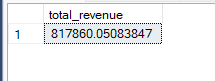
A.KPI

1.Total Revenue

select sum(total\_price) as total\_revenue from pizza\_sales



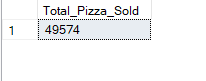
2.Average order values

select sum(total\_price) / count(distinct order\_id) as order\_values from pizza\_sales



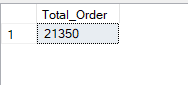
3.Total pizza sold

select sum(quantity) as Total\_Pizza\_Sold from pizza\_sales



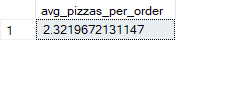
4.Total orders

select count(distinct order\_id) as Total\_Order from pizza\_sales



5.Average pizzas per order

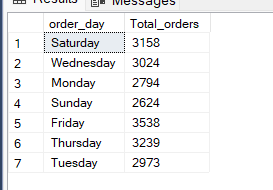
select cast(sum(quantity) as decimal(10,2)) / cast(count(distinct order\_id) as decimal(10,2)) as avg\_pizzas\_per\_order from pizza\_sales



2.Charts

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)



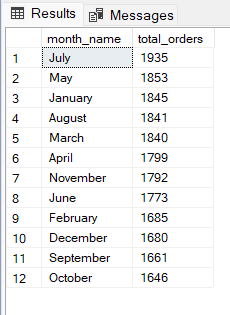
2.Monthly trend for total orders

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

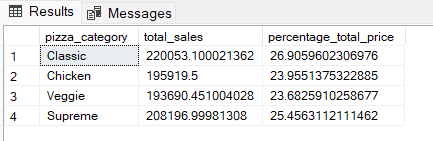


3.Percentage of sales by pizza category

select pizza\_category, sum(total\_price) as total\_sales,sum(total\_price) \* 100 / (select( sum(total\_price)) from pizza\_sales) as percentage\_total\_price

from pizza\_sales

group by pizza\_category



4. Percentage of sales by pizza size

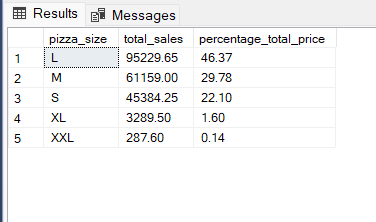
select pizza\_size,cast(sum(total\_price) as decimal(10,2)) as total\_sales,cast(sum(total\_price) \* 100 / (select( sum(total\_price)) from pizza\_sales where datepart(quarter,order\_date) = 1) as decimal(10,2)) as percentage\_total\_price

from pizza\_sales

where datepart(quarter,order\_date) = 1

group by pizza\_size

order by percentage\_total\_price DESC

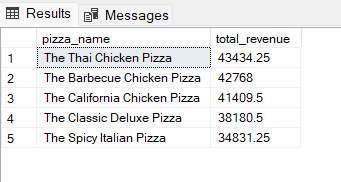


5.Top 5 pizza by revenue

select top 5 pizza\_name,sum(total\_price) as total\_revenue from pizza\_sales

group by pizza\_name

order by total\_revenue desc

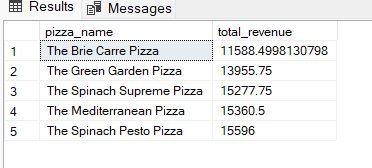


6.Bottom 5 pizzas by revenue

select top 5 pizza\_name,sum(total\_price) as total\_revenue from pizza\_sales

group by pizza\_name

order by total\_revenue asc



7.Top 5 pizzas by total orders

select top 5 pizza\_name,count(distinct order\_id) as total\_orders from pizza\_sales

group by pizza\_name

order by total\_orders asc

