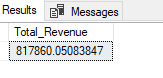
# Pizza Sales Report

1. **KPI’S**

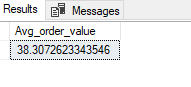
## **Total Revenue**

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



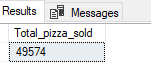
## **Average Order Value**

SELECT SUM(total\_price) / COUNT(DISTINCT(order\_id)) AS Avg\_order\_value FROM pizza\_sales;



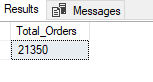
## **Total Pizza sales**

SELECT SUM(quantity) AS Total\_pizza\_sold FROM pizza\_sales;



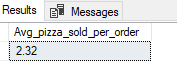
## **Total Order**

SELECT COUNT(DISTINCT(order\_id)) AS Total\_Orders FROM pizza\_sales;



## **Average pizza 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\_pizza\_sold\_per\_order FROM pizza\_sales;



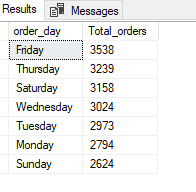
1. **Daily trend for total orders**

SELECT DATENAME(DW, order\_date) AS order\_day, COUNT(DISTINCT(order\_id)) AS Total\_orders

FROM pizza\_sales

GROUP BY DATENAME(DW, order\_date)

ORDER BY Total\_orders DESC;



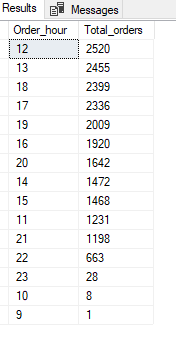
1. **Hourly trend for total orders**

SELECT DATEPART( HH, order\_time) AS Order\_hour, COUNT(DISTINCT(order\_id)) AS Total\_orders

FROM pizza\_sales

GROUP BY DATEPART( HOUR, order\_time)

ORDER BY Total\_orders DESC;



1. **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 total\_order DESC;



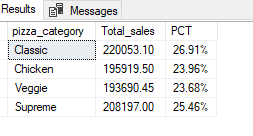
1. **Percentage of sales by pizza category**

SELECT pizza\_category, CAST(SUM(total\_price) AS DECIMAL (10,2)) AS Total\_sales,

CONCAT(CAST(SUM(total\_price) \*100 / (SELECT SUM(total\_price) FROM pizza\_sales) AS DECIMAL(10,2)), '%') AS PCT

FROM pizza\_sales

GROUP BY pizza\_category;



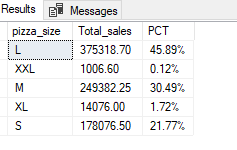
1. **Percentage of sales by pizza size**

SELECT pizza\_size, CAST(SUM(total\_price) AS DECIMAL (10,2)) AS Total\_sales,

CONCAT(CAST(SUM(total\_price) \*100 / (SELECT SUM(total\_price) FROM pizza\_sales) AS DECIMAL(10,2)), '%') AS PCT

FROM pizza\_sales

GROUP BY pizza\_size;



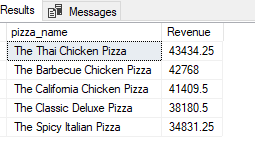
1. **Top 5 sellers by Revenue**

SELECT TOP 5 pizza\_name, SUM(total\_price) AS Revenue

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Revenue DESC;



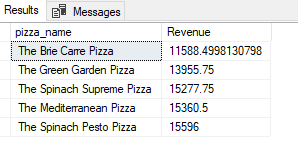
1. **Bottom 5 sellers by Revenue**

SELECT TOP 5 pizza\_name, SUM(total\_price) AS Revenue

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Revenue ASC;



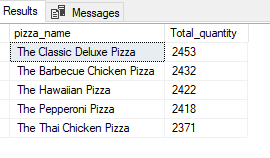
1. **Top 5 sellers by Total quantity**

SELECT TOP 5 pizza\_name, SUM(quantity) AS Total\_quantity

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_quantity DESC;



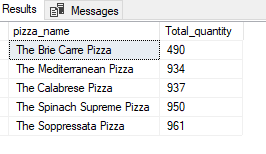
1. **Bottom 5 sellers by Total quantity**

SELECT TOP 5 pizza\_name, SUM(quantity) AS Total\_quantity

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_quantity ASC;



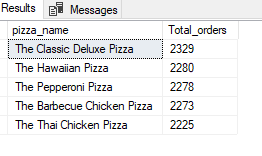
1. **Top 5 sellers by Total Orders**

SELECT TOP 5 pizza\_name, COUNT(DISTINCT(order\_id)) AS Total\_orders

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_orders DESC;



1. **Bottom 5 sellers 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;

