**KPI’s Requirement:**

We need to analyze key indicator for our pizza sales data to gain insights into our business performance. Specially, we want to calculate the following metrics.

1. Total Revenue: The sum of the total price of all pizza orders.
2. Average Order Value: The average amount spent per order, calculated by dividing the total revenue by the total no. of orders.
3. Total Pizza’s Sold: The sum of the quantities of all pizzas sold.
4. Total Order’s: The total number of ordered placed.
5. Average Pizza per Order: The average number of pizzas sold per order, calculated by dividing the total number of pizzas sold by the total number of orders.

**Problem Statement:**

Chart Requirement:

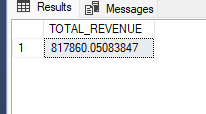
We would like to visualize various aspects of our pizza sales data to gain insights and understand key trends.

1. Daily Trend for Total Orders
2. Monthly Trend for Total Orders
3. Percentage of Sales by Pizza Category
4. Percentage of Sales by Pizza size
5. Total Pizza’s Sold by Pizza Category
6. Top 5 Best Sellers by Revenue, Total Quantity and Total Order’s
7. Bottom 5 Best Sellers by Revenue, Total Quantity and Total Order’s

**PIZZA SALES SQL QUERIES**

1. KPI’S

-- Total Revenue

SELECT SUM(TOTAL\_PRICE) AS TOTAL\_REVENUE FROM pizza\_sales  
  


-- Average Order Value

SELECT SUM(TOTAL\_PRICE)/COUNT(DISTINCT(ORDER\_ID)) FROM pizza\_sales

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-- Total Pizza’s Sold

SELECT SUM(QUANTITY) AS TOTAL\_PIZZA\_SOLD FROM pizza\_sales

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-- Total Order’s

SELECT COUNT(DISTINCT(ORDER\_ID)) AS TOTAL\_ORDERS FROM pizza\_sales

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-- Average Pizza per Order

SELECT CAST(SUM(QUANTITY) AS DECIMAL(10,2))/CAST(COUNT(DISTINCT(ORDER\_ID)) AS DECIMAL(10,2)) AS AVG\_PIZZA\_PER\_ORDER FROM pizza\_sales

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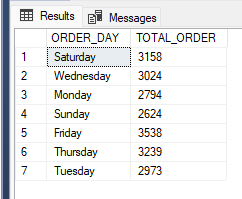
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-- Daily Trend for Total Orders

SELECT DATENAME(DW,ORDER\_DATE) AS ORDER\_DAY, COUNT(DISTINCT ORDER\_ID) AS TOTAL\_ORDER

FROM pizza\_sales

GROUP BY DATENAME(DW,ORDER\_DATE)



-- Monthly Trend for Total Orders

SELECT DATENAME(MONTH,ORDER\_DATE)AS MONTH\_NAME, COUNT(DISTINCT ORDER\_ID) AS TOTAL\_ORDER

FROM pizza\_sales

GROUP BY DATENAME(MONTH,ORDER\_DATE)

order by 1

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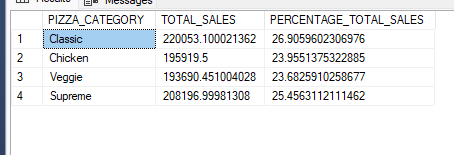
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-- Percentage of Sales by Pizza Category

SELECT PIZZA\_CATEGORY,SUM(TOTAL\_PRICE) AS TOTAL\_SALES,SUM(TOTAL\_PRICE) \* 100 /(SELECT SUM(TOTAL\_PRICE) FROM pizza\_sales) AS PERCENTAGE\_TOTAL\_SALES

FROM pizza\_sales

GROUP BY PIZZA\_CATEGORY



-- Percentage of Sales by Pizza size

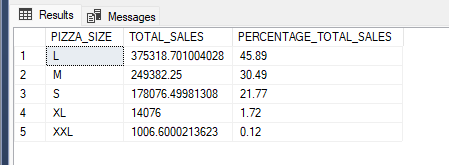
SELECT PIZZA\_SIZE,SUM(TOTAL\_PRICE) AS TOTAL\_SALES,CAST(SUM(TOTAL\_PRICE) \* 100 /

(SELECT SUM(TOTAL\_PRICE) FROM pizza\_sales) AS DECIMAL (10,2)) AS PERCENTAGE\_TOTAL\_SALES

FROM pizza\_sales

GROUP BY PIZZA\_SIZE

ORDER BY 3 DESC

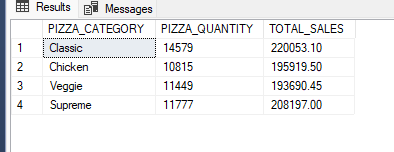


-- Total Pizza’s Sold by Pizza Category

SELECT PIZZA\_CATEGORY,COUNT (QUANTITY) AS PIZZA\_QUANTITY,CAST(SUM(TOTAL\_PRICE)AS DECIMAL (10,2)) AS TOTAL\_SALES

FROM pizza\_sales

GROUP BY PIZZA\_CATEGORY

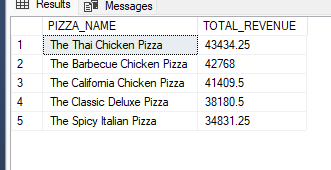


-- Top 5 Best Sellers by Revenue, Total Quantity and Total Order’s

SELECT TOP 5 PIZZA\_NAME,SUM(TOTAL\_PRICE) AS TOTAL\_REVENUE FROM pizza\_sales

GROUP BY PIZZA\_NAME

ORDER BY 2 DESC



-- Bottom 5 Best Sellers by Revenue, Total Quantity and Total Order’s

SELECT TOP 5 PIZZA\_NAME, SUM(TOTAL\_PRICE) AS TOTAL\_REVENUE FROM pizza\_sales

GROUP BY PIZZA\_NAME

ORDER BY 2

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