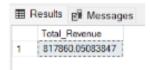
# A. KPI's

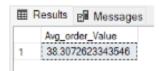
#### 1. Total Revenue:

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
```



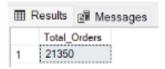
### 3. Total Pizzas Sold

SELECT SUM(quantity) AS Total\_pizza\_sold FROM pizza\_sales



#### 4. Total Orders

SELECT COUNT(DISTINCT order\_id) AS Total\_Orders FROM 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_order
FROM pizza_sales
```



# **B. 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)
```

# Output:

Results		
	order_day	total_orders
1	Saturday	3158
2	Wednesday	3024
3	Monday	2794
4	Sunday	2624
5	Friday	3538
6	Thursday	3239
7	Tuesday	2973

# C. Monthly Trend for 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)Qutput
```

-	Month_Name	Total_Orders
•	February	1685
2	June	1773
3	August	1841
4	April	1799
5	May	1853
6	December	1680
7	January	1845
8	September	1661
9	October	1645
10	July	1935
11	November	1792
12	March	1840

### 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
```

#### Output

Ш	Results g Messages		
	pizza_category	total_revenue	PCT
1	Classic	220053.10	26.91
2	Chicken	195919.50	23.96
3	Veggie	193690.45	23.68
4	Supreme	208197.00	25.46

### E. % 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
```

	pizza_name	Total_Revenue
1	The Thai Chicken Pizza	43434.25
2	The Barbecue Chicken Pizza	42768
3	The California Chicken Pizza	41409.5
4	The Classic Deluxe Pizza	38180.5
5	The Spicy Italian Pizza	34831.25

# H. Bottom 5 Pizzas by Revenue

SELECT Top 5 pizza\_name, SUM(total\_price) AS Total\_Revenue FROM pizza\_sales GROUP BY pizza\_name ORDER BY Total\_Revenue ASC

	pizza_name	Total_Revenue
1	The Brie Carre Pizza	11588.4998130798
2	The Green Garden Pizza	13955.75
3	The Spinach Supreme Pizza	15277.75
4	The Mediterranean Pizza	15360.5
5	The Spinach Pesto Pizza	15596

### I. Top 5 Pizzas by Quantity

SELECT Top 5 pizza\_name, SUM(quantity) AS Total\_Pizza\_Sold FROM pizza\_sales GROUP BY pizza\_name ORDER BY Total\_Pizza\_Sold DESC

#### Output

	pizza_name	Total_Pizza_Sold
1	The Classic Deluxe Pizza	2453
2	The Barbecue Chicken Pizza	2432
3	The Hawaiian Pizza	2422
4	The Pepperoni Pizza	2418
5	The Thai Chicken Pizza	2371

# J. Bottom 5 Pizzas by Quantity

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

FROM pizza\_sales

```
GROUP BY pizza_name
ORDER BY Total_Pizza_Sold ASC
```

#### Output

⊞ F	Results 🗐 Messages	
	pizza_name	Total_Pizza_Sold
1	The Brie Carre Pizza	490
2	The Mediterranean Pizza	934
3	The Calabrese Pizza	937
4	The Spinach Supreme Pizza	950
5	The Soppressata Pizza	961

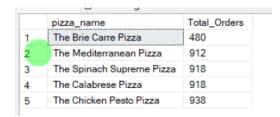
# K. Top 5 Pizzas by Total Orders

SELECT Top 5 pizza\_name, COUNT(DISTINCT order\_id) AS Total\_Orders FROM pizza\_sales
GROUP BY pizza\_name
ORDER BY Total\_Orders DESC

###	Results Messages	
	pizza_name	Total_Orders
1	The Classic Deluxe Pizza	2329
2	The Hawaiian Pizza	2280
3	The Pepperoni Pizza	2278
4	The Barbecue Chicken Piz	za 2273
5	The Thai Chicken Pizza	2225

### L. Borrom 5 Pizzas 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



# <u>NOTE</u>

If you want to apply the pizza\_category or pizza\_size filters to the above queries you can use WHERE clause. Follow some of below examples

```
SELECT Top 5 pizza_name, COUNT(DISTINCT order_id) AS Total_Orders FROM pizza_sales
WHERE pizza_category = 'Classic'
GROUP BY pizza_name
ORDER BY Total_Orders ASC
```