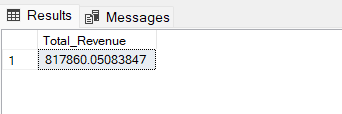
**Pizza Sales Report**

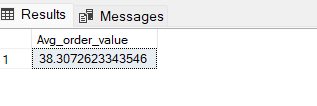
**KPI**

**A. Total Revenue**

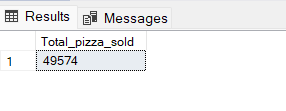
select sum(total\_price) / count(DISTINCT order\_id) as Avg\_order\_value from pizza\_sales;

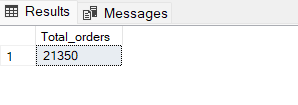
**Average order Value:**

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

**Total pizza sold**

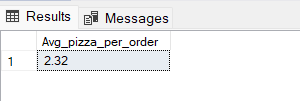
select sum(quantity) as Total\_pizza\_sold from pizza\_sales;

**Total orders**

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

**Avg.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\_pizza\_per\_order from pizza\_sales;



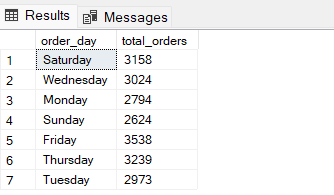
**B. Daily Trend for total orders:**

select DATENAME(month, order\_date) as Month\_name, COUNT(distinct order\_id) as Total\_orders

from pizza\_sales

group by DATENAME(month, order\_date)

order by total\_orders desc;



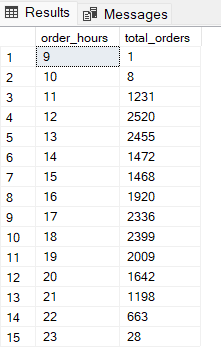
**C. Hourly Trend for Orders:**

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)



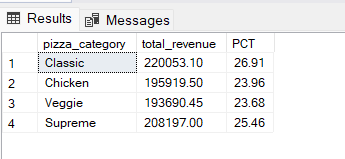
**D. % of sales by pizza category**

select pizza\_category, cast(sum(total\_price) as decimal(10,2)) as total\_revenue,

cast(sum(total\_price) \* 100 / (select sum(total\_price) from pizza\_sales) as decimal(10,2)) as PCT

from pizza\_sales

group by pizza\_category;



**E. % of sales by pizza catgory**

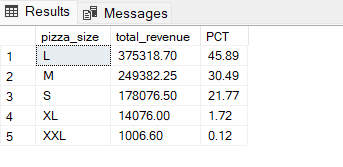
select pizza\_size, cast(sum(total\_price) as decimal(10,2)) as total\_revenue,

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 pizza\_size;

****

**F. Total Pizza sold by pizza category**

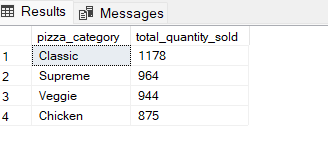
select pizza\_category, sum(quantity) as total\_quantity\_sold

from pizza\_sales

where month(order\_date) = 2

group by pizza\_category

order by total\_quantity\_sold desc;

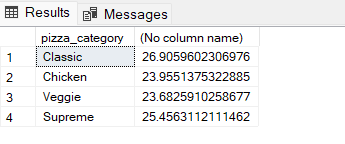


**Daily Trend for total orders:**

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

from pizza\_sales

group by pizza\_category;



**Percentage of sales by Pizza size: (Quarter Month)**

select pizza\_size, cast(sum(total\_price) as decimal(10,2)) as total\_sales, cast(sum(total\_price) \* 100 /

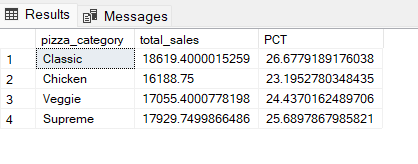
(select sum(total\_price) from pizza\_sales where datepart(quarter, order\_date)=1) as decimal(10,2)) as PCT

from pizza\_sales

where datepart(quarter, order\_date)=1

group by pizza\_size

order by PCT DESC;



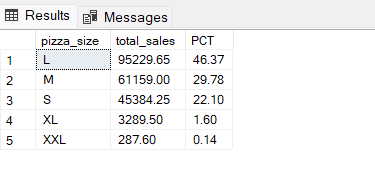
**Total Pizza sold by Pisa category:**

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

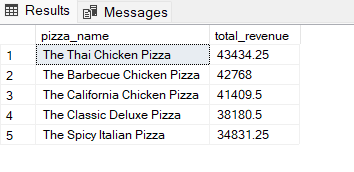
****group by pizza\_category;

**Top 5 best sellers by revenue total quantity and Total orders:**

select top 5 pizza\_name, sum(total\_price) as total\_revenue from pizza\_sales

group by pizza\_name

order by total\_revenue desc;

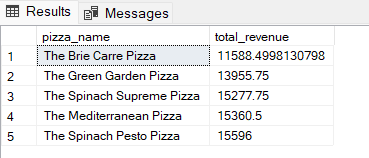
****

**Bottom 5 best sellers by revenue total quantity and Total orders:**

select top 5 pizza\_name, sum(total\_price) as total\_revenue from pizza\_sales

group by pizza\_name

order by total\_revenue asc;

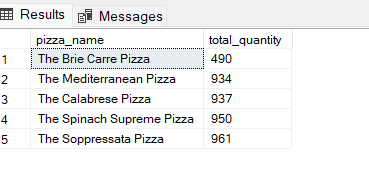


**Bottom level Top 5 best sale quantity**

select top 5 pizza\_name, sum(quantity) as total\_quantity from pizza\_sales

group by pizza\_name

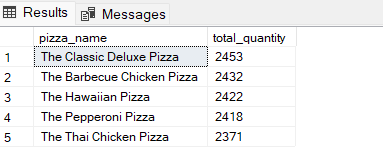
order by total\_quantity asc;

**Top Level top 5 best sale quantity**

select top 5 pizza\_name, sum(quantity) as total\_quantity from pizza\_sales

group by pizza\_name

order by total\_quantity desc;

****