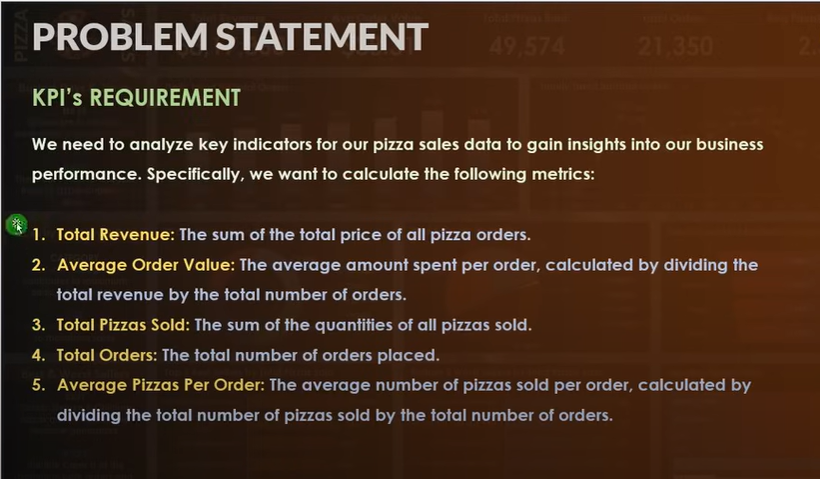
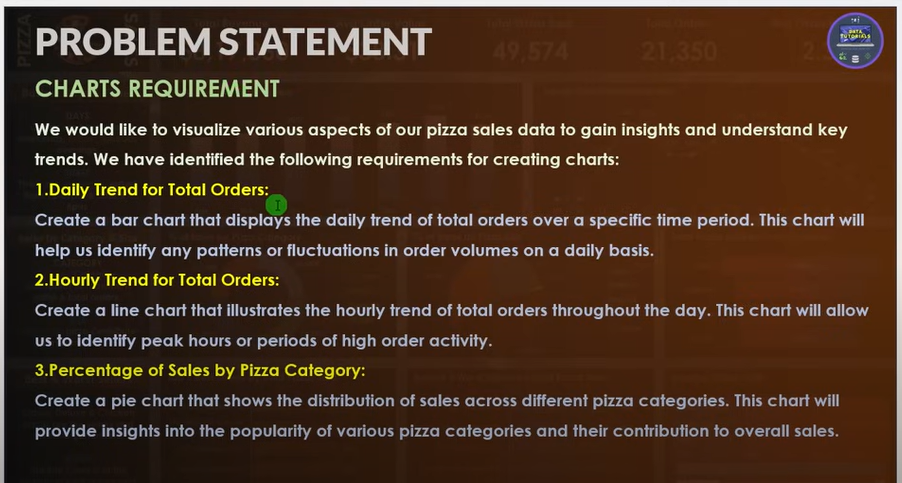
**KPI Of the Project**

**A screenshot of a computer screen

Description automatically generated**

****

**Pizza Sales Queries**

A.KPI:

1.Total Revenue:

SELECT SUM(total\_price) AS 'Total Revenue' FROM pizza\_sales;

A screenshot of a computer

Description automatically generated

2.Average Order Value:

SELECT SUM(total\_price)/COUNT(DISTINCT order\_id) AS 'AVG Order Value' FROM pizza\_sales;

A screenshot of a computer

Description automatically generated

3.Total Pizza Sold:

SELECT SUM(quantity) AS 'Total Pizza Sold' FROM pizza\_sales;

A screenshot of a computer

Description automatically generated

4.Total Order:

SELECT Count(DISTINCT order\_id) AS 'Total Orders' FROM pizza\_sales;

A screenshot of a computer

Description automatically generated

5.AVG 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;

A screenshot of a computer

Description automatically generated

B.KPI:

1.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);

A screenshot of a computer

Description automatically generated

2.Monthly Trend For Total Orders:

SELECT DATENAME(MM, order\_date) AS order\_month, COUNT(DISTINCT order\_id) AS Total\_orders

FROM pizza\_sales

GROUP BY DATENAME(MM, order\_date);

A screenshot of a data

Description automatically generated

3.Percentage of sales by pizza category:

SELECT pizza\_category,SUM(total\_price) AS Sales, SUM(total\_price) \* 100 / (SELECT SUM(total\_price) FROM pizza\_sales WHERE DATEPART(quarter, order\_date) = 1) AS Percentage\_per\_category

FROM pizza\_sales

WHERE DATEPART(quarter, order\_date) = 1

GROUP BY pizza\_category;

A screenshot of a computer

Description automatically generated

Note: In this query I use filter in first quarter in the year.

4.Percentage of sales per pizza size:

SELECT pizza\_size,SUM(total\_price) AS Sales, CAST(SUM(total\_price) \* 100 / (SELECT SUM(total\_price) FROM pizza\_sales) AS DECIMAL(10,2)) AS Percentage\_per\_Pizza\_size

FROM pizza\_sales

GROUP BY pizza\_size

ORDER BY Percentage\_per\_Pizza\_size DESC;

A screenshot of a computer

Description automatically generated

5.Total pizza sold per category:

SELECT pizza\_category, SUM(quantity) AS Total\_pizza

FROM pizza\_sales

GROUP BY pizza\_category

ORDER BY Total\_pizza DESC;

A screenshot of a computer

Description automatically generated

6.Top 5 Best Sellers by Total Pizzas Sold:

SELECT TOP(5) pizza\_name

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY SUM(quantity) DESC;

A screenshot of a computer

Description automatically generated

7.Botton 5 Worst Sellers by Total Pizzas Sold:

SELECT TOP(5) pizza\_name

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY SUM(quantity) ASC;

A screenshot of a computer

Description automatically generated