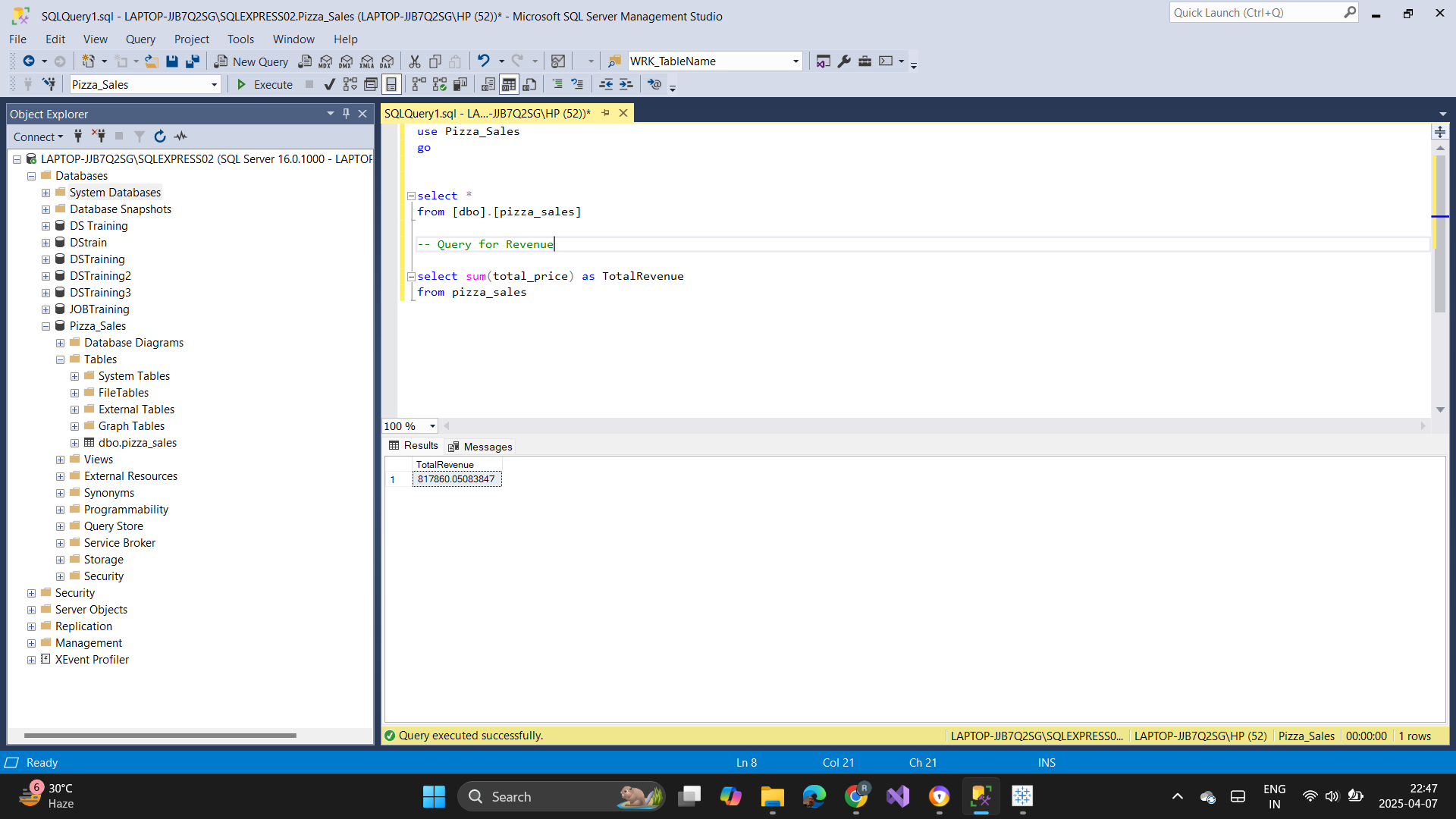
**A. KPI’s**

**1. Total Revenue**

SELECT sum(total\_price) AS Total\_Revenue

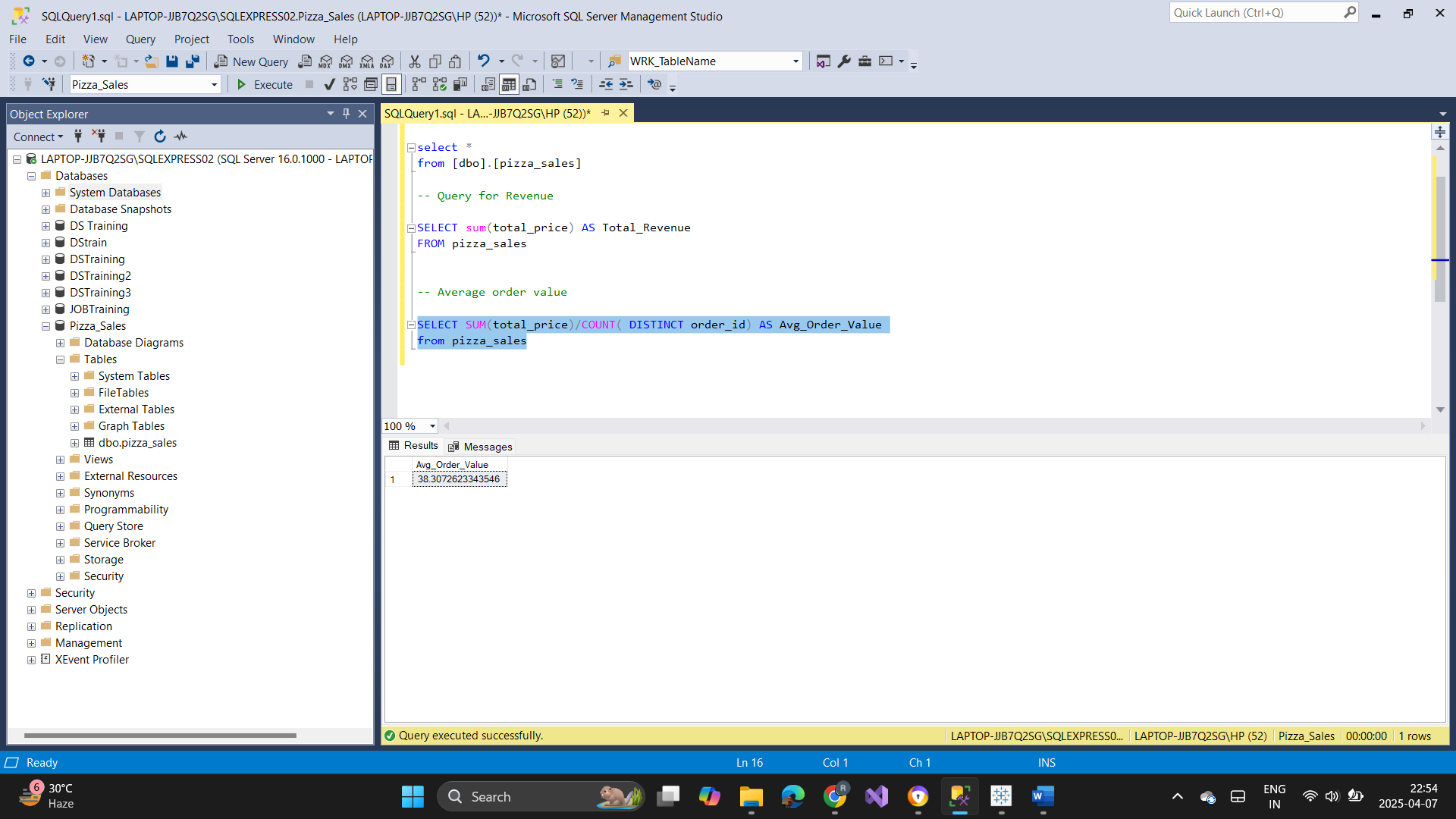
FROM pizza\_sales



**2. Average Order Value**

SELECT SUM(total\_price)/COUNT( DISTINCT order\_id) AS Avg\_Order\_Value

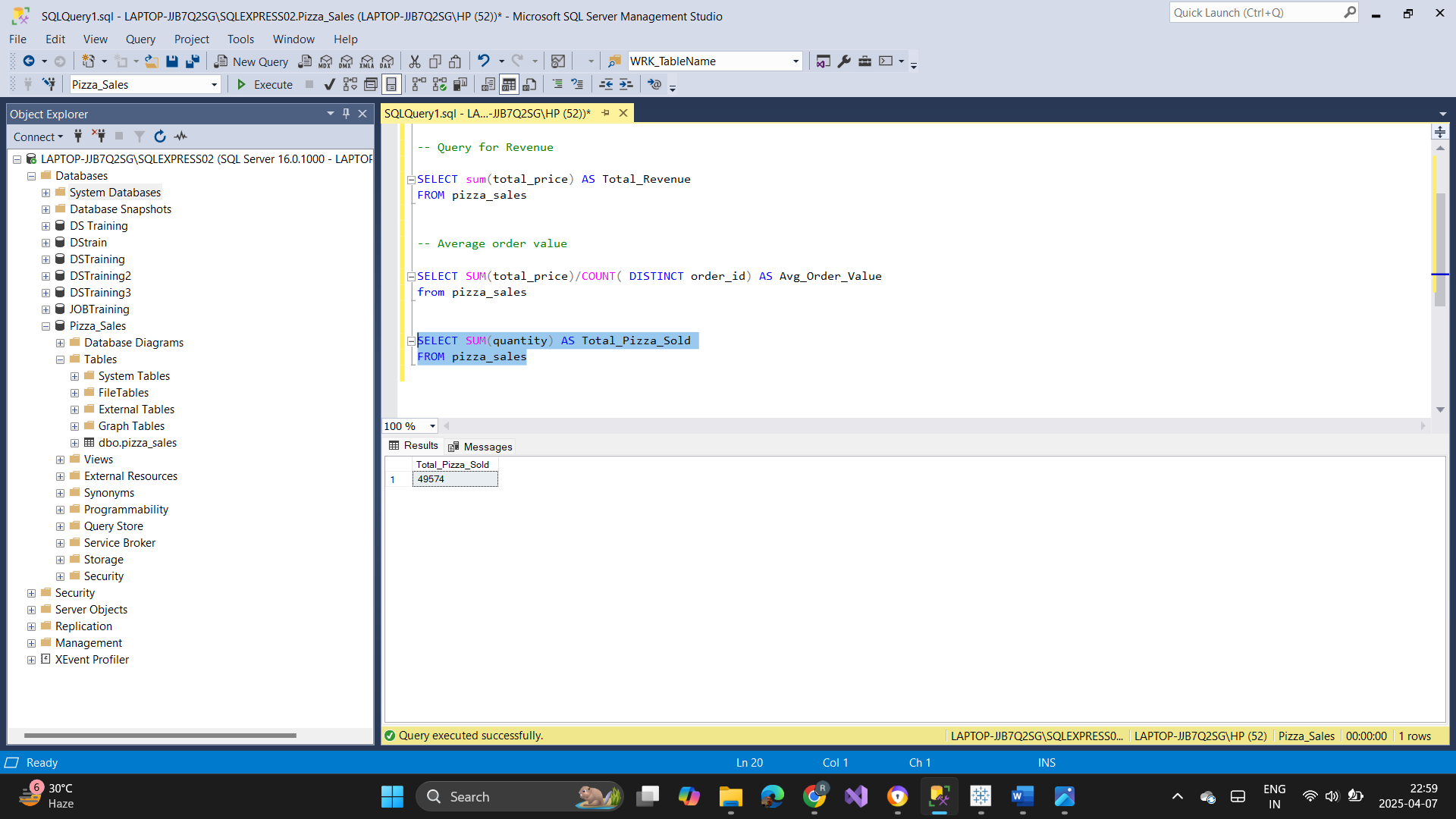
FROM pizza\_sales



**3. Total Pizzas Sold**

SELECT SUM(quantity) AS Total\_Pizza\_Sold

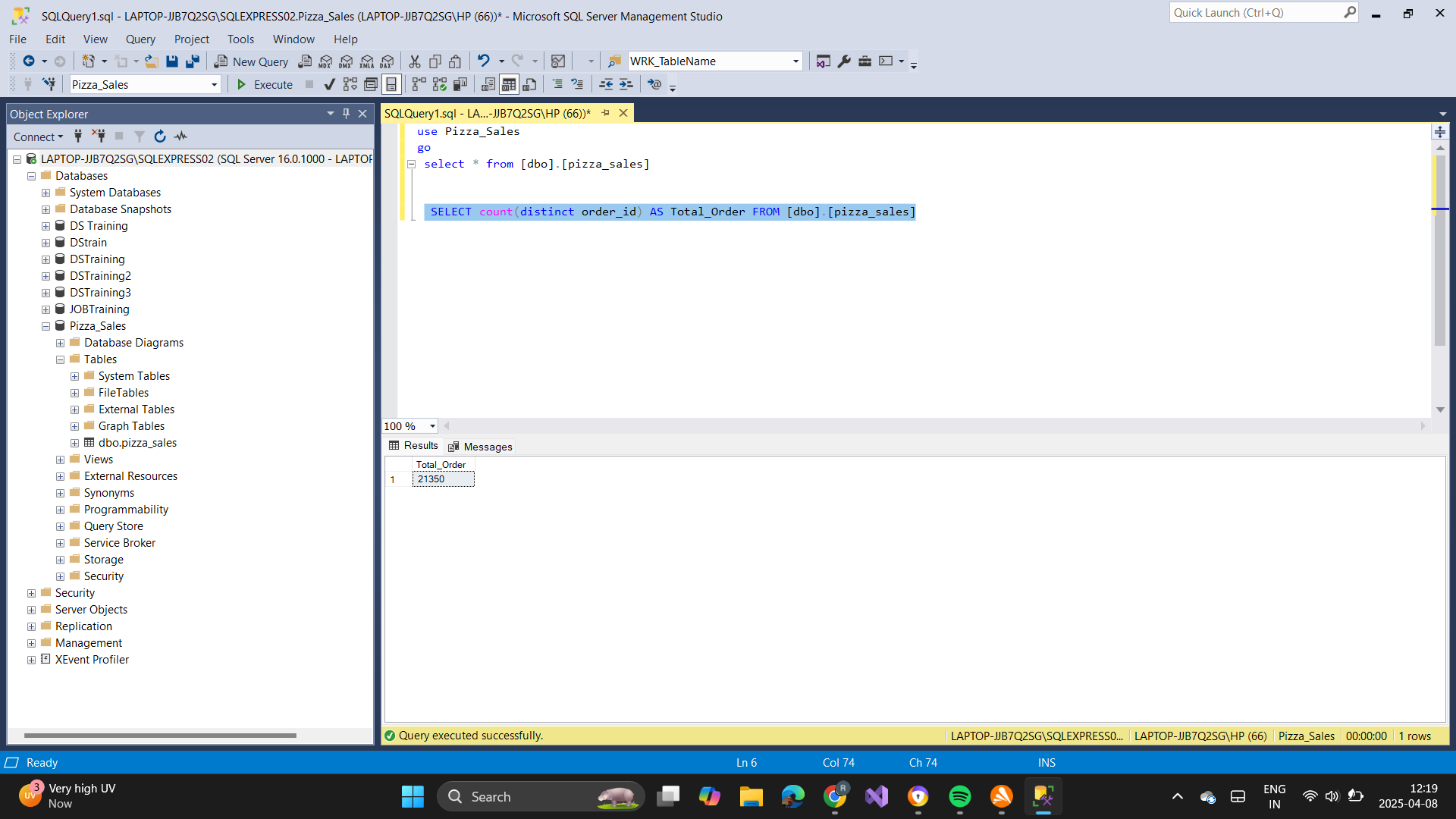
FROM pizza\_sales



**4. Total Orders**

SELECT count(distinct order\_id) AS Total\_Order

FROM [dbo].[pizza\_sales]

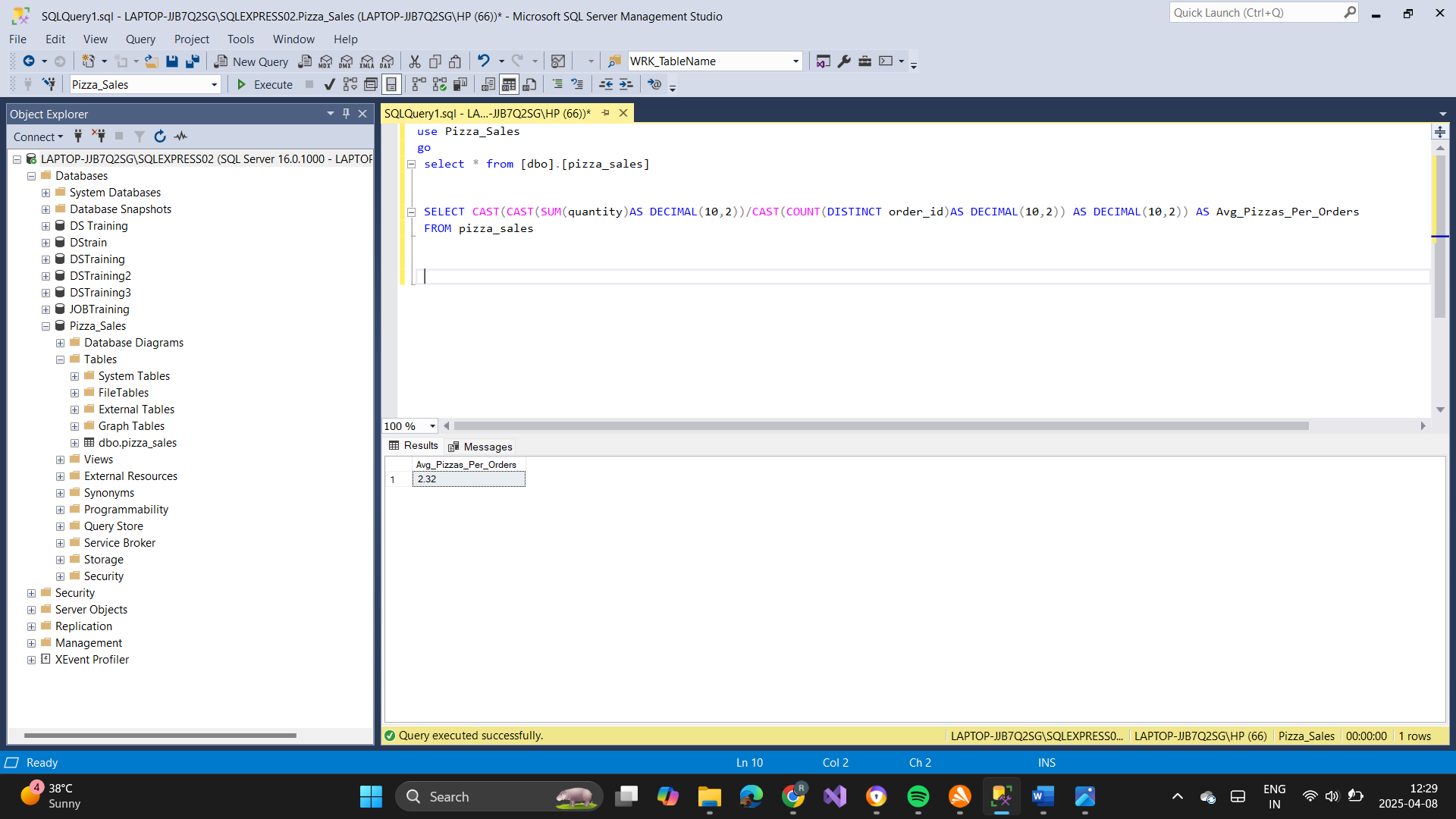


**5. Average Pizzas Per Order**

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\_Orders

FROM pizza\_sales ??????



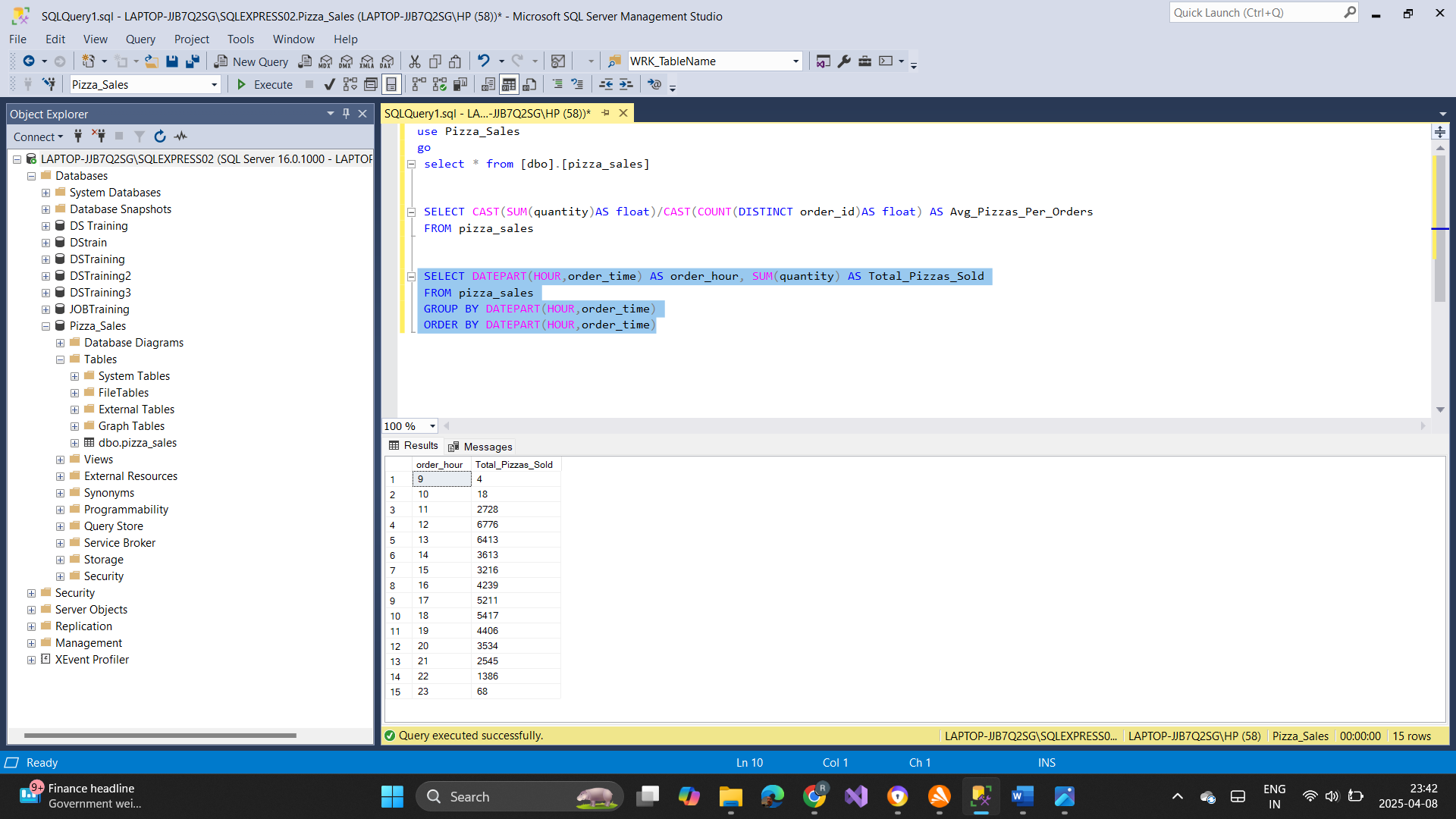
**B. Hourly trend in shop**

SELECT DATEPART(HOUR,order\_time) AS order\_hour, SUM(quantity) AS Total\_Pizzas\_Sold

FROM pizza\_sales

GROUP BY DATEPART(HOUR,order\_time)

ORDER BY DATEPART(HOUR,order\_time);



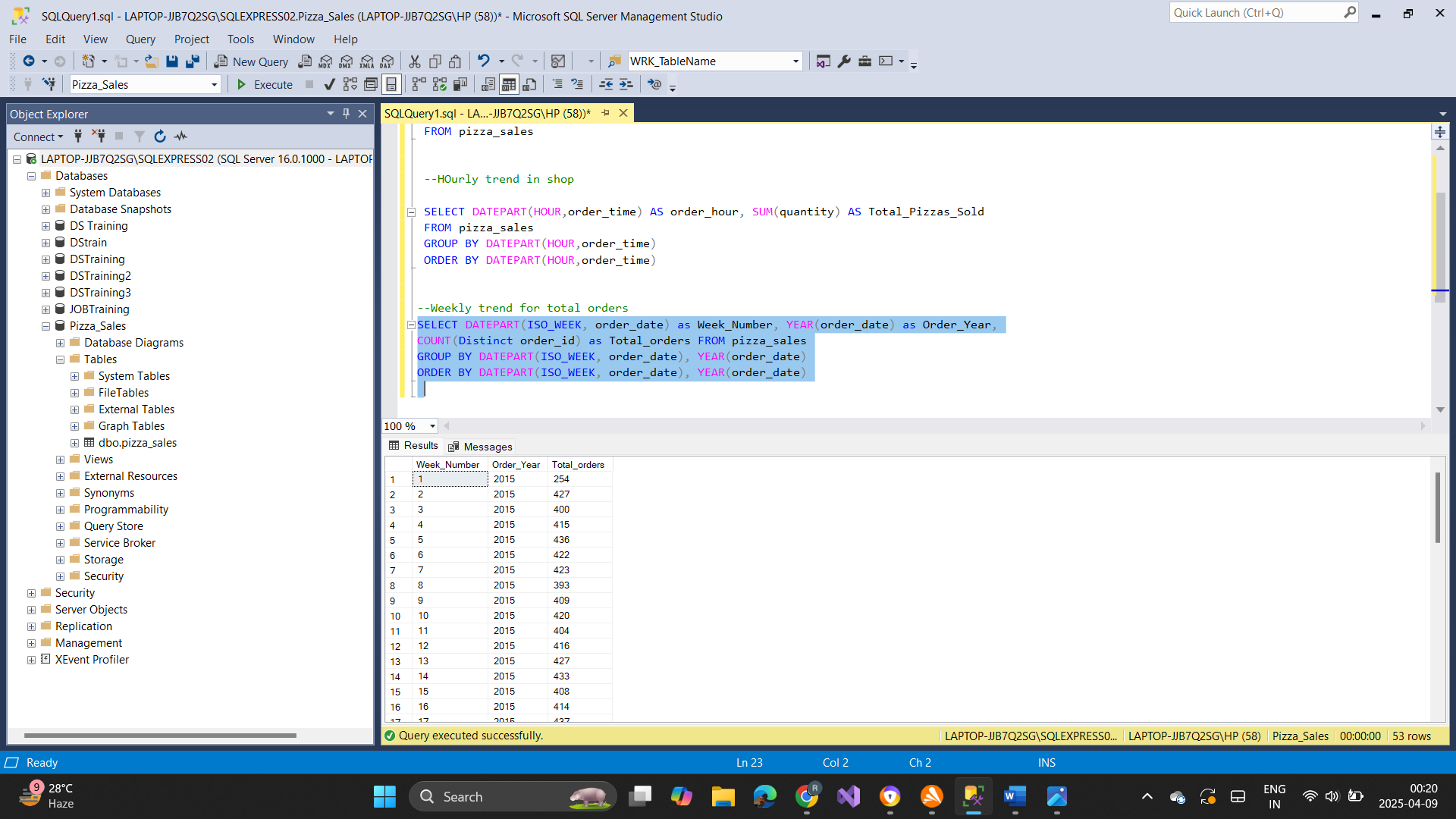
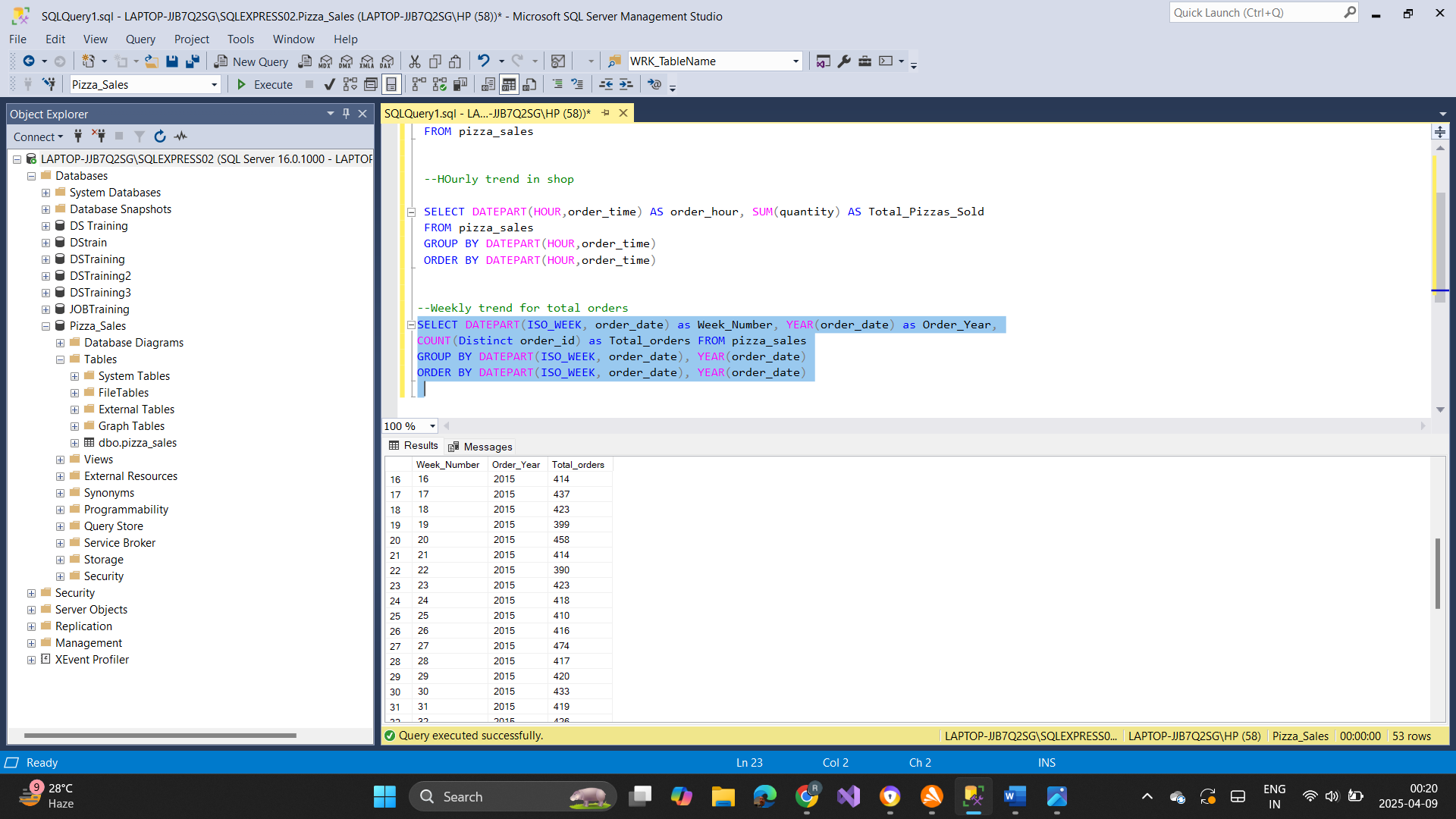
**C. Weekly trend for total orders**

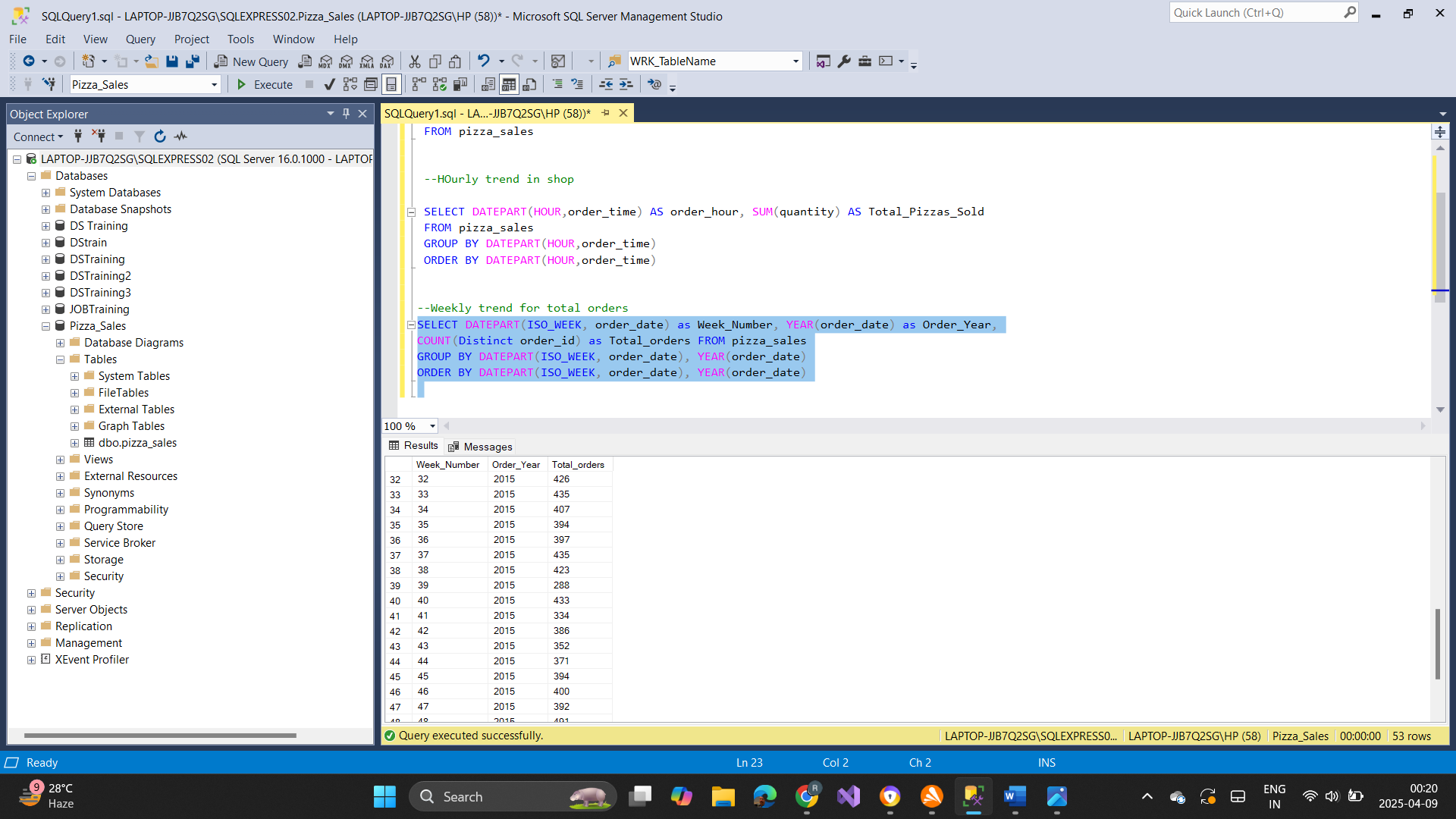
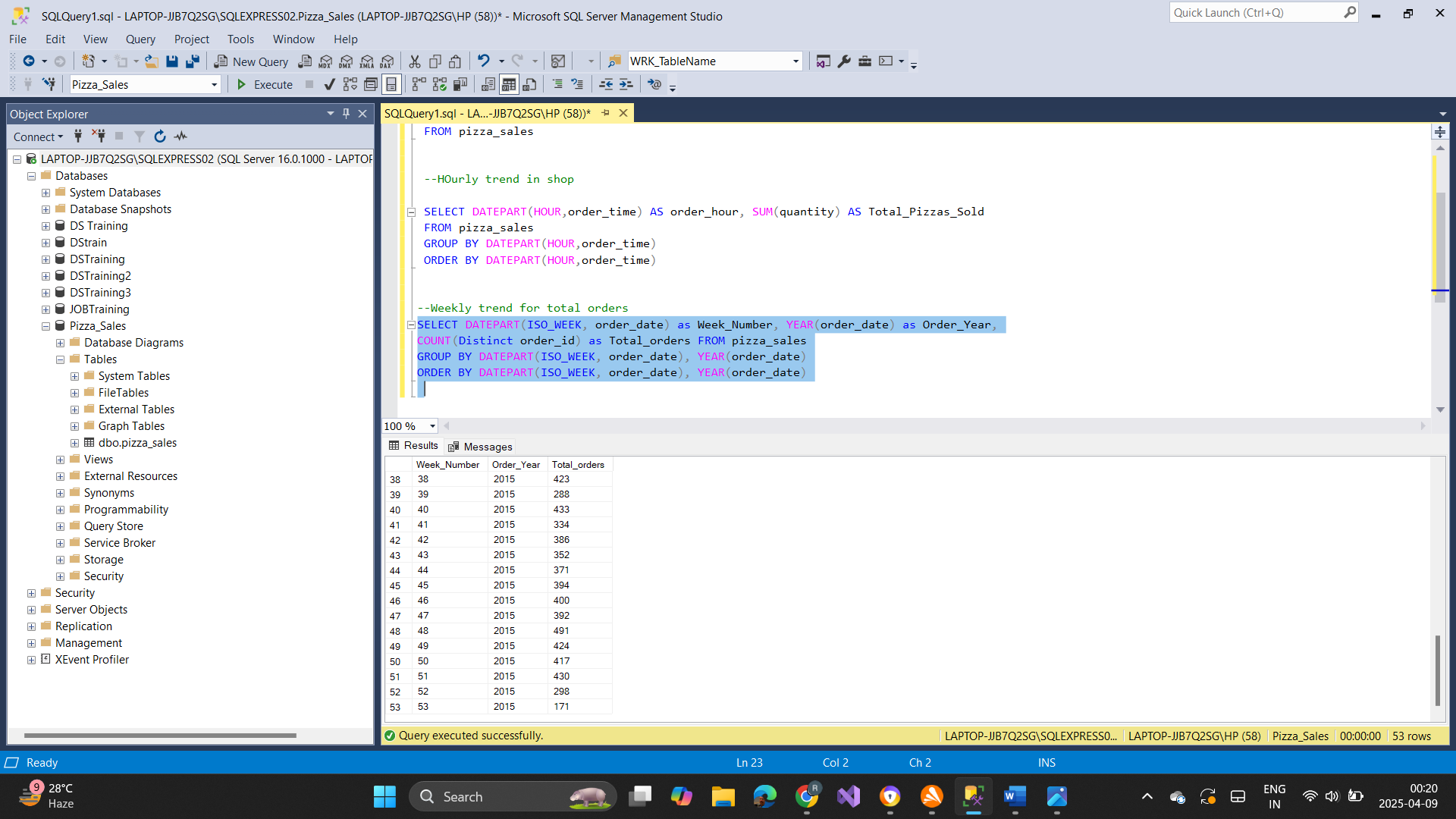
SELECT DATEPART(ISO\_WEEK, order\_date) as Week\_Number, YEAR(order\_date) as Order\_Year,

COUNT(Distinct order\_id) as Total\_orders FROM pizza\_sales

GROUP BY DATEPART(ISO\_WEEK, order\_date), YEAR(order\_date)

ORDER BY DATEPART(ISO\_WEEK, order\_date), YEAR(order\_date)

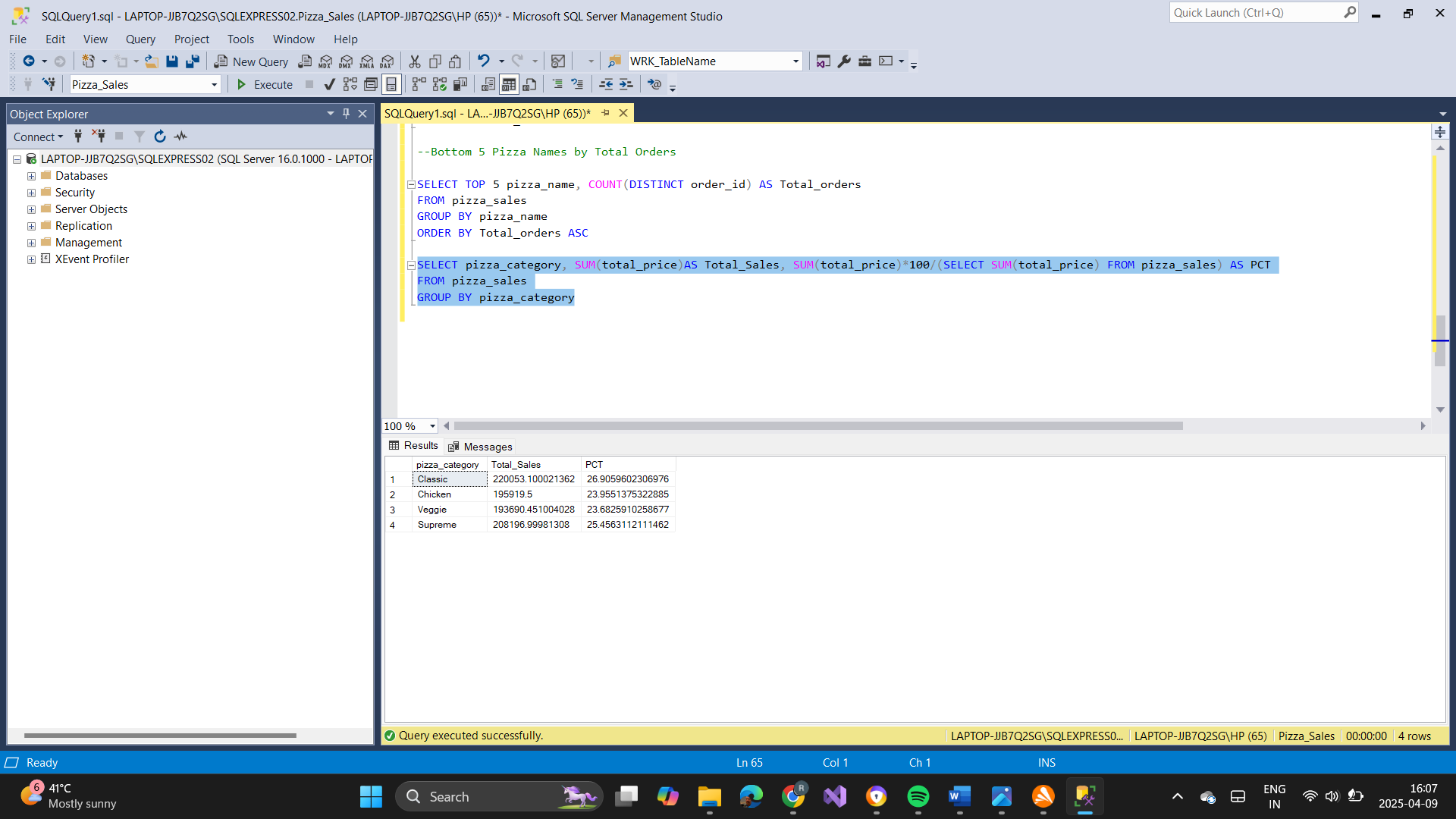
 

**D. Category wise Percentage sale**

SELECT pizza\_category, SUM(total\_price)AS Total\_Sales, SUM(total\_price)\*100/(SELECT SUM(total\_price) FROM pizza\_sales) AS PCT

FROM pizza\_sales

GROUP BY pizza\_category



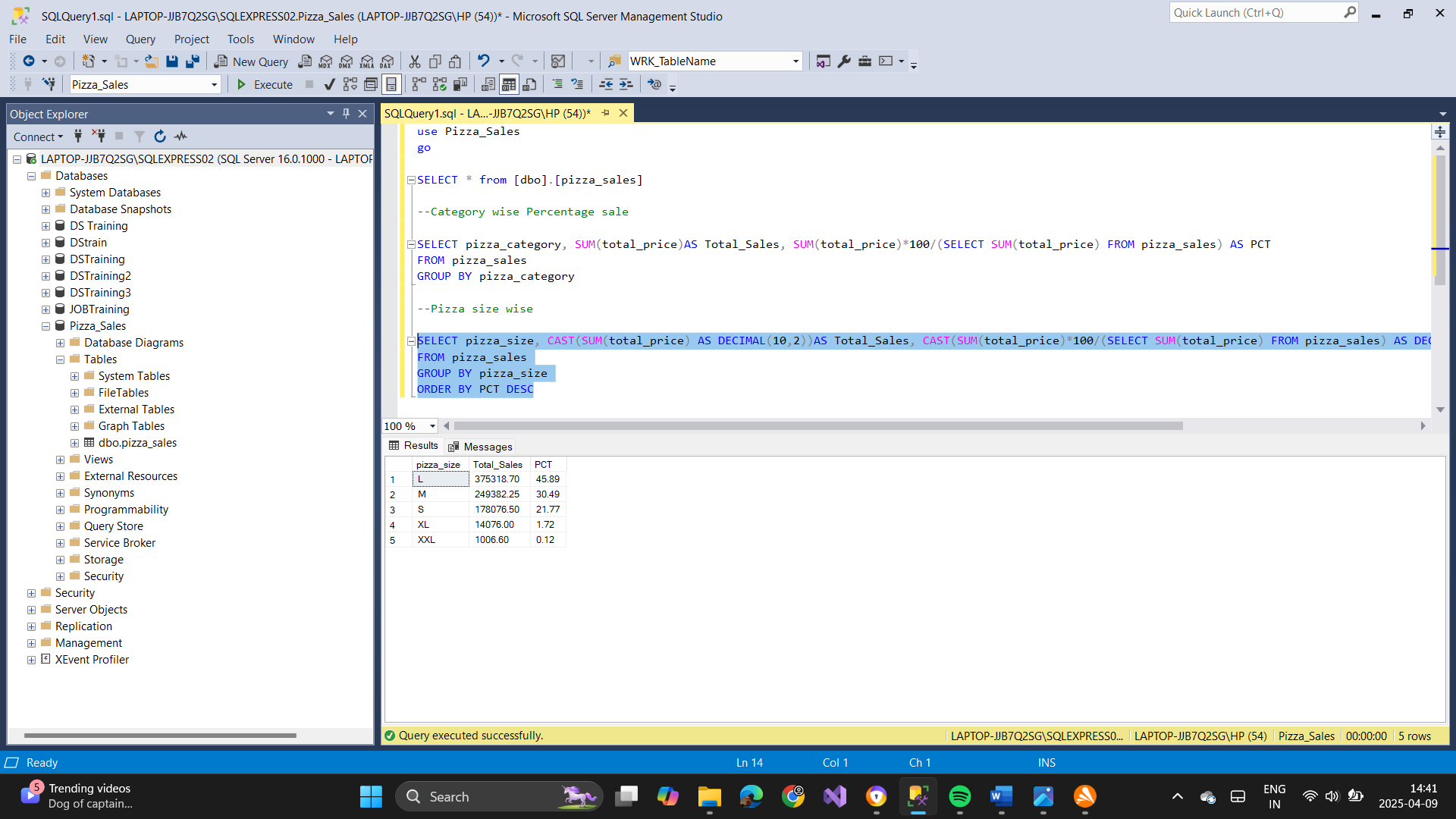
**E. Pizza size wise**

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) AS DECIMAL(10,2)) AS PCT

FROM pizza\_sales

GROUP BY pizza\_size

ORDER BY PCT DESC



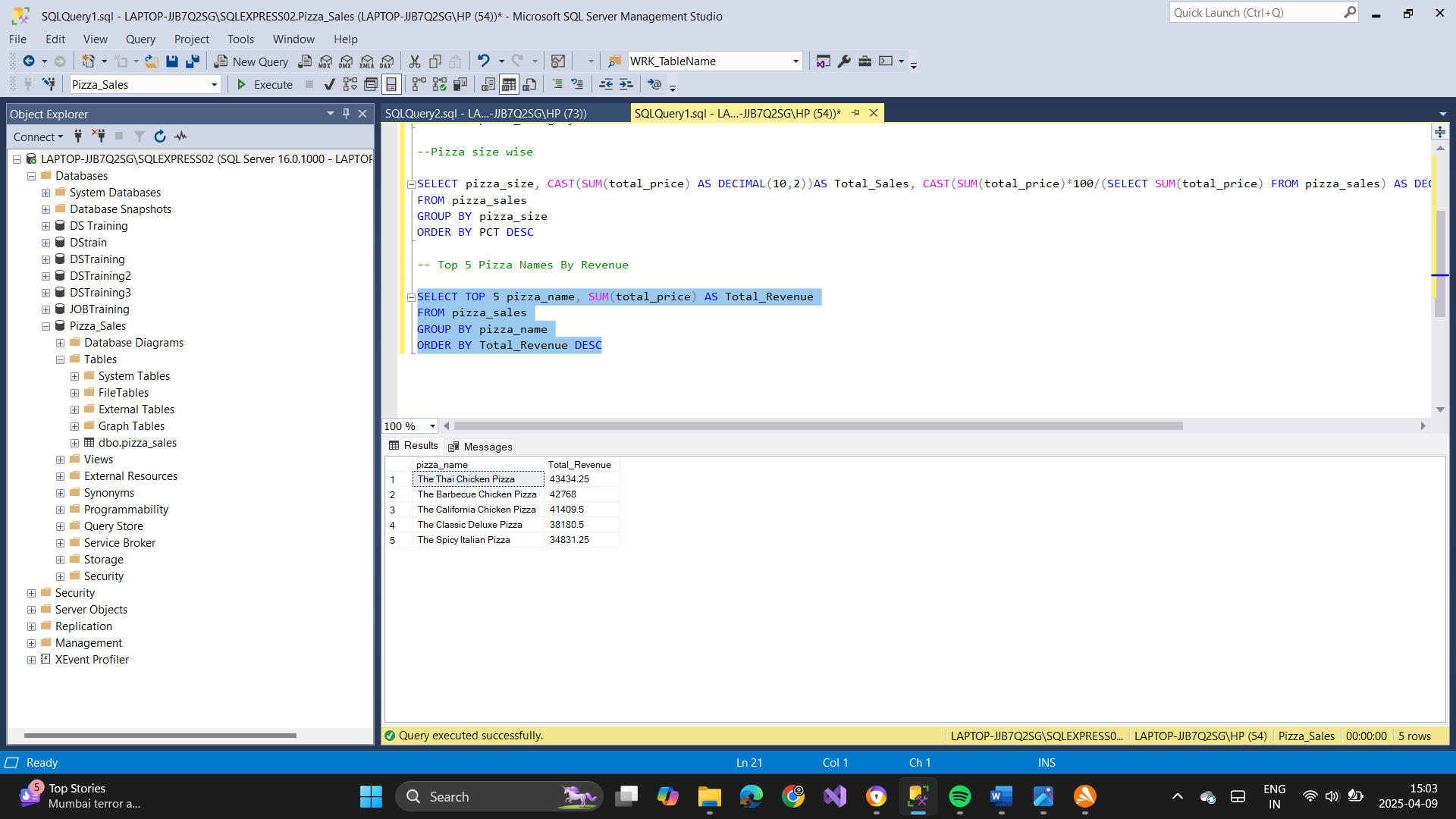
**F. Top 5 Pizza Names By Revenue**

SELECT TOP 5 pizza\_name, SUM(total\_price) AS Total\_Revenue

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Revenue DESC



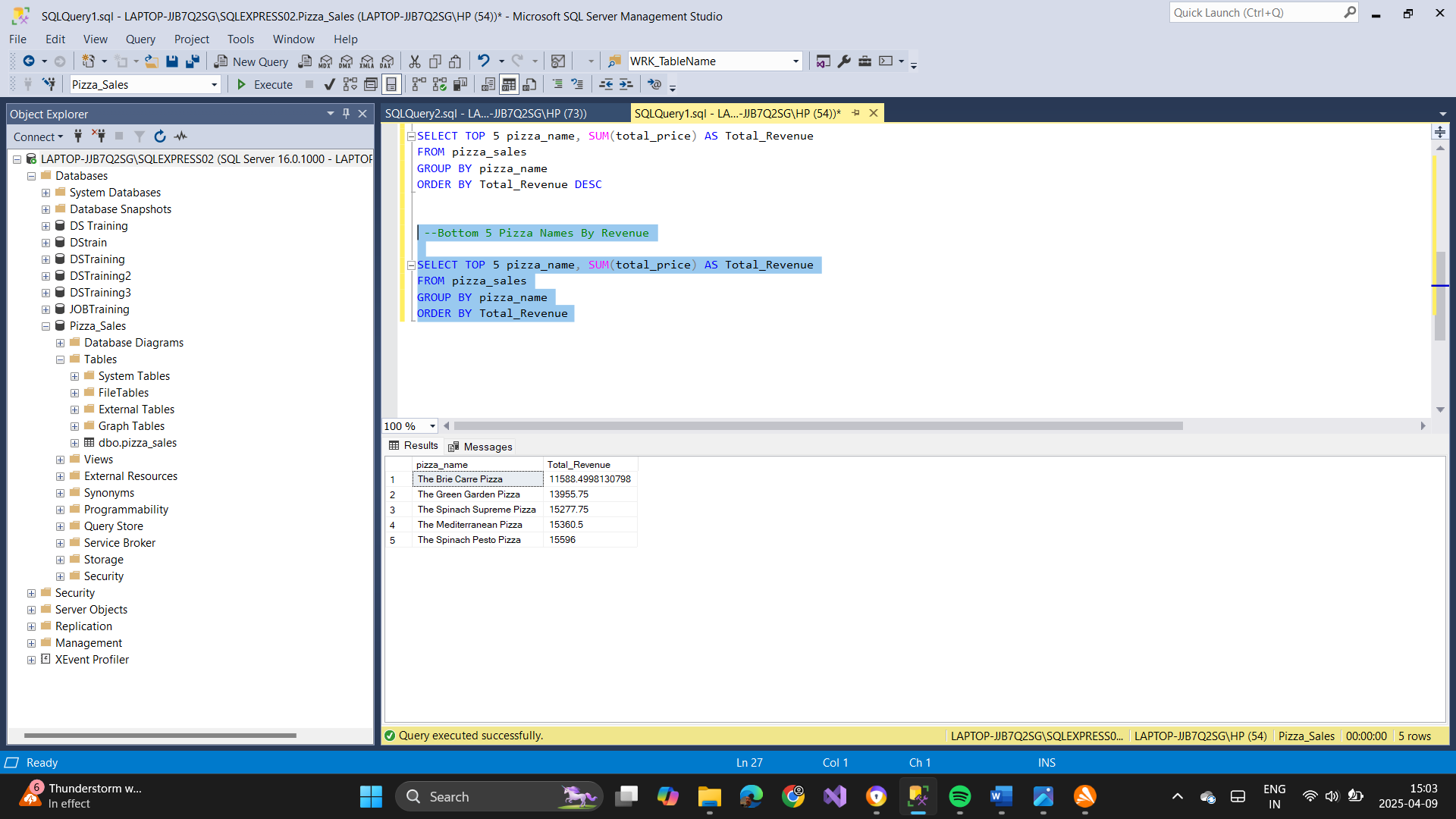
**G. Bottom 5 Pizza Names By Revenue**

SELECT TOP 5 pizza\_name, SUM(total\_price) AS Total\_Revenue

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Revenue



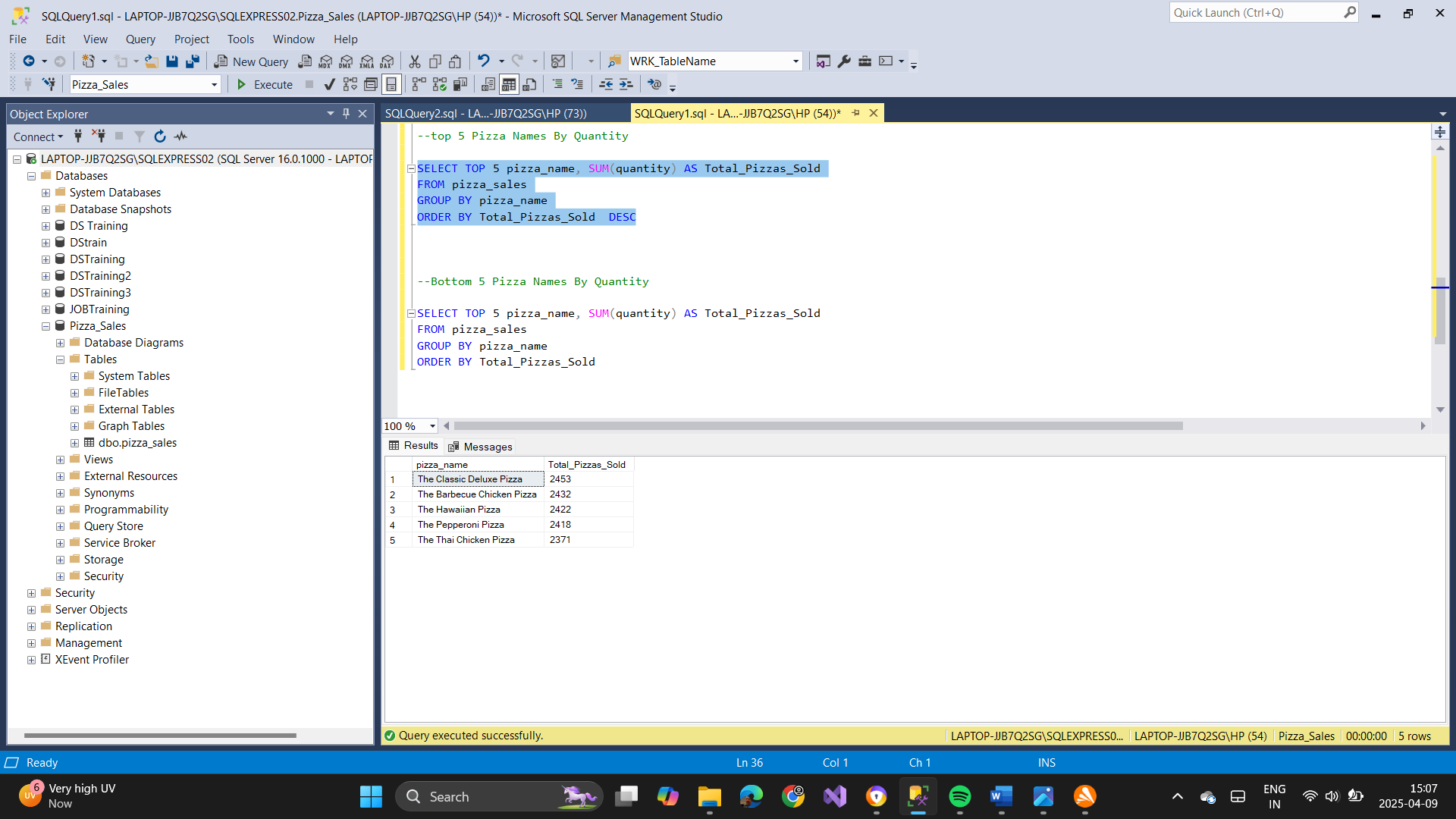
**H. Top 5 Pizza Names By Quantity**

SELECT TOP 5 pizza\_name, SUM(quantity) AS Total\_Pizzas\_Sold

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Pizzas\_Sold DESC



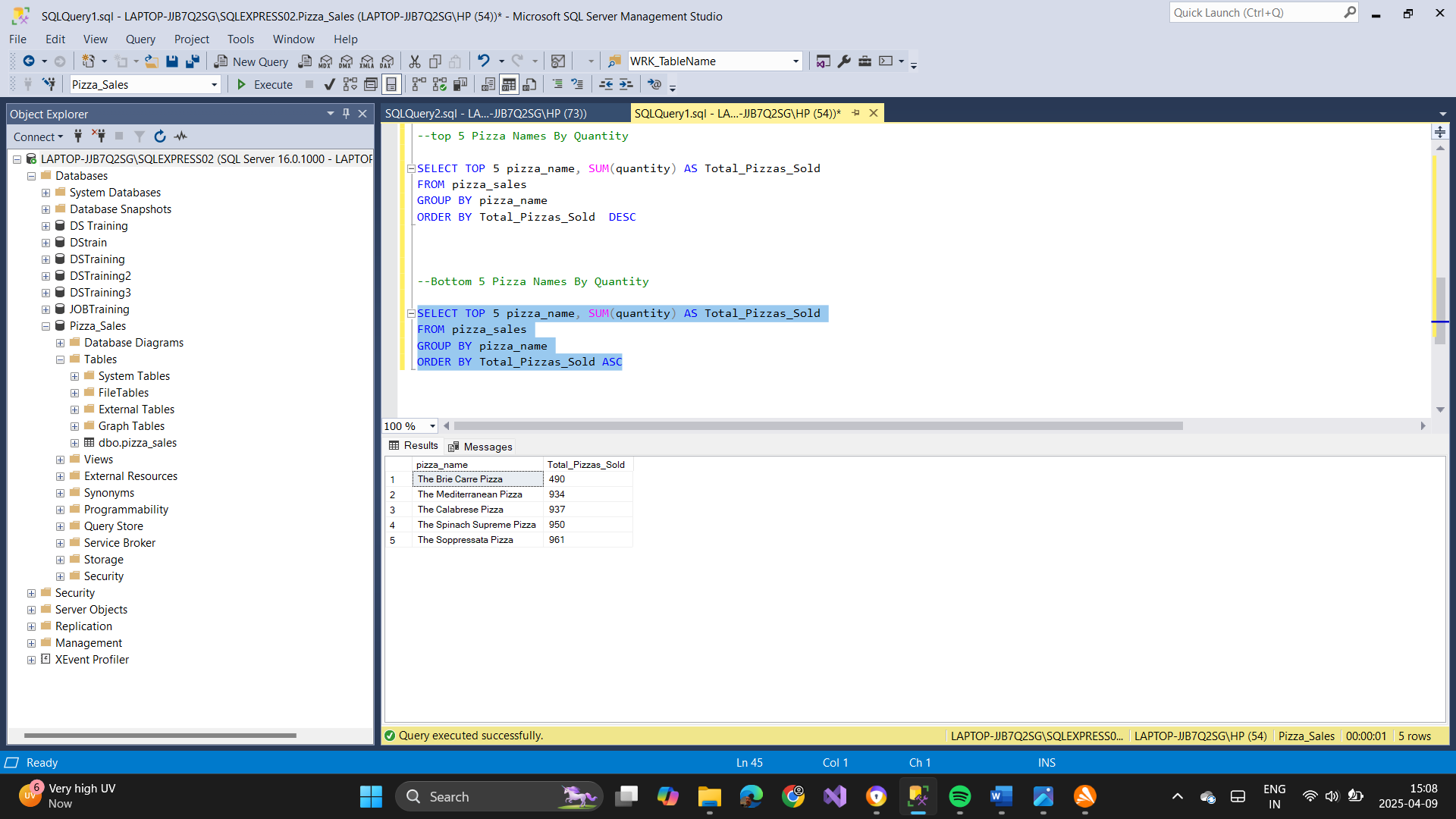
**I. Bottom 5 Pizza Names By Quantity**

SELECT TOP 5 pizza\_name, SUM(quantity) AS Total\_Pizzas\_Sold

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Pizzas\_Sold ASC



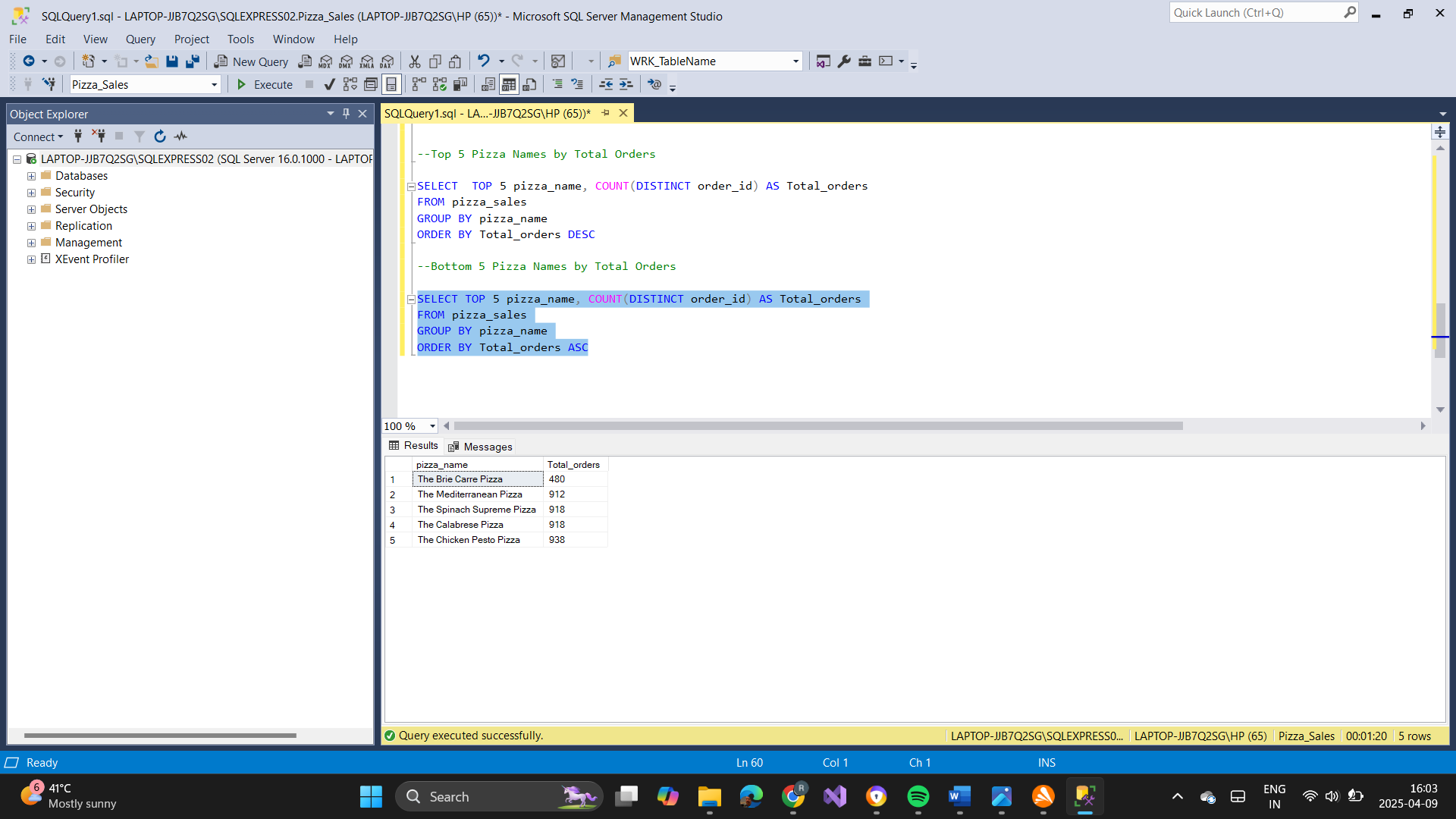
**J. Top 5 Pizza Names by Total Orders**

SELECT TOP 5 pizza\_name, COUNT(DISTINCT order\_id) AS Total\_orders

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_orders DESC



**K. Bottom 5 Pizza Names by Total Orders**

SELECT TOP 5 pizza\_name, COUNT(DISTINCT order\_id) AS Total\_orders

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_orders ASC

