barbecue Chicken Pizza	42768
3	The California Chicken Pizza	41409.5
4	The Classic Deluxe Pizza	38180.5
5	The Spicy Italian Pizza	34831.25

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;
```

Results | Messages

	pizza_name	Total_Revenue
1	The Thai Chicken Pizza	43434.25
2	The Barbecue Chicken Pizza	42768
3	The California Chicken Pizza	41409.5
4	The Classic Deluxe Pizza	38180.5
5	The Spicy Italian Pizza	34831.25

I. Top 5 Pizzas by Quantity

```
select top 5 pizza_name, sum(quantity) as Quantity
from pizza_sales
group by pizza_name
order by Quantity desc;
```

	pizza_name	Quantity
1	The Classic Deluxe Pizza	2453
2	The Barbecue Chicken Pizza	2432
3	The Hawaiian Pizza	2422
4	The Pepperoni Pizza	2418
5	The Thai Chicken Pizza	2371

J. Bottom 5 Pizzas by Quantity

```
select top 5 pizza_name, sum(quantity) as Quantity
from pizza_sales
group by pizza_name
order by Quantity Asc;
```

Results | Messages

	pizza_name	Quantity
1	The Brie Carre Pizza	490
2	The Mediterranean Pizza	934
3	The Calabrese Pizza	937
4	The Spinach Supreme Pizza	950
5	The Soppressata Pizza	961

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;
```

	pizza_name	Total_Orders
1	The Classic Deluxe Pizza	2329
2	The Hawaiian Pizza	2280
3	The Pepperoni Pizza	2278
4	The Barbecue Chicken Pizza	2273
5	The Thai Chicken Pizza	2225

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
```

Results | Messages

	pizza_name	Total_Orders
1	The Brie Carre Pizza	480
2	The Mediterranean Pizza	912
3	The Spinach Supreme Pizza	918
4	The Calabrese Pizza	918
5	The Chicken Pesto Pizza	938