A. KPI's

1. Total Revenue:

SELECT SUM(total_price) as Total_Revenue from pizza_sales;f

	Total_Revenue
▶	817860.049999993

2. Average Order Value

SELECT SUM(total_price) / count(distinct order_id) as Average_Order_Value from pizza_sales;

	Average_Order_Value
▶	38.307262295081635

3. Total Pizzas Sold

SELECT sum(quantity) as Total_Pizza_Sold FROM pizza_sales;

Result Grid	Fi
Total_Pizza_Sold	
49574	

4. Total Orders

SELECT count(distinct order_id) as Total_orders from pizza_sales;

Result Grid	
Total_orders	
21350	

5. Average Pizzas Per Order

SELECT sum(quantity) / count(distinct order_id) as Average_pizza_per_order from pizza_sales;

Result Grid	Filter Rows
Average_pizza_per_order	
2.3220	

Charts Requirements:

B. Daily Trend for Total Orders

SELECT DAYNAME(order_date) as order_day, count(distinct order_id) as Total_Orders

FROM pizza_sales

GROUP BY order_day;

order_day	Total_Orders
▶ Friday	3538
Monday	2794
Saturday	3158
Sunday	2624
Thursday	3239
Tuesday	2973
Wednesday	3024

C. Monthly Trend for Orders

SELECT MonthName(order_date) as order_day, count(distinct order_id) as Total_Orders

FROM pizza_sales

GROUP BY order_day;

order_day	Total_Orders
▶ April	1799
August	1841
December	1680
February	1685
January	1845
July	1935
June	1773
March	1840
May	1853
November	1792
October	1646
September	1661

D. % of Sales by Pizza Category

SELECT pizza_category, sum(total_price)*100 / (SELECT sum(total_price) from

pizza_sales) as Percentage_of_sales

FROM pizza_sales

GROUP BY pizza_category

ORDER BY Percentage_of_sales DESC;

pizza_category	Percentage_of_sales
Classic	26.9059602556699
Supreme	25.45631126009884
Chicken	23.955137556847493
Veggie	23.682590927384783

E. % of Sales by Pizza Size

SELECT pizza_size, sum(total_price)*100 / (SELECT sum(total_price) from pizza_sales) as

Percentage_of_sales_by_pizzaSize

FROM pizza_sales

GROUP BY pizza_size

ORDER BY Percentage_of_sales_by_pizzaSize DESC;

pizza_size	Percentage_of_sales_by_pizzaSize
L	45.8903329487743
M	30.492044451859723
S	21.773468455880682
XL	1.7210768517181052
XXL	0.12307729176892906

F. Total Pizzas Sold by Pizza Category

SELECT pizza_category, sum(quantity) as total_pizza_sold

FROM pizza_sales

GROUP BY pizza_category

ORDER BY total_pizza_sold DESC;

pizza_category	total_pizza_sold
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050

G. 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

H. 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	11588.4999999999
The Green Garden Pizza	13955.75
The Spinach Supreme Pizza	15277.75
The Mediterranean Pizza	15360.5
The Spinach Pesto Pizza	15596

I. Top 5 Pizzas by Quantity

SELECT pizza_name, sum(quantity) as total_quantity_sold

FROM pizza_sales

GROUP BY pizza_name

ORDER BY total_quantity_sold DESC LIMIT 5;

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

J. Bottom 5 Pizzas by Quantity

SELECT pizza_name, sum(quantity) as total_quantity_sold

FROM pizza_sales

GROUP BY pizza_name

ORDER BY total_quantity_sold ASC LIMIT 5;

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

K. 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

L. 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