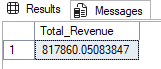
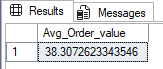
Dominos Pizaa Sales

1. KPI’S

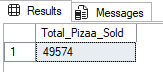
1. Total Revenue

* Select SUM(total\_price) as Total\_Revenue from Dominos\_pizza\_sales

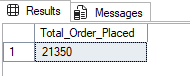
2. Average order\_value

* SELECT SUM (total\_price)/ COUNT(DISTINCT order\_id) as Avg\_Order\_value from Dominos\_pizza\_sales

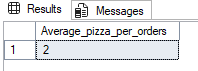
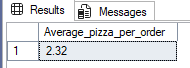
3. Total Pizza Sold

* SELECT SUM(quantity) as Total\_Pizaa\_Sold from Dominos\_pizza\_sales

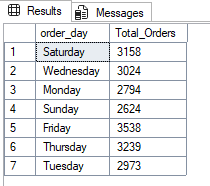
4. Total order placed

* SELECT count (Distinct order\_id) as Total\_Order\_Placed from Dominos\_pizza\_sales

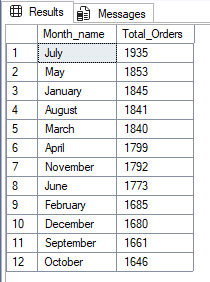
5 Average pizza per order

* SELECT sum(quantity) / count(distinct order\_id) as Average\_pizza\_per\_orders from Dominos\_pizza\_sales
* SELECT cast (cast (sum(quantity) as decimal (10,2)) / cast ( count(distinct order\_id) as decimal (10,2)) as decimal (10,2)) as Average\_pizza\_per\_order from Dominos\_pizza\_sales

6. daily Trends pizza (just showing a week of record for undersatnding)

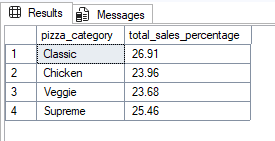
* select DATENAME(DW,order\_date) as order\_day , count(distinct order\_id) as Total\_Orders from Dominos\_pizza\_sales group by DATENAME (DW, order\_date)

7. Monthly Trends pizza total orders

* select DATENAME(Month,order\_date) as Month\_name, count(distinct order\_id) as Total\_Orders from Dominos\_pizza\_sales group by DATENAME(Month,order\_date) order by Total\_Orders DESC

8. percentage of sales by pizza category

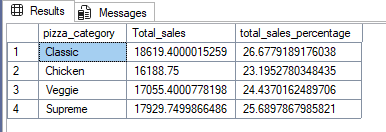
* select pizza\_category, cast( sum(total\_price)\*100 / (select sum(total\_price) from Dominos\_pizza\_sales) as decimal (10,2)) as total\_sales\_percentage from Dominos\_pizza\_sales group by pizza\_category



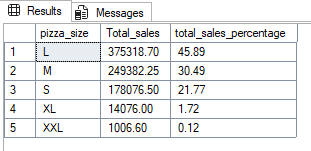
* select pizza\_category ,sum(total\_price) as Total\_sales, sum(total\_price)\*100 / (select sum(total\_price) from Dominos\_pizza\_sales where MONTH (order\_date) =1) as total\_sales\_percentage from Dominos\_pizza\_sales

where MONTH (order\_date) =1

group by pizza\_category



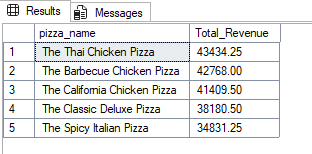
9. percentage of sales by pizza size

* select pizza\_size , cast( sum(total\_price) as decimal (10,2)) as Total\_sales, cast (sum(total\_price)\*100 / (select sum(total\_price) from Dominos\_pizza\_sales) as decimal (10,2)) as total\_sales\_percentage from Dominos\_pizza\_sales group by pizza\_size order by total\_sales\_percentage desc

10. Top 5 Best Revenue of pizza

* select TOP 5 pizza\_name, cast (sum(total\_price) as decimal (10,2)) as Total\_Revenue from Dominos\_pizza\_sales

Group by pizza\_name

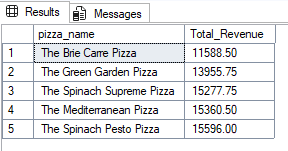
order by Total\_Revenue desc

11. . Bottom 5 Best Revenue of pizza

* select top 5 pizza\_name, cast (sum(total\_price) as decimal (10,2)) as Total\_Revenue from Dominos\_pizza\_sales

Group by pizza\_name

order by Total\_Revenue asc

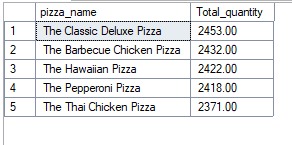


12. top 5 pizza total quantity

* select top 5 pizza\_name, cast (sum(quantity) as decimal (10,2)) as Total\_quantity from Dominos\_pizza\_sales

Group by pizza\_name

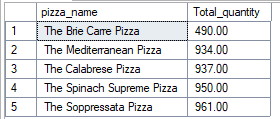
order by Total\_quantity desc



13. . bottom 5 pizza total quantity

* select top 5 pizza\_name, cast (sum(quantity) as decimal (10,2)) as Total\_quantity from Dominos\_pizza\_sales

Group by pizza\_name

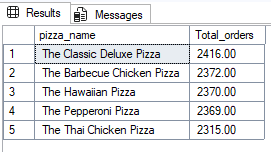
order by Total\_quantity asc

14. Top 5 pizza best orders

* select top 5 pizza\_name, cast (count (order\_id) as decimal (10,2)) as Total\_orders from Dominos\_pizza\_sales

Group by pizza\_name

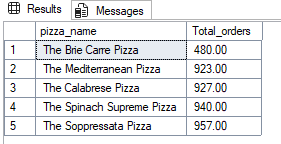
order by Total\_orders desc



16. Bottom 5 pizza worst orders

* select top 5 pizza\_name, cast (count (order\_id) as decimal (10,2)) as Total\_orders from Dominos\_pizza\_sales

Group by pizza\_name

order by Total\_orders asc