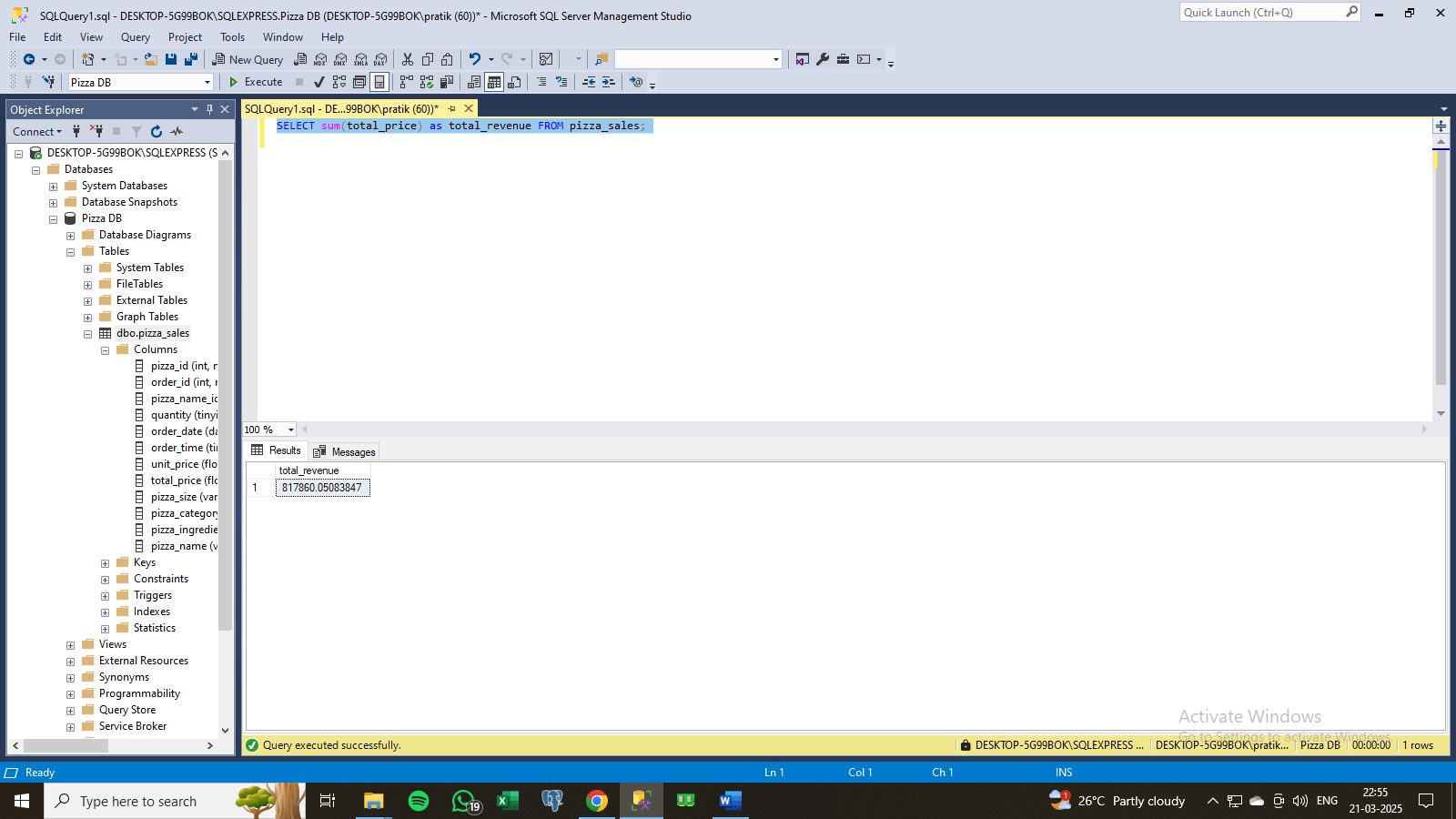
**Sql query**

# KPI

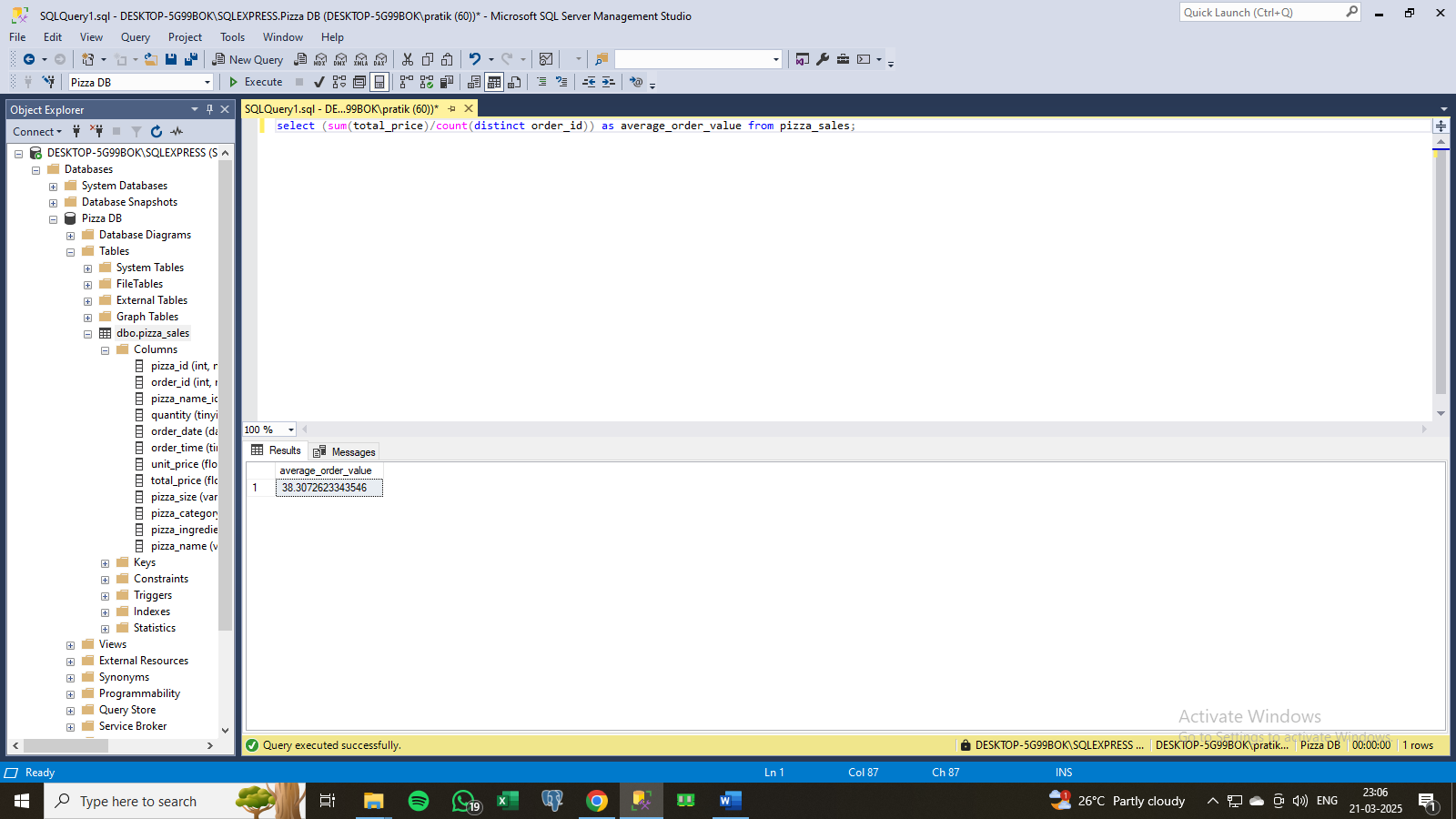
* **Total revenue**

SELECT sum(total\_price) as total\_revenue FROM pizza\_sales;



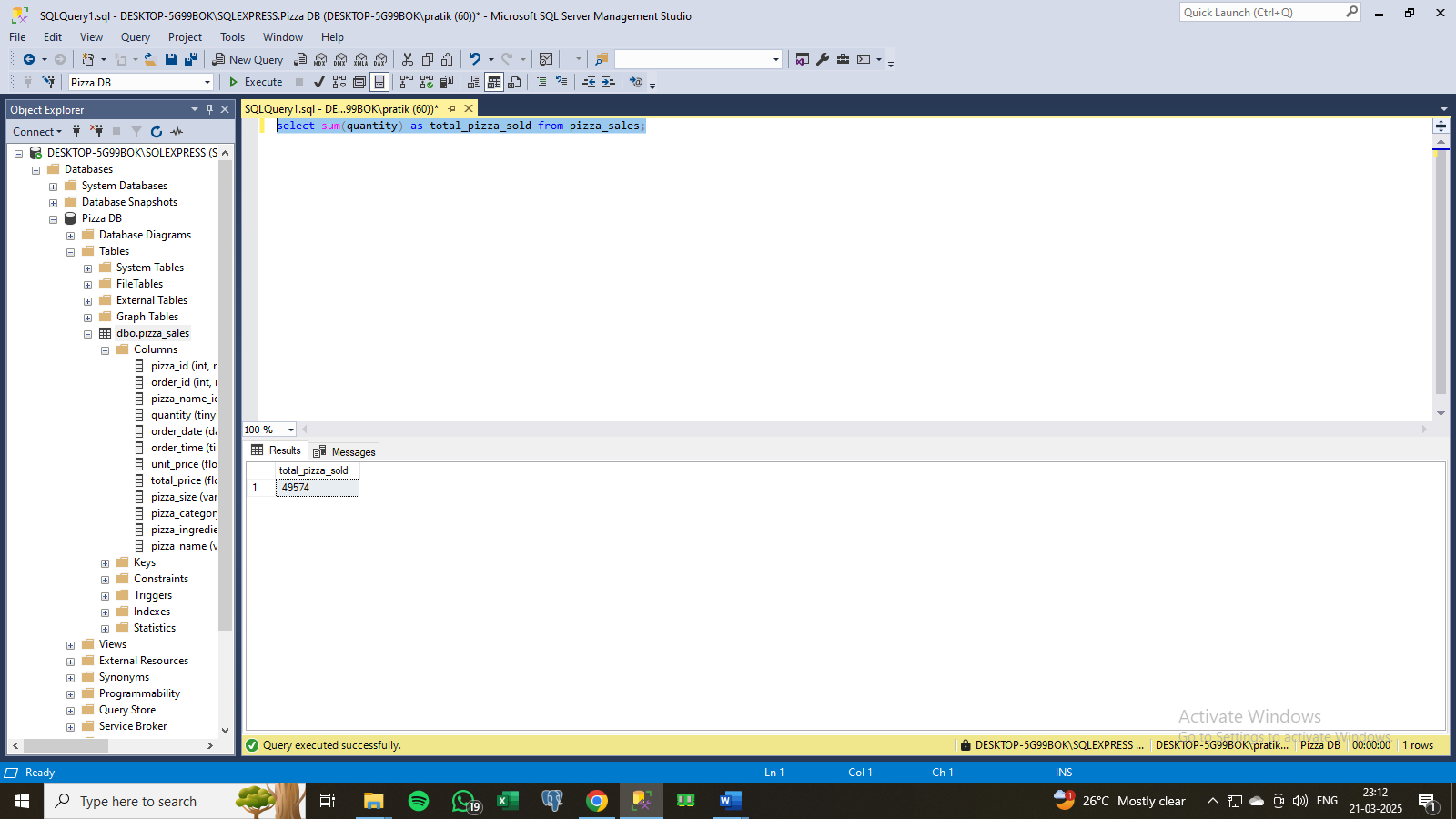
* **Average order value**

select (sum(total\_price)/count(distinct order\_id)) as average\_order\_value from pizza\_sales;



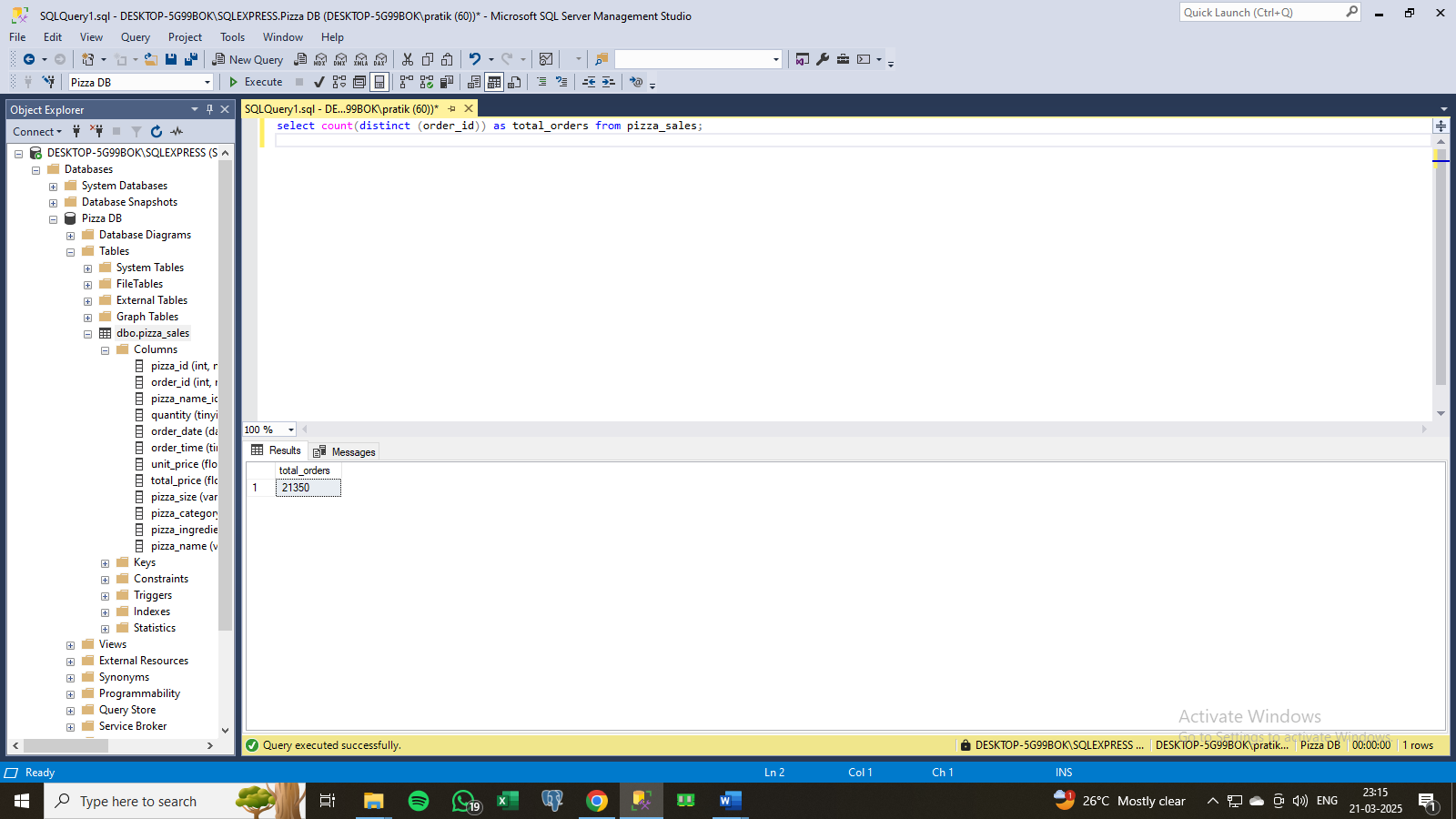
* **Total pizza sold**

select sum(quantity) as total\_pizza\_sold from pizza\_sales;



* **Total orders**

select count(distinct (order\_id)) as total\_orders from pizza\_sales;

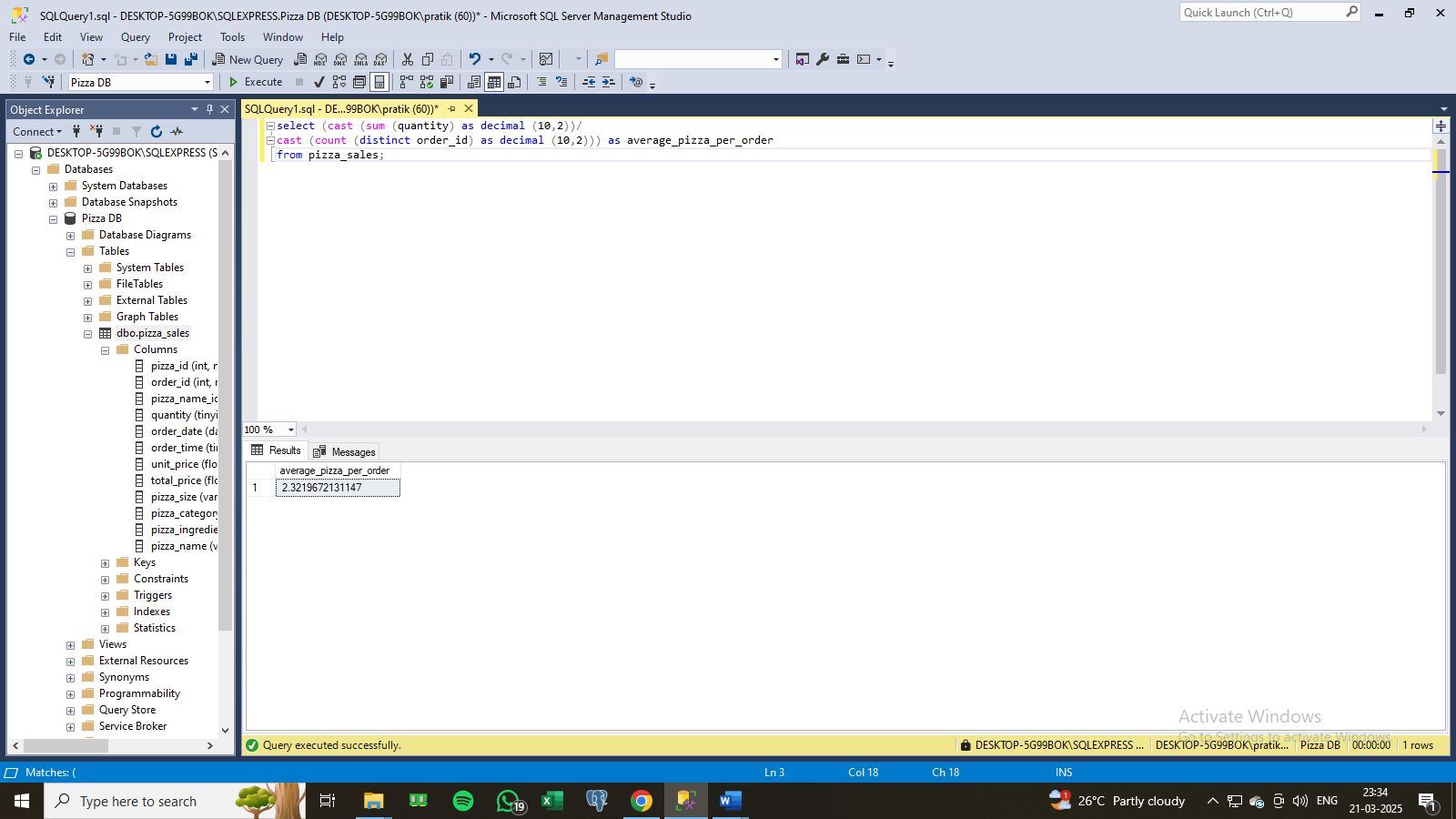


* **Average pizza per order**

select (cast (sum (quantity) as decimal (10,2))/

cast (count (distinct order\_id) as decimal (10,2))) as average\_pizza\_per\_order

from pizza\_sales;

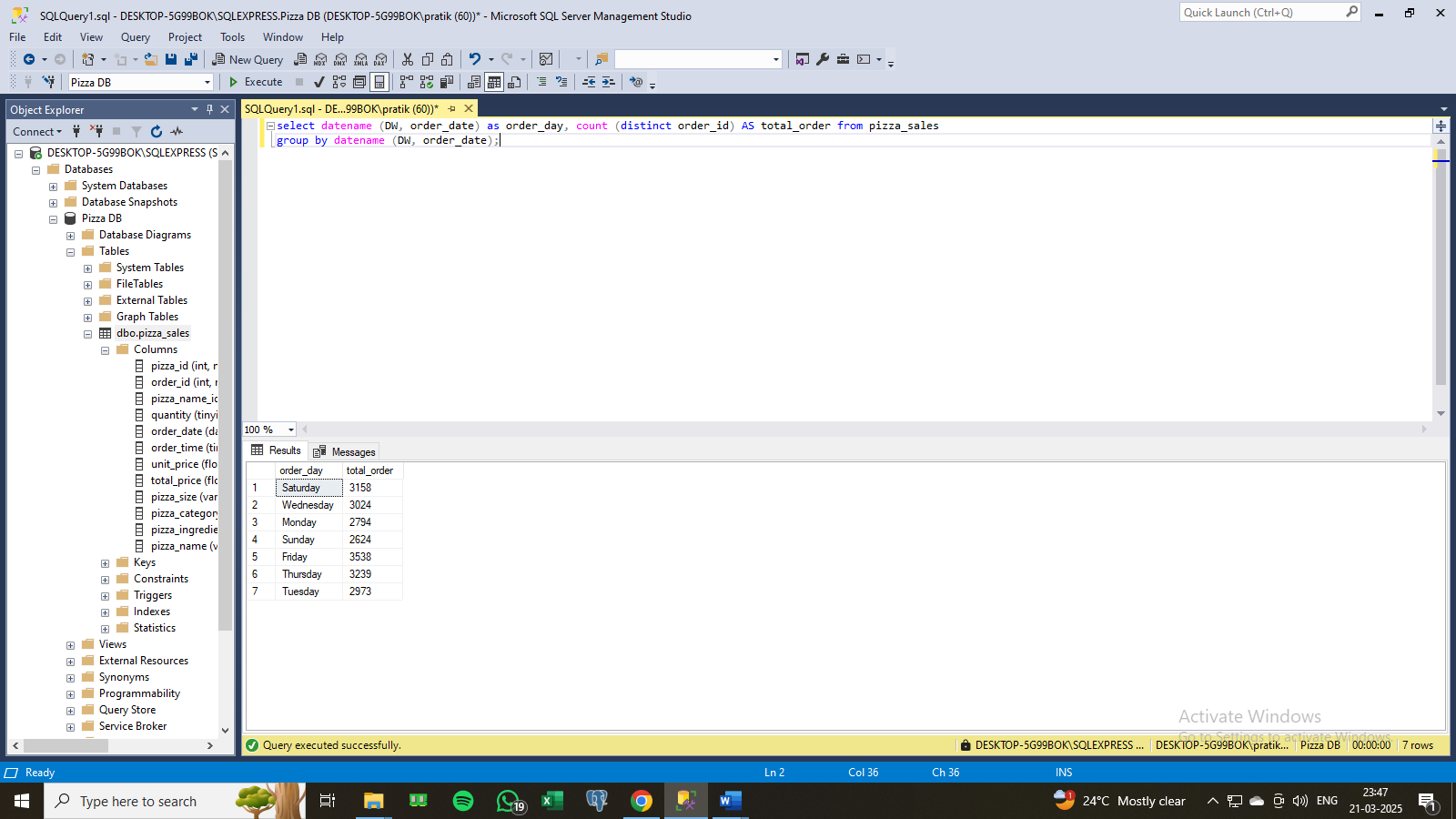


# Charts

* **B. Daily Trend for Total Orders**

select datename (DW, order\_date) as order\_day, count (distinct order\_id) AS total\_order from pizza\_sales

group by datename (DW, order\_date);

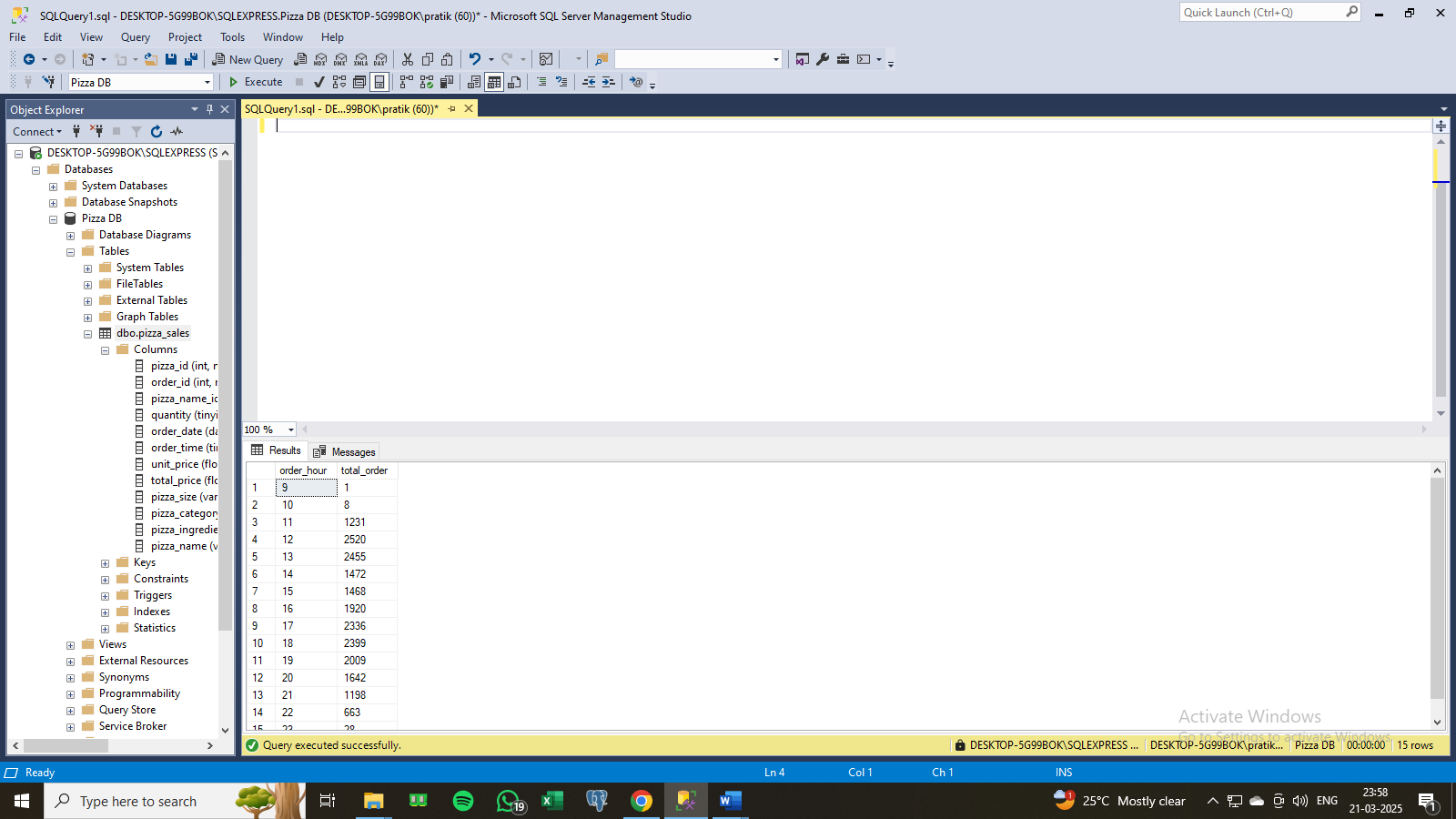


* **C. Hourly Trend for Orders**

select datepart (hour,order\_time) as order\_hour , count ( distinct order\_id) as total\_order from pizza\_sales

group by datepart (hour,order\_time)

order by datepart (hour,order\_time);

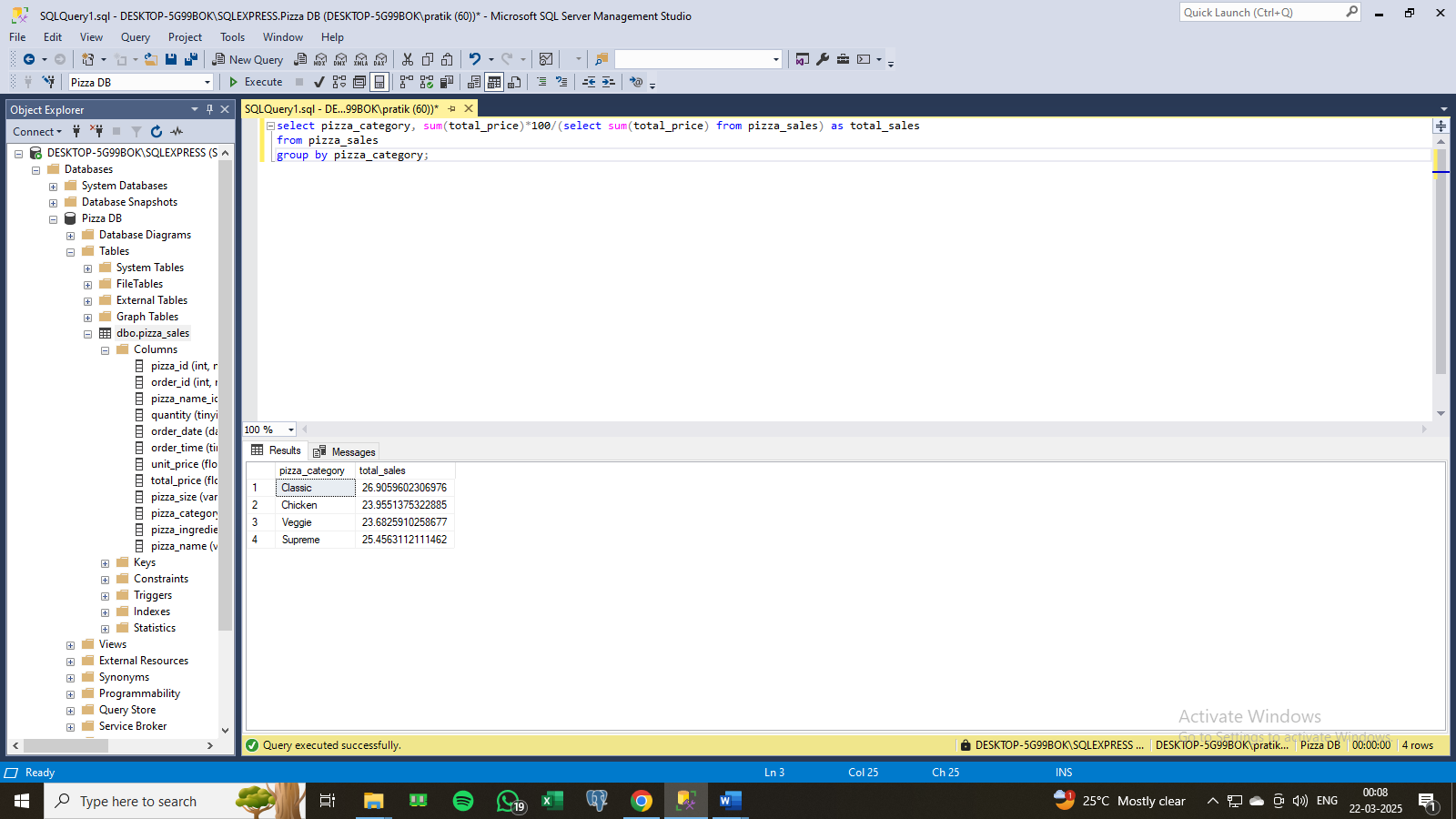


* **D. % of Sales by Pizza Category**

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

from pizza\_sales

group by pizza\_category;



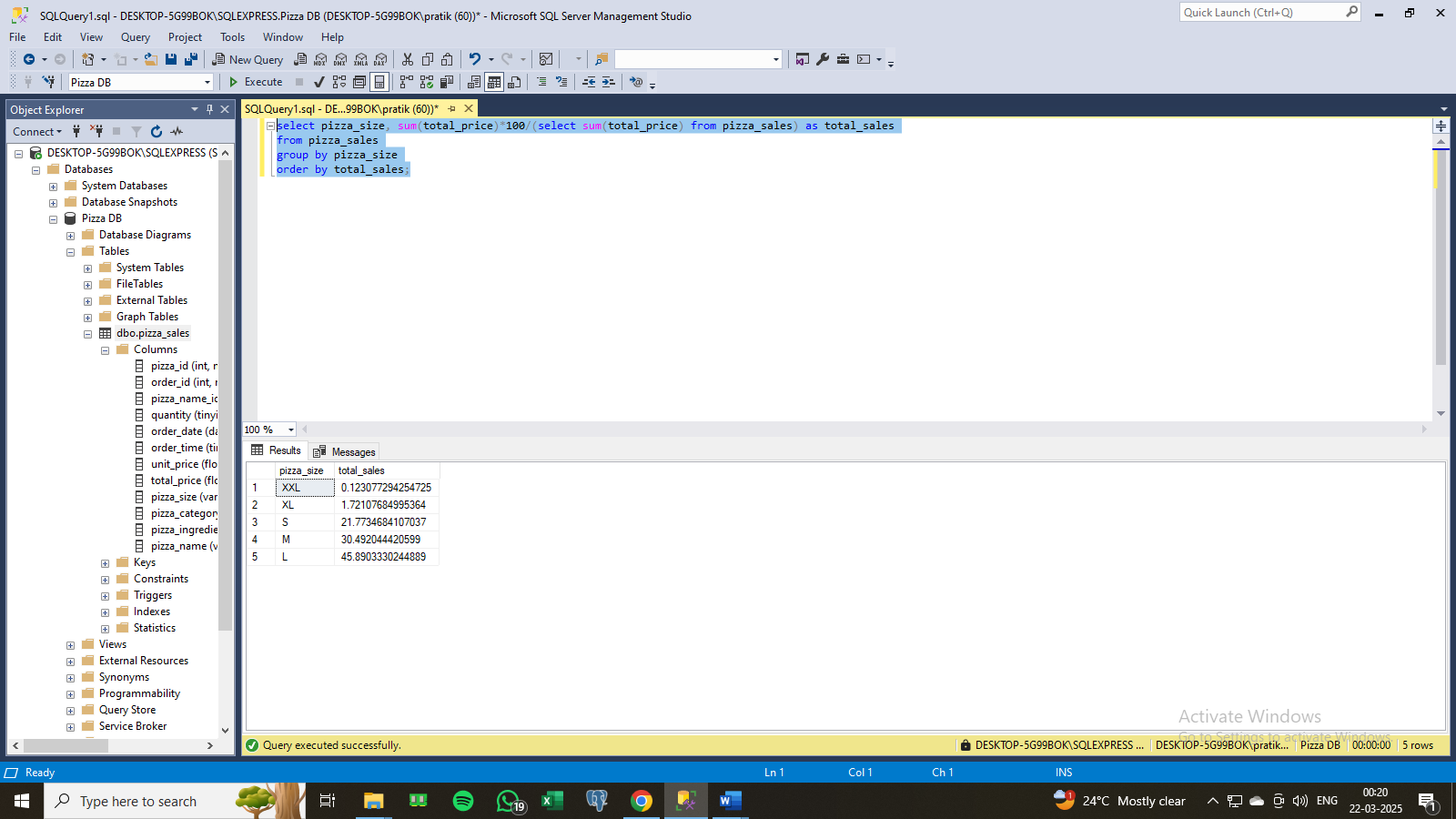
* **E. % of Sales by Pizza Size**

select pizza\_size, sum(total\_price)\*100/(select sum(total\_price) from pizza\_sales) as total\_sales

from pizza\_sales

group by pizza\_size

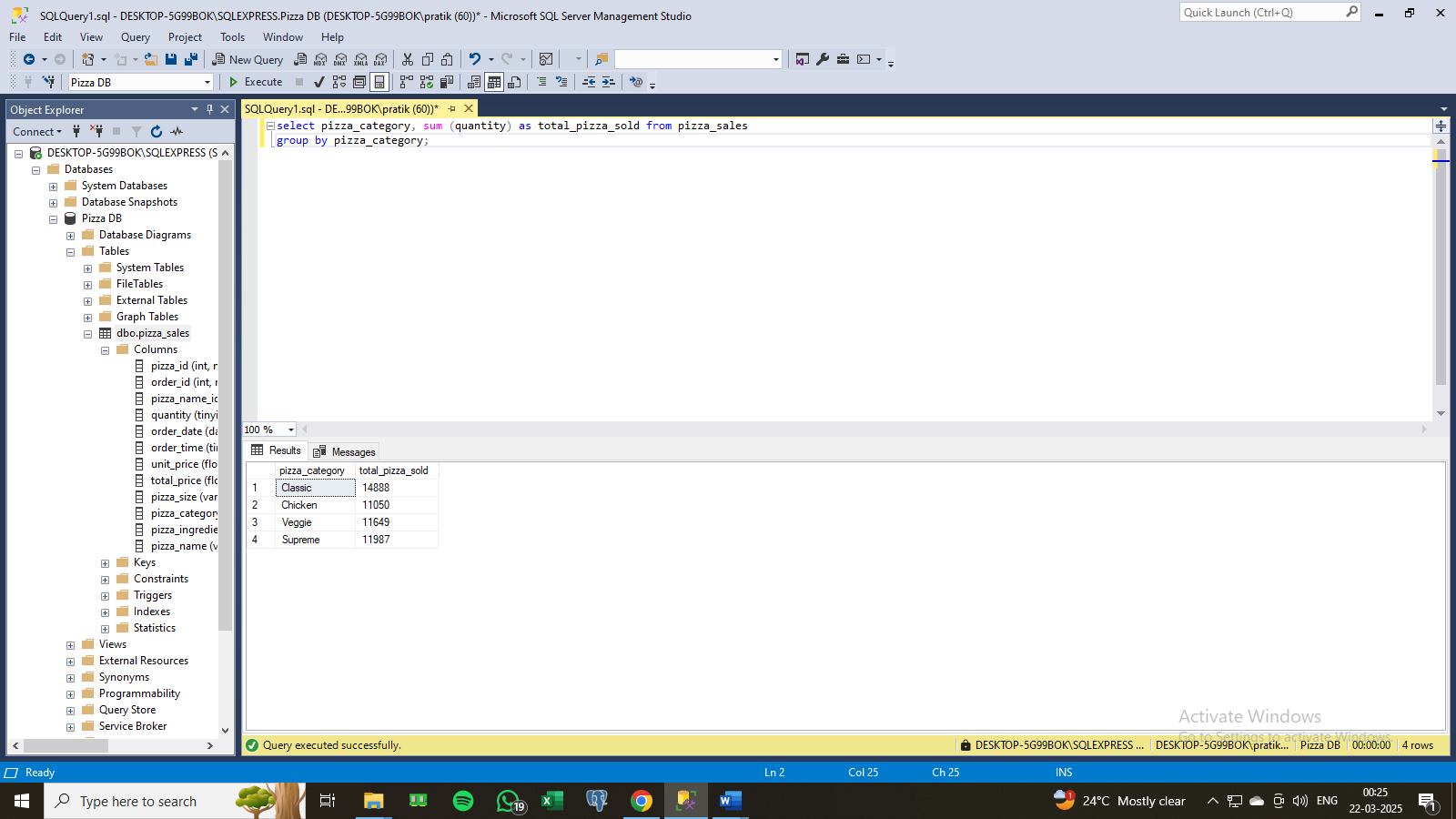
order by total\_sales;



* **F. Total Pizzas Sold by Pizza Category**

select pizza\_category, sum (quantity) as total\_pizza\_sold from pizza\_sales

group by pizza\_category;



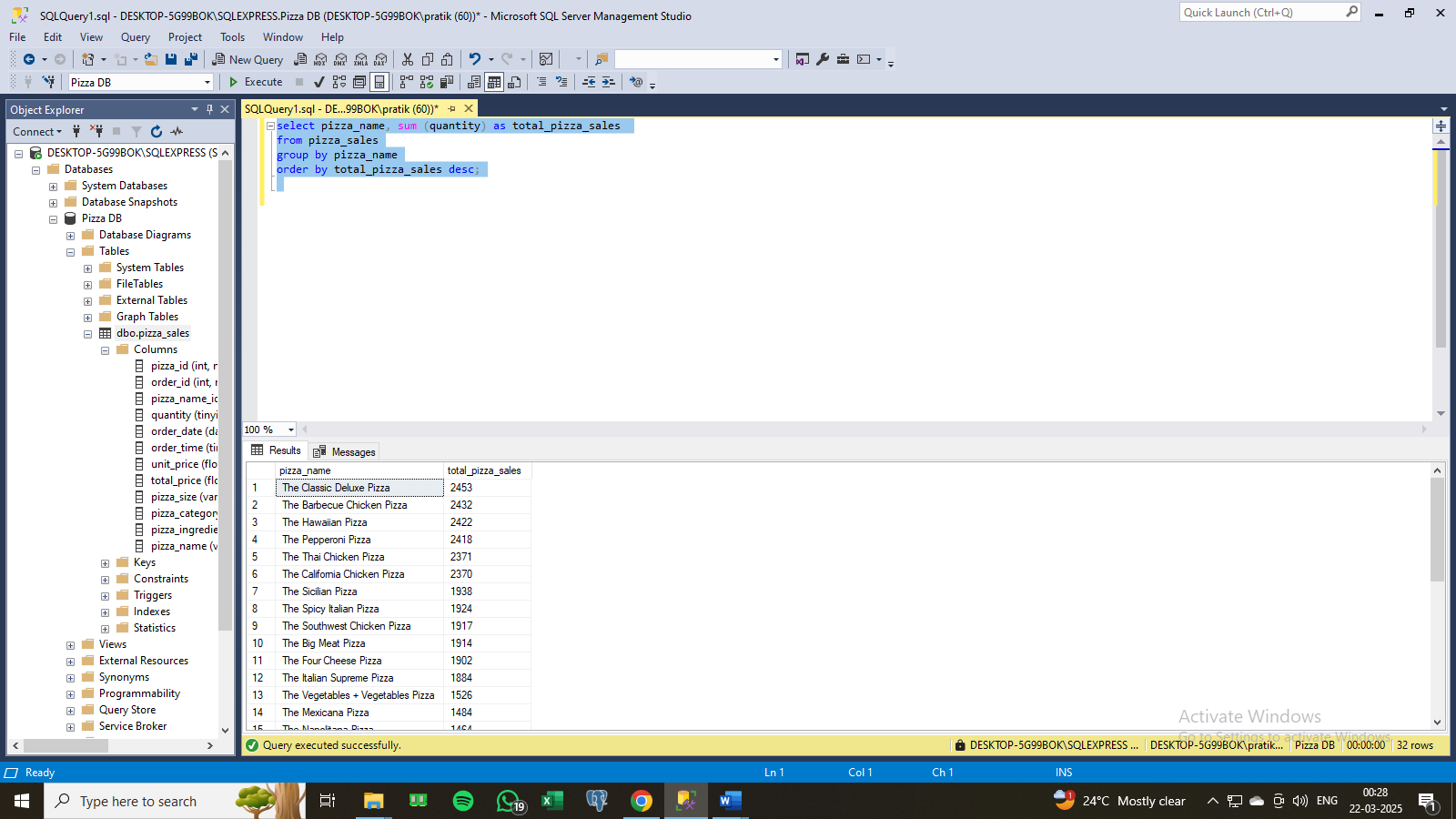
* **Top 5 Best Sellers by Total Pizzas Sold**

select pizza\_name, sum (quantity) as total\_pizza\_sales

from pizza\_sales

group by pizza\_name

order by total\_pizza\_sales desc;



* **Bottom 5 Best Sellers by Total Pizzas Sold**

select pizza\_name, sum (quantity) as total\_pizza\_sales

from pizza\_sales

group by pizza\_name

order by total\_pizza\_sales;

