**PROBLEM STATEMENT**

**KPIs REQUIREMENT**

**1. TOTAL REVENUE-** Sum of total price of all pizza orders

**2.** **AVERAGE ORDER VALUE-** Average amount spent per order, calculated by dividing total revenue by the total number of orders

**3. TOTAL PIZZAS SOLD-**  The sum of the quantities of all pizzas sold

**4. TOTAL ORDERS-** Total number of orders plaved

**5. AVERAGE PIZZAS PER OUTLET-** Average number of pizzas sold per order, calculated by dividing total number of pizzas sold by total number of orders

**CHARTS REQUIREMENT**

**1.DAILY TREND FOR TOTAL ORDERS-**

**CHART TYPE-** BAR

**2. HOURLY TREND FOR TOTAL ORDERS**

**CHART TYPE-** LINE

**3. PERCENTAGE OF SALES BY PIZZA CATEGORY**

**CHART TYPE-** PIE

**4. PERCENTAGE OF SALES BY PIZZA SIZE**

**CHART TYPE-** PIE

**5. TOTAL PIZZAS SOLD BY PIZZA CATEGORY**

**CHART TYPE-** FUNNEL

**6. TOP 5 BEST SELLERS BY TOTAL PIZZAS SOLD**

**CHART TYPE-** BAR

**7. BOTTOM 5 BEST SELLERS BY TOTAL PIZZAS SOLD**

**CHART TYPE-** BAR

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**QUERY DOCUMENT**

**1. TOTAL REVENUE**

SELECT

SUM(total\_price) AS Total\_Revenue

FROM pizza\_sales;

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**2. AVERAGE ORDER VALUE**

SELECT

SUM(total\_price) / COUNT(DISTINCT order\_id)

AS Average\_Order\_Value

FROM Pizza\_Sales;

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**3. TOTAL PIZZAS SOLD**

SELECT

SUM(quantity) AS Total\_Pizzas\_Sold

FROM pizza\_sales;

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**4. DAILY TREND FOR TOTAL ORDERS**

SELECT

DATENAME(DW, order\_date) AS order\_day,

COUNT(DISTINCT order\_id) AS Total\_Orders

FROM pizza\_sales

GROUP BY DATENAME(DW, order\_date);

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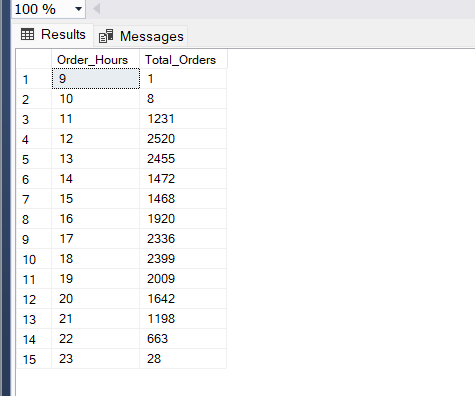
**5. HOURLY TREND FOR TOTAL ORDERS**

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)



**6. PERCENTAGE OF SALES BY TOTAL 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;

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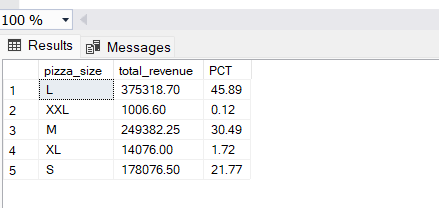
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**7. PERCENTAGE OF SALES BY PIZZA SIZE**

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;

**8. TOTAL PIZZAS 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;

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**9. TOP 5 BEST SELLERS BY TOTAL PIZZAS SOLD**

SELECT Top 5 pizza\_name, SUM(quantity) AS Total\_Pizza\_Sold

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Pizza\_Sold DESC;

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**10. BOTTOM 5 BEST SELLERS BY TOTAL PIZZAS SOLD**

SELECT Top 5 pizza\_name, SUM(quantity) AS Total\_Pizza\_Sold

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Pizza\_Sold ASC;

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