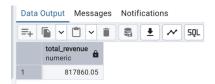
A. KPI's

-- 1. Total Revenue

SELECT ROUND(SUM(total_price)::numeric, 2) AS total_revenue FROM pizza_sales;



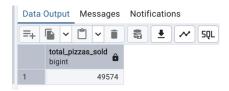
-- 2. Average Order Value

SELECT ROUND(SUM(total_price) / COUNT(DISTINCT order_id), 2) AS avg_order_value FROM pizza_sales;



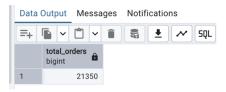
-- 3. Total Pizzas Sold

SELECT SUM(quantity) AS total_pizzas_sold FROM pizza_sales;



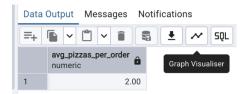
-- 4. Total Orders

SELECT COUNT(DISTINCT order_id) AS total_orders FROM pizza_sales;



-- 5. Average Pizzas Per Order

SELECT ROUND(SUM(quantity) / COUNT(DISTINCT order_id), 2) AS avg_pizzas_per_order FROM pizza_sales;



B. Daily Trend for Total Orders

SELECT TO_CHAR (order_date, 'Day') AS order_day, COUNT (DISTINCT order_id) AS total_orders

FROM pizza_sales

GROUP BY order_day

ORDER BY total_orders DESC;



C. Hourly Trend for Orders



D. % of Sales by Pizza Category

SELECT pizza_category, ROUND(SUM(total_price)::numeric, 2) AS total_revenue,

ROUND((SUM(total_price) * 100) / (SELECT SUM(total_price) FROM pizza_sales), 2) AS percentage_sales

FROM pizza_sales

GROUP BY pizza_category

ORDER BY percentage_sales DESC;



E. % of Sales by Pizza Size

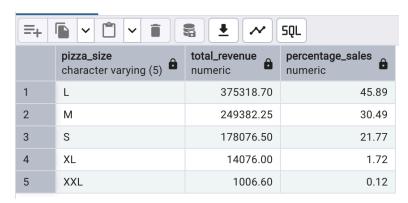
SELECT pizza_size, ROUND(SUM(total_price)::numeric, 2) AS total_revenue,

ROUND((SUM(total_price) * 100) / (SELECT SUM(total_price) FROM pizza_sales), 2) AS percentage_sales

FROM pizza_sales

GROUP BY pizza_size

ORDER BY pizza_size;



F. Total Pizzas Sold by Pizza Category (for a specific month)

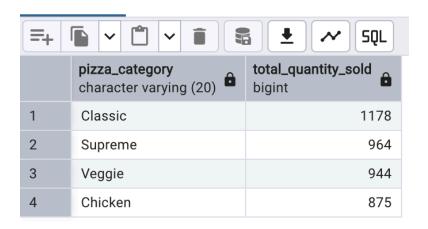
SELECT pizza_category, SUM(quantity) AS total_quantity_sold

FROM pizza_sales

WHERE EXTRACT(MONTH FROM order_date) = 2

GROUP BY pizza_category

ORDER BY total_quantity_sold DESC;



G. Top 5 Best Sellers by Total Pizzas Sold

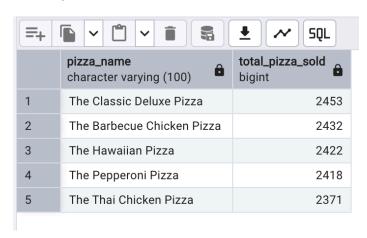
SELECT pizza_name, SUM(quantity) AS total_pizza_sold

FROM pizza_sales

GROUP BY pizza_name

ORDER BY total_pizza_sold DESC

LIMIT 5;



H. Bottom 5 Best Sellers by Total Pizzas Sold

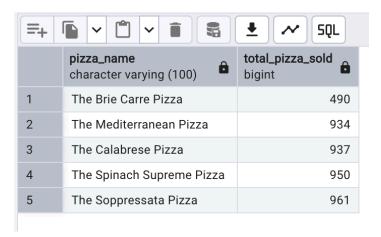
SELECT pizza_name, SUM(quantity) AS total_pizza_sold

FROM pizza_sales

GROUP BY pizza_name

ORDER BY total_pizza_sold ASC

LIMIT 5;



Filtering by Month, Quarter, or Week

-- Example: Filtering by January (Month = 1)

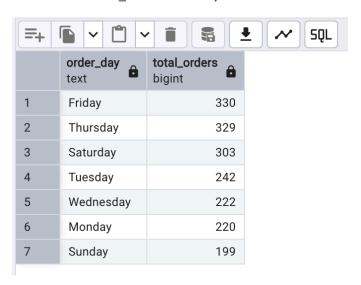
SELECT TO_CHAR(order_date, 'Day') AS order_day, COUNT(DISTINCT order_id) AS total_orders

FROM pizza_sales

WHERE EXTRACT(MONTH FROM order_date) = 1

GROUP BY order_day

ORDER BY total_orders DESC;



-- Example: Filtering by Quarter 1

SELECT TO_CHAR(order_date, 'Day') AS order_day, COUNT(DISTINCT order_id) AS total_orders

FROM pizza_sales

WHERE EXTRACT(QUARTER FROM order_date) = 1

GROUP BY order_day

ORDER BY total_orders DESC;

