**KPI**

* Total Revenue

SELECT ROUND(SUM(total\_price),2) AS Total\_Revenue FROM pizza\_sales;

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* Average

SELECT ROUND(SUM(total\_price)/COUNT(DISTINCT order\_id), 2) AS Avg\_Order\_Value FROM pizza\_sales;

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* Total Pizzas Sold

SELECT SUM(quantity) AS Total\_Pizzas\_Sold FROM pizza\_sales;

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* Total orders placed

SELECT COUNT(DISTINCT(order\_id)) AS Total\_Orders\_Placed FROM pizza\_sales;

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* 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;

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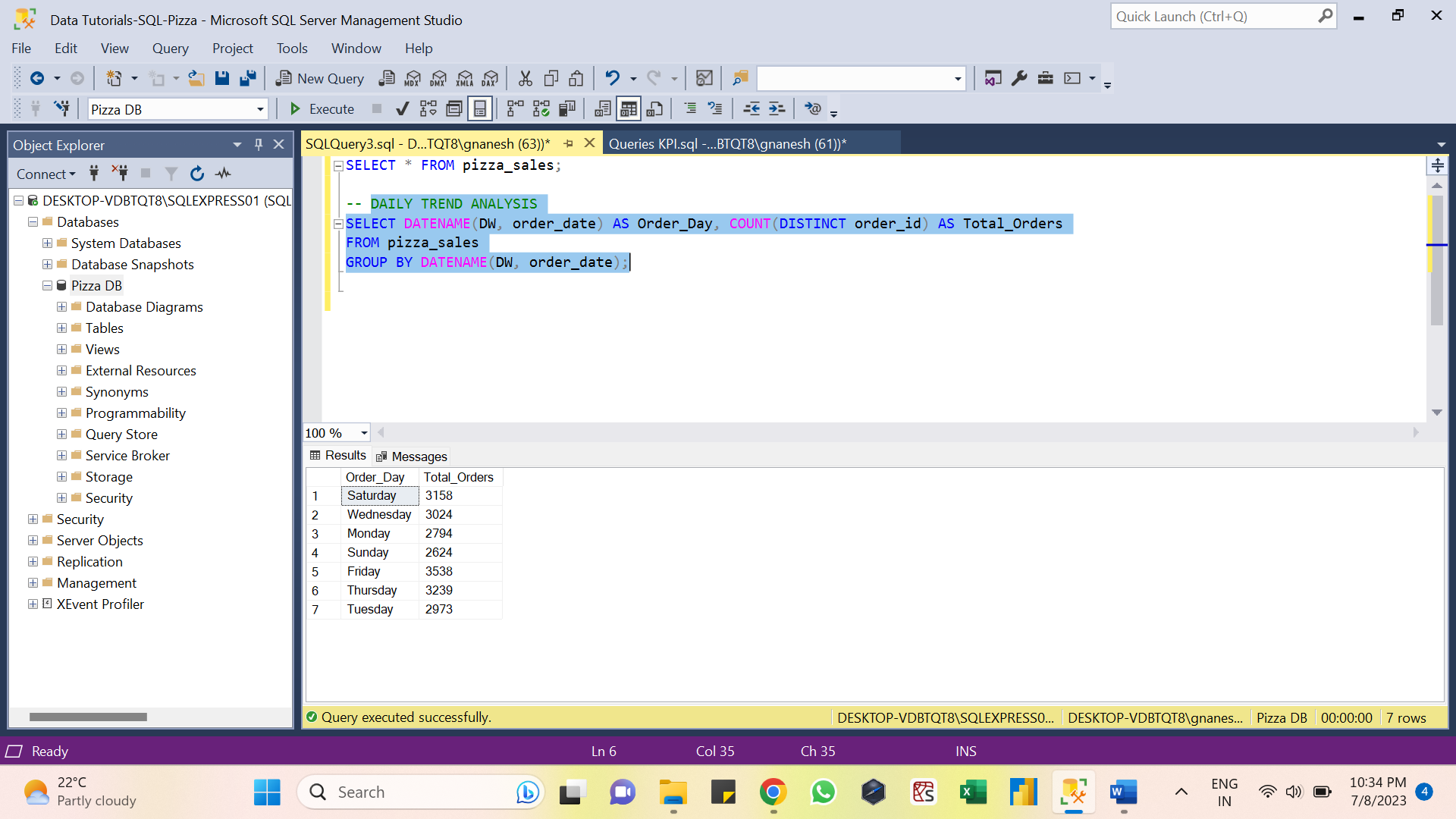
**CHART ANALYSIS**

* 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);



* 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);

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* PERCENTAGE OF SALES BY PIZZA CATEGORY:

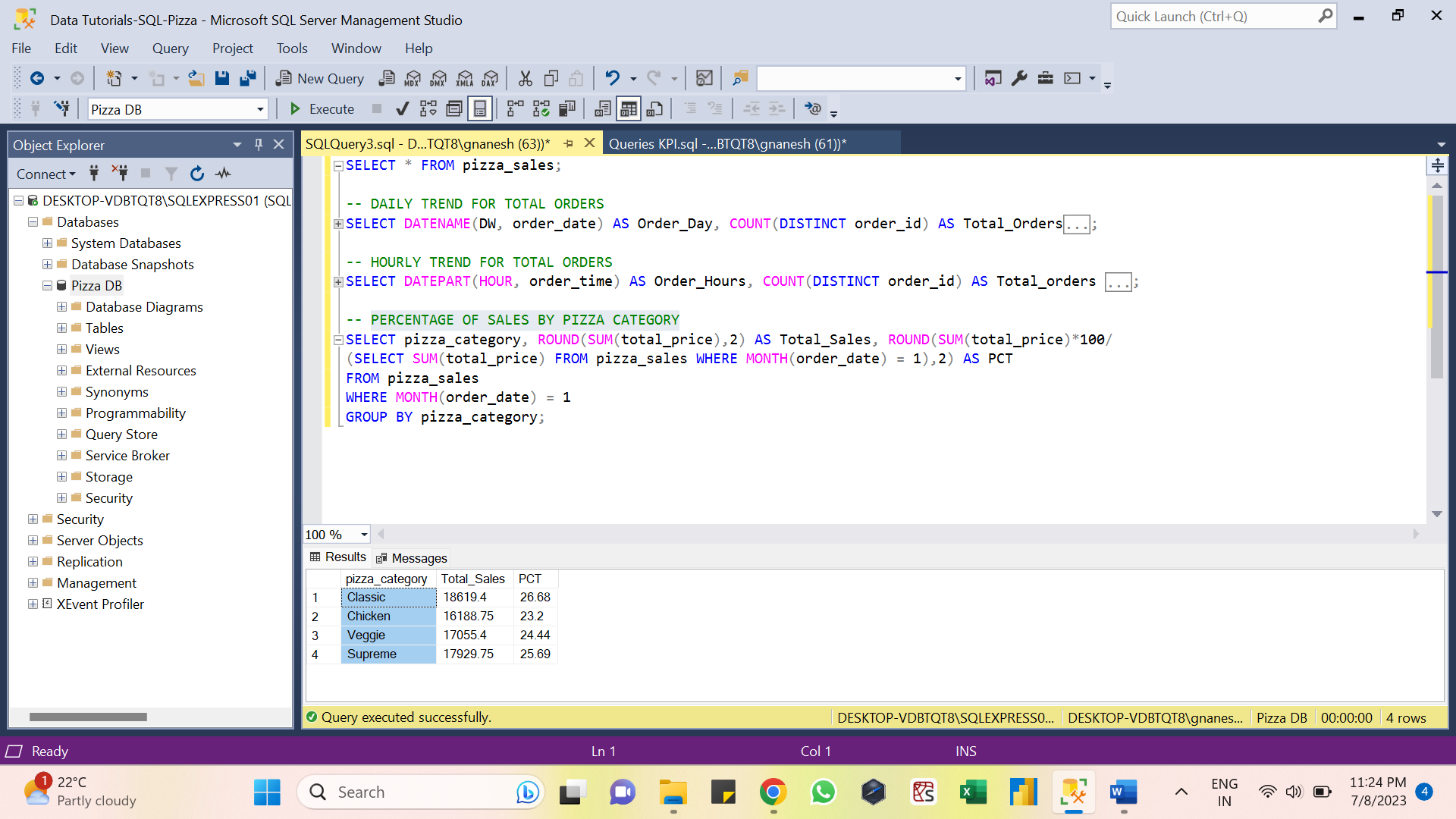
SELECT pizza\_category, ROUND(SUM(total\_price),2) AS Total\_Sales, ROUND(SUM(total\_price)\*100/

(SELECT SUM(total\_price) FROM pizza\_sales WHERE MONTH(order\_date) = 1),2) AS PCT

FROM pizza\_sales

WHERE MONTH(order\_date) = 1

GROUP BY pizza\_category;



* PERCENTAGE OF SALES BY PIZZA CATEGORY:

SELECT pizza\_size, ROUND(SUM(total\_price),2) AS Total\_Sales, ROUND(SUM(total\_price)\*100/

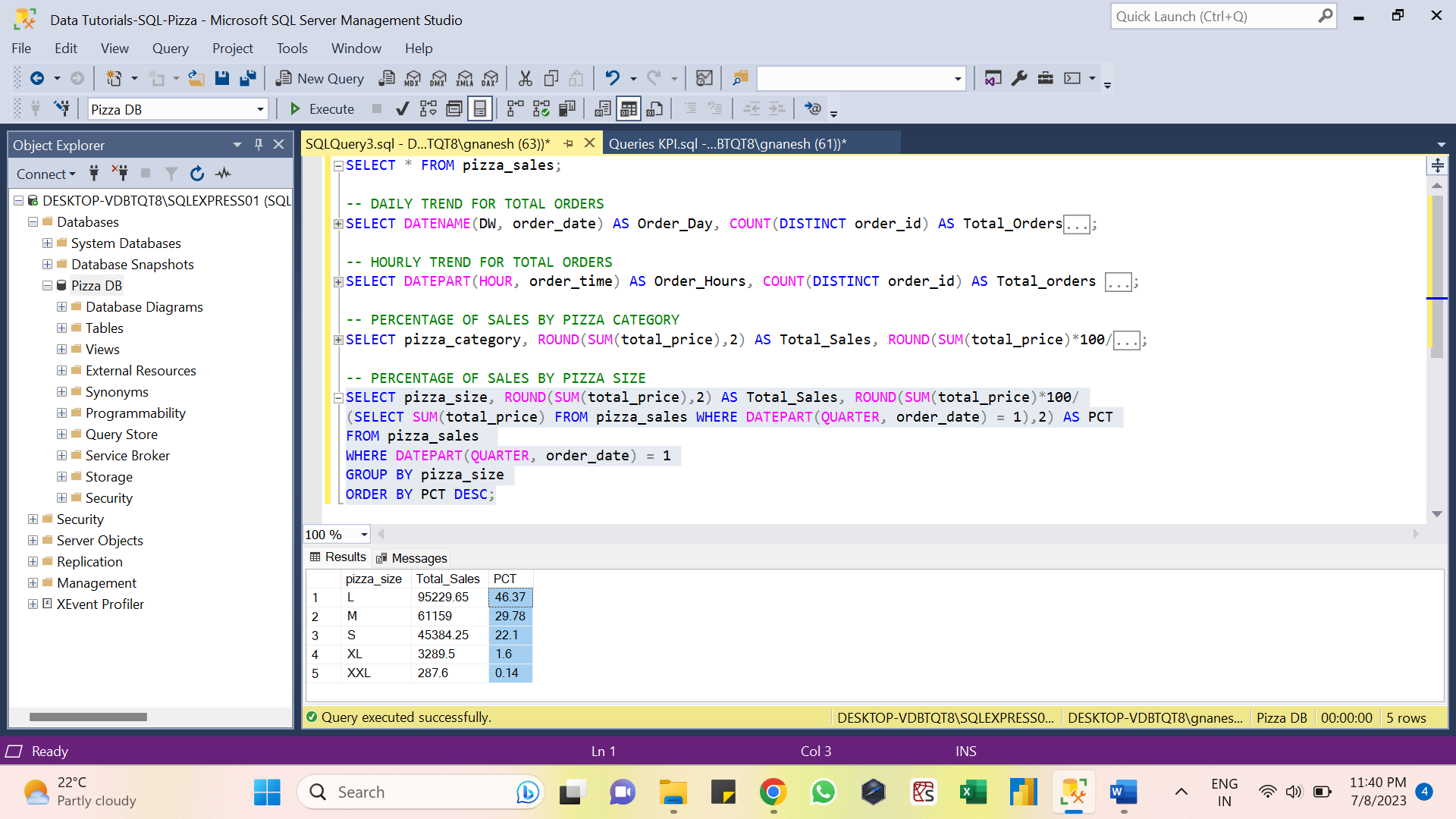
(SELECT SUM(total\_price) FROM pizza\_sales WHERE DATEPART(QUARTER, order\_date) = 1),2) AS PCT

FROM pizza\_sales

WHERE DATEPART(QUARTER, order\_date) = 1

GROUP BY pizza\_size

ORDER BY PCT DESC;



* TOP 5 BEST SELLERS BY TOTAL PIZZAS SOLD

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

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY SUM(quantity) DESC;

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* BOTTOM 5 WORST SELLERS BY TOTAL PIZZAS SOLD

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

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY SUM(quantity) ASC;

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