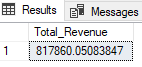
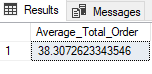
1. **KPI’s**
2. **Total Revenue**

select SUM(total\_price) as Total\_Revenue from pizza\_sales



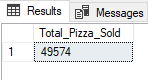
1. **Average Order Value**

select SUM(total\_price)/ COUNT(distinct order\_id) as Average\_Total\_Order from pizza\_sales

****

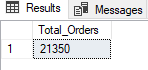
1. **Total Pizzas Sold**

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

****

1. **Total Orders**

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

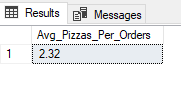
****

1. **Averages 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\_Orders from pizza\_sales

****

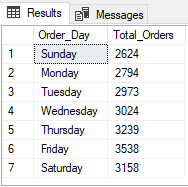
1. **Daily Trend for Total Orders:**

SELECT DATENAME(DW, order\_date) AS Order\_Day,COUNT(DISTINCT order\_id) AS Total\_Orders

FROM pizza\_sales

GROUP BY DATENAME(DW, order\_date), DATEPART(DW, order\_date)

ORDER BY DATEPART(DW, order\_date) ASC;

****

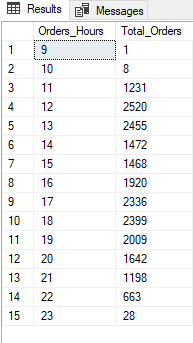
1. **Hourly Trend for Total Orders**

select DATEPART(HOUR,order\_time) as Orders\_Hours, COUNT(distinct order\_id) as Total\_Orders

from pizza\_sales

group by DATEPART(Hour,order\_time)

order by DATEPART(Hour,order\_time)

****

1. **Percentage of Sales by Pizza Category**

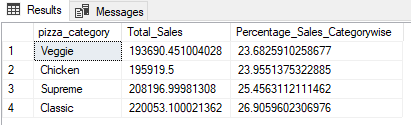
select pizza\_category, SUM(total\_price) as Total\_Sales, sum(total\_price)\*100/

(select SUM(total\_price) from pizza\_sales) as Percentage\_Sales\_Categorywise

from pizza\_sales

group by pizza\_category

order by Percentage\_Sales\_Categorywise asc

****

1. **Percentage of Sales by Pizza Size**

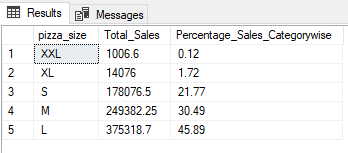
select pizza\_size, round(SUM(total\_price),2) as Total\_Sales, round(sum(total\_price)\*100/

(select SUM(total\_price) from pizza\_sales),2) as Percentage\_Sales\_Categorywise

from pizza\_sales

group by pizza\_size

order by Percentage\_Sales\_Categorywise asc

****

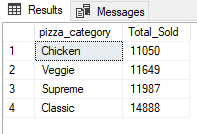
1. **Total Pizzas sold by Pizza Category**

select pizza\_category, SUM(quantity) as Total\_Sold

from pizza\_sales

group by pizza\_category

order by Total\_Sold

****

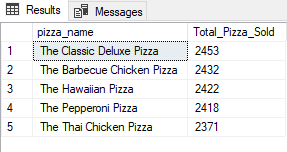
1. **Top 5 Best Sellers by Total Pizzas Sold**

select top 5 pizza\_name, SUM(quantity) as Total\_Pizza\_Sold

from pizza\_sales

group by pizza\_name

order by Total\_Pizza\_Sold desc

****

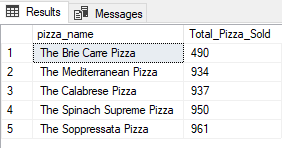
1. **Bottom 5 Worst Sellers by Total Pizzas Sold**

select top 5 pizza\_name, SUM(quantity) as Total\_Pizza\_Sold

from pizza\_sales

group by pizza\_name

order by Total\_Pizza\_Sold

****