

A. KPI's

1. Total Revenue

```
SELECT sum(total_price) AS Total_Revenue FROM pizza_sales
```

Total_Revenue
817860.0499999993

2. Average Order Value

```
SELECT SUM(total_price) / COUNT(DISTINCT order_id) AS Avg_Order_Value FROM pizza_sales
```

Avg_Order_Value
38.307262295081635

3. Total Pizzas Sold

```
SELECT SUM(quantity) AS Total_pizza_sold FROM pizza_sales
```

Total_pizza_sold
49574

4. Total Order

```
SELECT COUNT(DISTINCT order_id) AS Total_Orders FROM pizza_sales
```

Total_Orders
21350

5. 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_Pizzas_per_order  
FROM pizza_sales
```

Avg_Pizzas_per_order
2.32

B. % of Sales by Pizza Category

```
SELECT pizza_category, CAST(SUM(total_price) AS DECIMAL(10,2)) as total_revenue,  
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
```

	pizza_category	total_revenue	PCT
▶	Classic	220053.10	26.91
	Veggie	193690.45	23.68
	Supreme	208197.00	25.46
	Chicken	195919.50	23.96

C. % of Sales by Pizza Size

```
SELECT pizza_size, CAST(SUM(total_price) AS DECIMAL(10,2)) as total_revenue,  
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  
ORDER BY pizza_size
```

	pizza_size	total_revenue	PCT
▶	L	375318.70	45.89
	M	249382.25	30.49
	S	178076.50	21.77
	XL	14076.00	1.72
	XXL	1006.60	0.12

D. Total Pizza Sold By Pizza Category

```
SELECT pizza_category, SUM(quantity) as Total_Quantity_Sold  
FROM pizza_sales  
GROUP BY pizza_category  
ORDER BY Total_Quantity_Sold DESC
```

	pizza_category	Total_Quantity_Sold
▶	Classic	14888
	Supreme	11987
	Veggie	11649
	Chicken	11050

E. Top 5 Pizzas By Revenue

```
SELECT pizza_name, SUM(total_price) AS Total_Revenue
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Revenue DESC
LIMIT 5;
```

	pizza_name	Total_Revenue
▶	The Thai Chicken Pizza	43434.25
	The Barbecue Chicken Pizza	42768
	The California Chicken Pizza	41409.5
	The Classic Deluxe Pizza	38180.5
	The Spicy Italian Pizza	34831.25

F. Bottom 5 Pizzas By Revenue

```
SELECT pizza_name, SUM(total_price) AS Total_Revenue
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Revenue ASC
LIMIT 5;
```

	pizza_name	Total_Revenue
▶	The Brie Carre Pizza	11588.499999999999
	The Green Garden Pizza	13955.75
	The Spinach Supreme Pizza	15277.75
	The Mediterranean Pizza	15360.5
	The Spinach Pesto Pizza	15596

G. Top 5 Pizzas by Quantity

```
SELECT pizza_name, SUM(quantity) AS Total_Pizza_Sold
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Pizza_Sold DESC
LIMIT 5;
```

	pizza_name	Total_Pizza_Sold
▶	The Classic Deluxe Pizza	2453
	The Barbecue Chicken Pizza	2432
	The Hawaiian Pizza	2422
	The Pepperoni Pizza	2418
	The Thai Chicken Pizza	2371

H. Bottom 5 Pizzas by Quantity

```
SELECT pizza_name, SUM(quantity) AS Total_Pizza_Sold
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Pizza_Sold ASC
LIMIT 5;
```

	pizza_name	Total_Pizza_Sold
▶	The Brie Carre Pizza	490
	The Mediterranean Pizza	934
	The Calabrese Pizza	937
	The Spinach Supreme Pizza	950
	The Soppressata Pizza	961

I. Top 5 Pizzas By Total Orders

```
SELECT pizza_name, COUNT(DISTINCT order_id) AS Total_Orders
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Orders DESC
LIMIT 5;
```

	pizza_name	Total_Orders
▶	The Classic Deluxe Pizza	2329
	The Hawaiian Pizza	2280
	The Pepperoni Pizza	2278
	The Barbecue Chicken Pizza	2273
	The Thai Chicken Pizza	2225

J. Bottom 5 Pizzas By Total Orders

```
SELECT pizza_name, COUNT(DISTINCT order_id) AS Total_Orders
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Orders ASC
LIMIT 5;
```

	pizza_name	Total_Orders
►	The Brie Carre Pizza	480
	The Mediterranean Pizza	912
	The Calabrese Pizza	918
	The Spinach Supreme Pizza	918
	The Chicken Pesto Pizza	938