

```

-- A. Các Chỉ số Hiệu suất Chính (KPIs)
SELECT SUM(total_price) AS total_revenue FROM pizza_sales; -- Tổng doanh thu

SELECT SUM(total_price) / COUNT(DISTINCT order_id) AS Average_Order_Value
FROM pizza_sales; -- Giá trị trung bình mỗi đơn hàng

SELECT SUM(quantity) AS Total_Pizza_Sold
FROM pizza_sales; -- Tổng số pizza bán ra

SELECT COUNT(DISTINCT order_id) AS Total_Orders
FROM pizza_sales; -- Tổng số đơn hàng

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; -- Số lượng trung bình của pizza trên mỗi đơn hàng

-- B. Xu hướng Hàng ngày cho Tổng số Đơn hàng
SELECT DATENAME(DW, order_date) AS order_day, COUNT(DISTINCT order_id) AS
Total_orders
FROM pizza_sales
GROUP BY DATENAME(DW, order_date);

-- C. Xu hướng Hàng tháng cho Đơn hàng
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;

-- D. Tỷ lệ Doanh số của Danh mục Pizza
SELECT pizza_category, SUM(total_price) AS Total_Sales, SUM(total_price) * 100
/(SELECT SUM(total_price) FROM pizza_sales) AS Total_Sales_Percentage
FROM pizza_sales
GROUP BY pizza_category;

-- E. Tỷ lệ Doanh số của Kích thước Pizza
SELECT pizza_size, SUM(total_price) AS Total_Sales, SUM(total_price) * 100/
(SELECT SUM(total_price) FROM pizza_sales) AS Total_Sales_Percentage
FROM pizza_sales
GROUP BY pizza_size;

-- F. Tổng số Pizza bán ra theo Danh mục Pizza
SELECT pizza_category, SUM(quantity) AS Total_Quantity_Sold
FROM pizza_sales
GROUP BY pizza_category
ORDER BY Total_Quantity_Sold DESC;

-- G. Top 5 Pizza theo Doanh thu
SELECT TOP 5 pizza_name, SUM(total_price) AS Total_Revenue
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Revenue DESC;

-- H. 5 Pizza có Tổng số Đơn hàng cao nhất
SELECT TOP 5 pizza_name, COUNT(DISTINCT order_id) AS Total_Orders
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Orders DESC;

```

```
-- I. Top 5 Pizza theo Số lượng
SELECT TOP 5 pizza_name, SUM(quantity) AS Total_Pizza_Sold
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Pizza_Sold DESC;

-- J. 5 Pizza có Số lượng Đơn hàng thấp nhất
SELECT TOP 5 pizza_name, COUNT(DISTINCT order_id) AS Total_Orders
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Orders ASC;
```