**01\_data\_checks.sql**

**Purpose: sanity checks & quick exploration.**

* Count rows in each table.
* Find earliest & latest order date.
* Count distinct pizza types & sizes.
* Check total number of orders & order details.
* List all unique pizza categories available.
* Find the most expensive pizza and the least expensive pizza.
* Count the number of distinct pizza types.

**02\_sales\_performance.sql**

**Purpose: performance of products, categories, and sizes.**

* Total revenue generated.
* Top 5 pizzas by quantity ordered.
* Top 5 pizzas by revenue.
* Revenue contribution by pizza size.
* Revenue contribution by pizza category.
* Most profitable pizza type.
* Identify the pizza that contributes the most revenue in each category.
* Identify the most common pizza size ordered.
* Determine the top 3 most ordered pizza types based on revenue for each pizza category.

**03\_trends\_analysis.sql**

**Purpose: analyze orders over time.**

* Daily order trends (orders per day).
* Monthly revenue trends.
* Day of week analysis (which day has max sales).
* Hourly trends (peak order times).
* Analyze the cumulative revenue generated over time.

**04\_customer\_behavior**

**Purpose: understand customer ordering patterns.**

* Average pizzas per order.
* Average order value.
* % revenue from top 3 pizzas.
* Pizza category with highest average order value.
* Correlation between pizza size & order quantity.