-- 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

SELECT EXTRACT(HOUR FROM order\_time) AS order\_hour, COUNT(DISTINCT order\_id) AS total\_orders

FROM pizza\_sales

GROUP BY order\_hour

ORDER BY order\_hour;

-- 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;