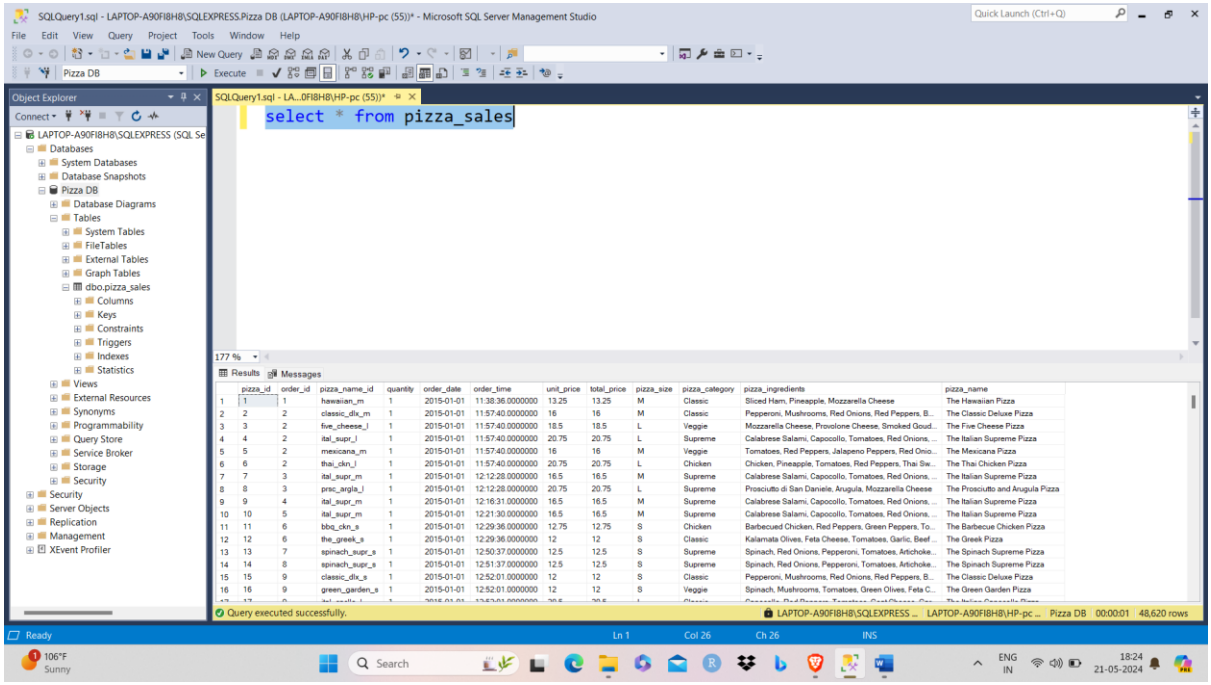
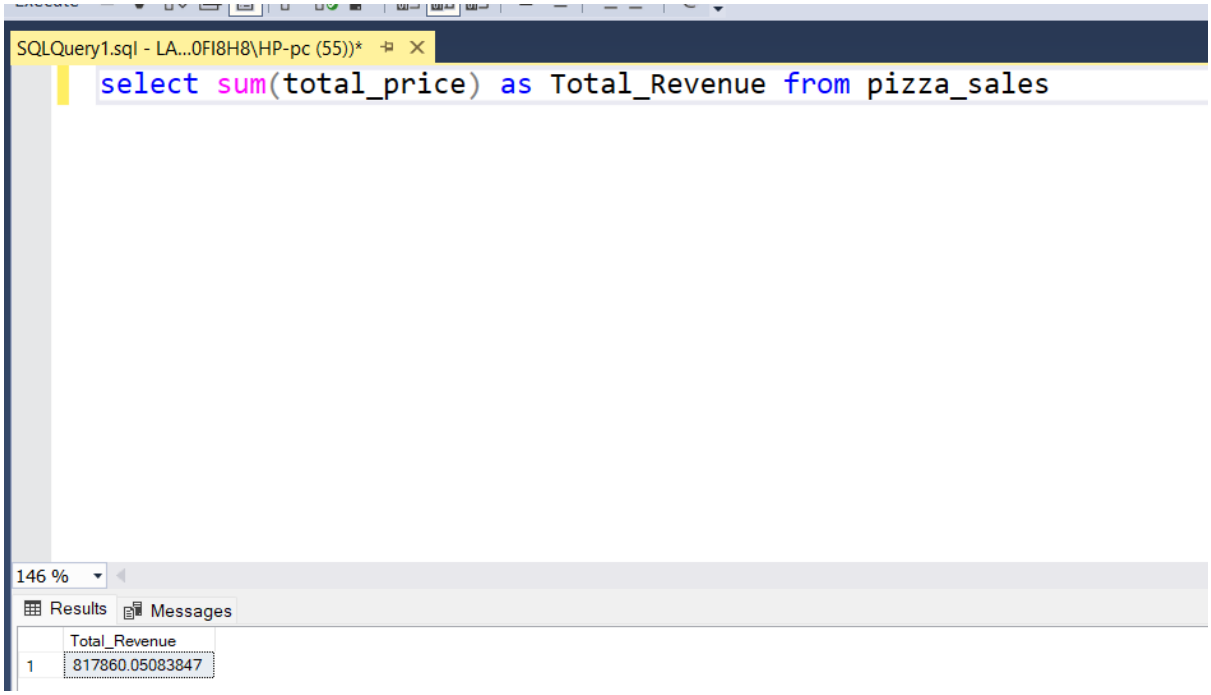
KPI

PIZZA SALE DATASET



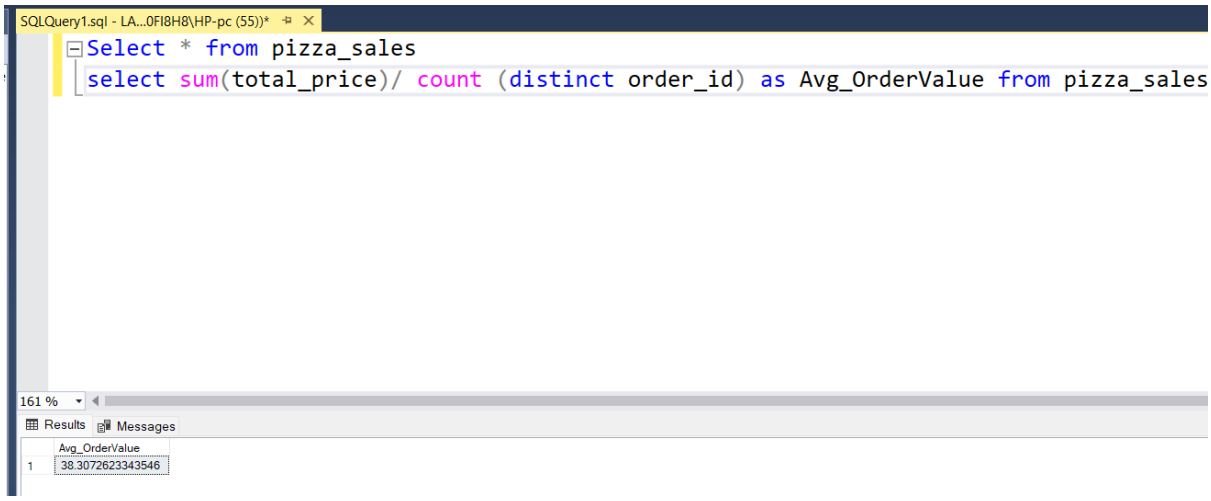
1. Total Revenue

```
select sum(total_price) as Total_Revenue from pizza_sales
```



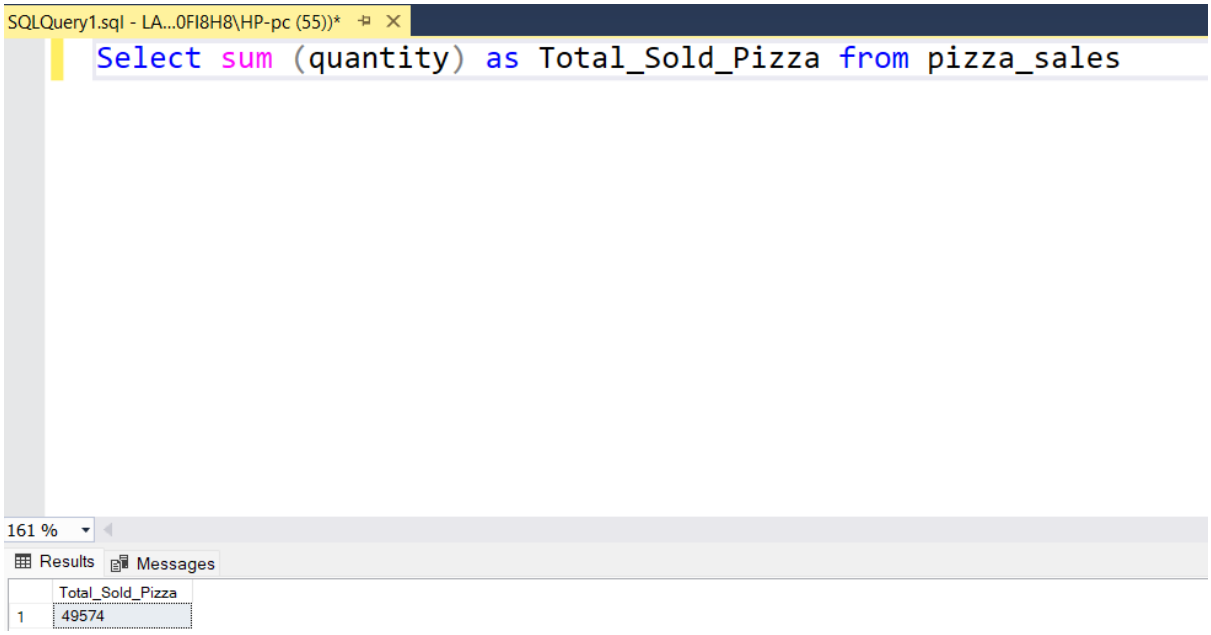
2. **Average Order Value**

```
select sum(total_price)/ count (distinct order_id) as
Avg_OrderValue from pizza_sales
```



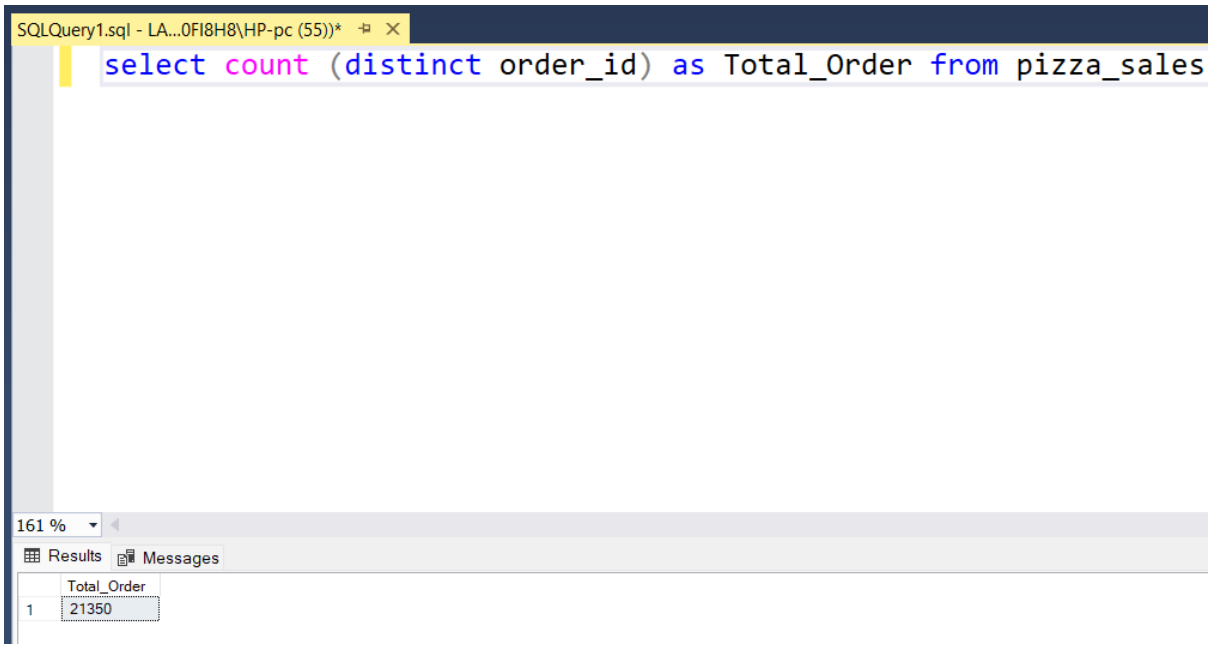
3. **Total Pizza Sold**

```
Select sum (quantity) as Total_Sold_Pizza from pizza_sales
```



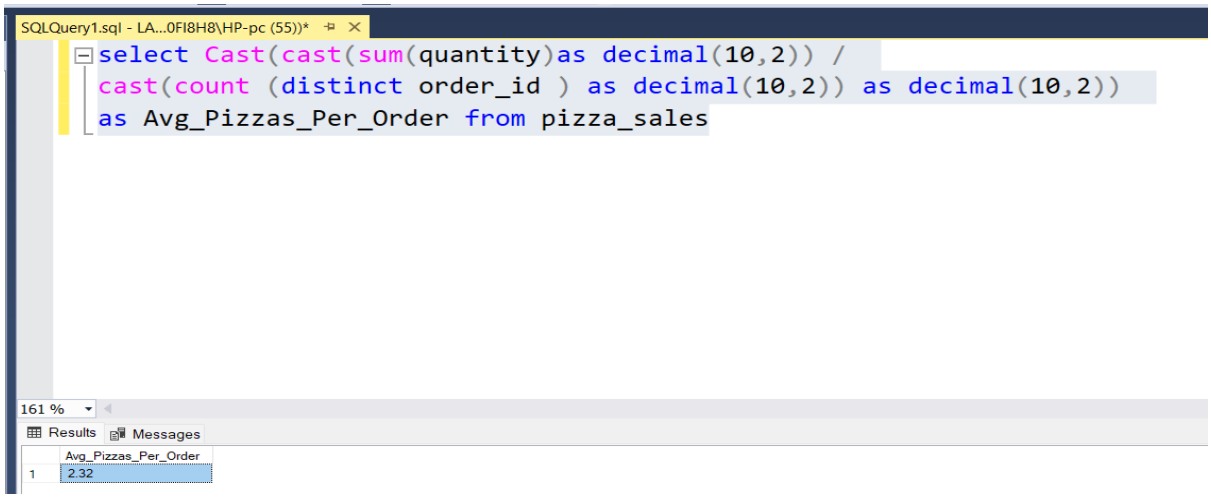
4. Total order

```
select count (distinct order_id) as Total_Order
from pizza_sales
```



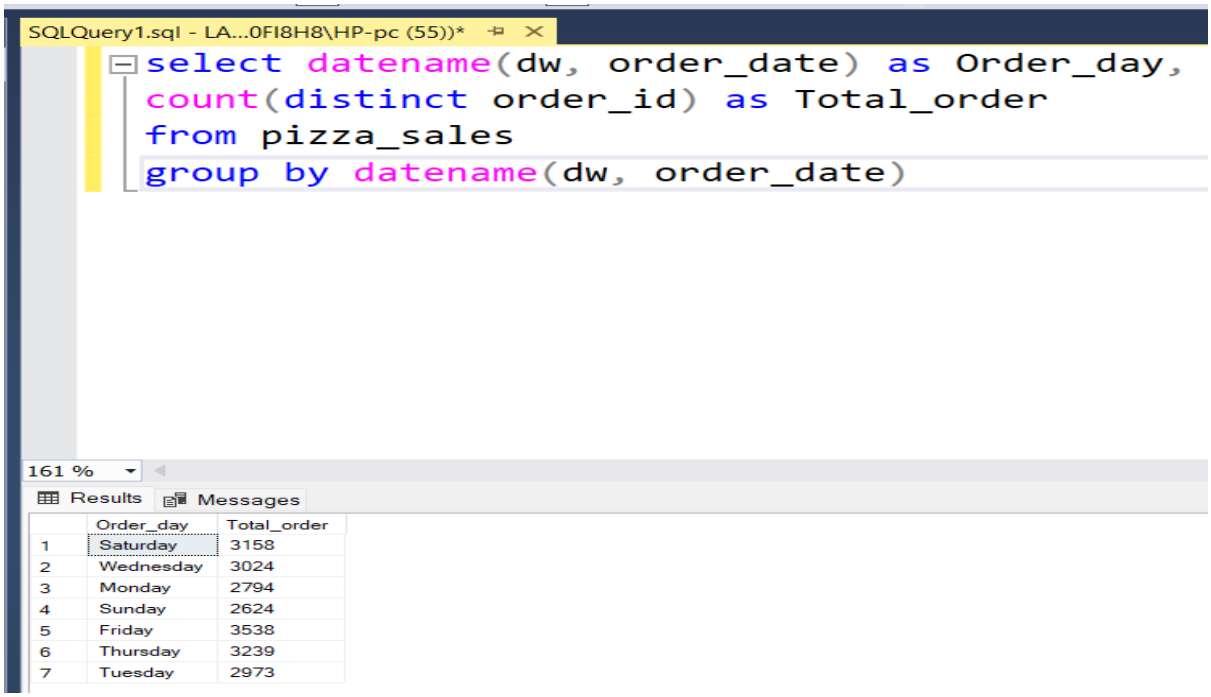
5. Average pizzas per Order

```
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
```



6. Total Order per Day

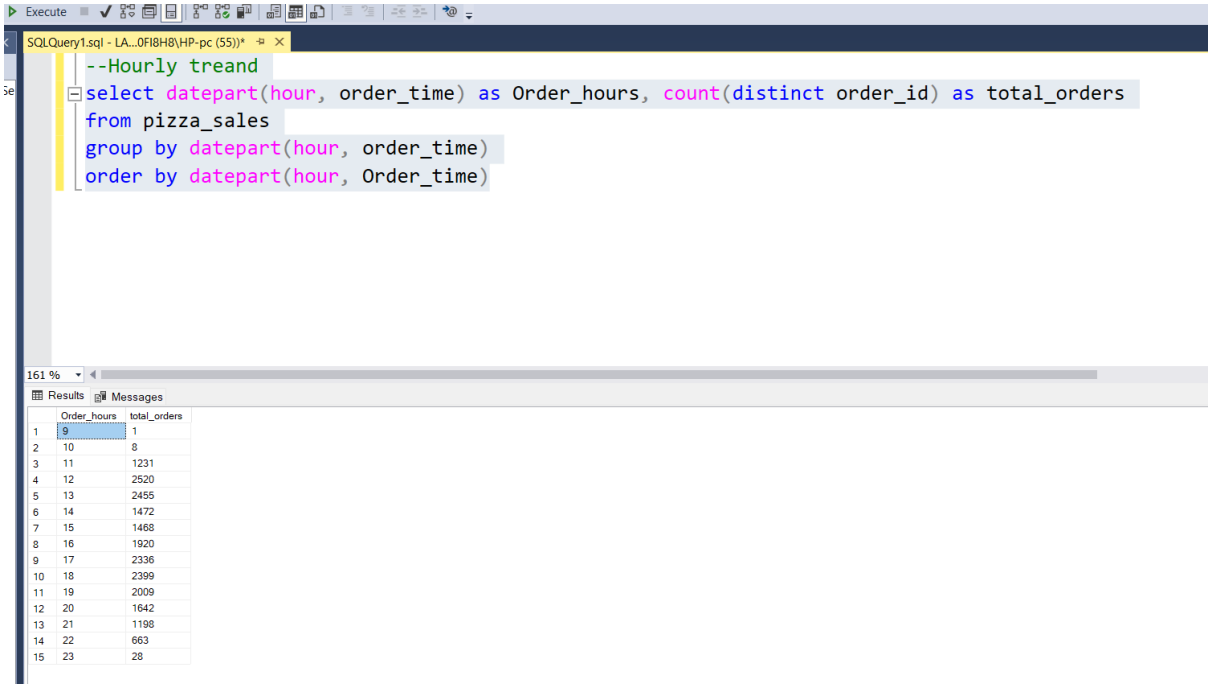
```
select datename(dw, order_date) as Order_day,
count(distinct order_id) as Total_order
from pizza_sales
group by datename(dw, order_date)
```



	Order_day	Total_order
1	Saturday	3158
2	Wednesday	3024
3	Monday	2794
4	Sunday	2624
5	Friday	3538
6	Thursday	3239
7	Tuesday	2973

7. Hourly Treand

```
--Hourly treand
select datepart(hour, order_time) as Order_hours,
count(distinct order_id) as total_orders
from pizza_sales
group by datepart(hour, order_time)
order by datepart(hour, Order_time)
```



	Order_hours	total_orders
1	9	1
2	10	8
3	11	1231
4	12	2520
5	13	2455
6	14	1472
7	15	1468
8	16	1920
9	17	2336
10	18	2399
11	19	2009
12	20	1642
13	21	1198
14	22	663
15	23	28

8. Sale By Pizza category total sale and percentage of sale

```
select pizza_category,sum(total_price) as
Total_sales, sum(total_price)*100/(select
sum(Total_price) from pizza_sales
where month(order_date)=1 )as PCT
from pizza_sales
where month(order_date)=1
group by pizza_category
```

```sql
select pizza_category,sum(total_price) as Total_sales, sum(total_price)*100/
(select sum(Total_price) from pizza_sales
where month(order_date)=1 )as PCT
from pizza_sales
where month(order_date)=1
group by pizza_category
```

177 %

Results | Messages

	pizza_category	Total_sales	PCT
1	Classic	18619.4000015259	26.6779189176038
2	Chicken	16188.75	23.1952780348435
3	Veggie	17055.4000778198	24.4370162489706
4	Supreme	17929.7499866486	25.6897867985821

9. Total Piza sale by size

```sql
select pizza_size,cast(sum(total_price) as
decimal(10,2)) as Total_sales,
cast(sum(total_price)*100/
(select sum(Total_price) from pizza_sales where
datepart(quarter,
order_date)=1) as decimal (10,2))as PCT
from pizza_sales
where datepart(quarter, order_date)=1
group by pizza_size
order by PCT desc
```

```sql
select pizza_size,cast(sum(total_price) as decimal(10,2)) as Total_sales,
cast(sum(total_price)*100/
(select sum(Total_price) from pizza_sales where datepart(quarter,
order_date)=1) as decimal (10,2))as PCT
from pizza_sales
where datepart(quarter, order_date)=1
group by pizza_size
order by PCT desc
```

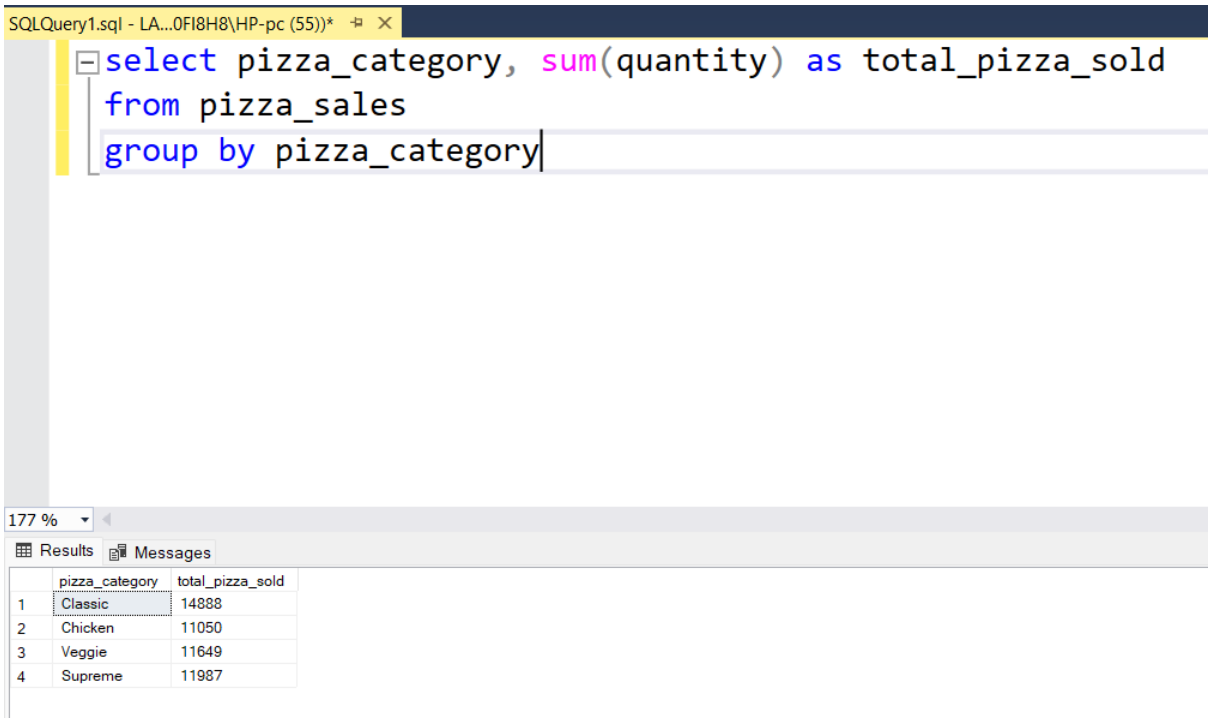
177 %

Results | Messages

	pizza_size	Total_sales	PCT
1	L	95229.65	46.37
2	M	61159.00	29.78
3	S	45384.25	22.10
4	XL	3289.50	1.60
5	XXL	287.60	0.14

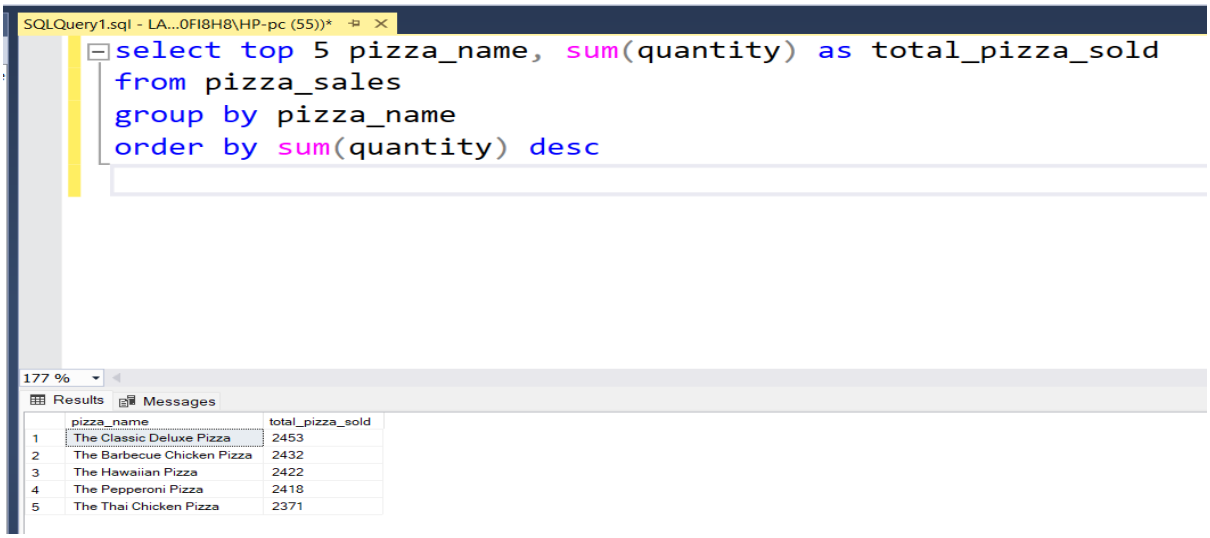
9. Total pizza sold by category

```
select pizza_category, sum(quantity) as
total_pizza_sold
from pizza_sales
group by pizza_category
```



10. Top 5 best Pizza sale

```
select top 5 pizza_name, sum(quantity) as total_pizza_sold
from pizza_sales
group by pizza_name
order by sum(quantity) desc
```



11. Bottom 5 best pizza sale

```
select top 5 pizza_name, sum(quantity) as total_pizza_sold
from pizza_sales
where month(order_date)=1
group by pizza_name
order by sum(quantity) ASC
```