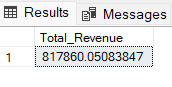
**A.KPI**

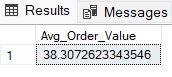
**1.Total Revenue**

SELECT SUM(total\_price) AS Total\_Revenue FROM pizza\_sales

****

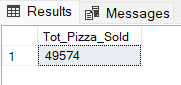
**2. Average Order Value**

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

****

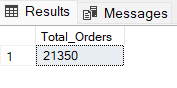
**3.Totsl Pizza’s Sold**

SELECT SUM(quantity) AS Tot\_Pizza\_Sold FROM pizza\_sales

****

**4.Total Orders**

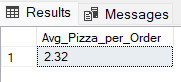
SELECT COUNT(DISTINCT order\_id) AS Total\_Orders FROM pizza\_sales

****

**5.Average Pizza’s per Order**

SELECT CAST(CAST(SUM(quantity) AS DECIMAL(10,2)) / CAST(COUNT(DISTINCT order\_id)

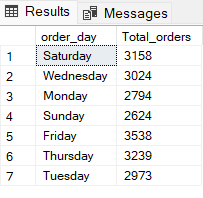
AS DECIMAL(10,2)) AS DECIMAL(10,2)) as Avg\_Pizza\_per\_Order FROM pizza\_sales



**B.CHARTS**

**1.Daily Trend for Total Orders**

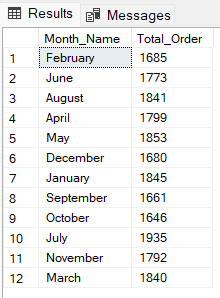
SELECT DATENAME(DW, order\_date) AS order\_day, COUNT(DISTINCT order\_id) AS Total\_orders FROM pizza\_sales GROUP BY DATENAME(DW, order\_date)

****

**2.Monthly Trend for Total Orders**

SELECT DATENAME(MONTH, order\_date) AS Month\_Name, COUNT(DISTINCT order\_id) AS Total\_Order FROM pizza\_sales

GROUP BY DATENAME(MONTH, order\_date)

****

**3.Percentage of Sales by Pizza Category**

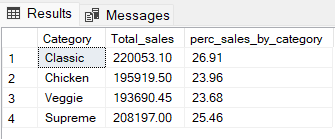
SELECT pizza\_category AS Category,

CAST(SUM(total\_price) AS DECIMAL(10,2)) AS Total\_sales,

CAST(SUM(total\_price) \* 100 / (SELECT SUM(total\_price) FROM pizza\_sales) AS DECIMAL(10,2)) AS perc\_sales\_by\_category

FROM pizza\_sales

GROUP BY pizza\_category

****

**4.Percentage of Sales by Pizza Size**

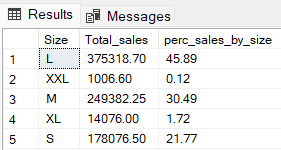
SELECT pizza\_size AS Size,

CAST(SUM(total\_price) AS DECIMAL(10,2)) AS Total\_sales,

CAST(SUM(total\_price) \* 100 / (SELECT SUM(total\_price) FROM pizza\_sales) AS DECIMAL(10,2)) AS perc\_sales\_by\_size

FROM pizza\_sales

GROUP BY pizza\_size

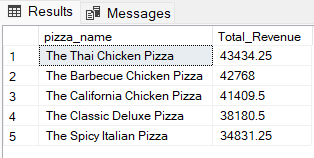
****

**5.Top 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 DESC

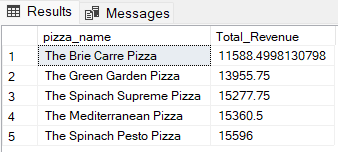
****

**6.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

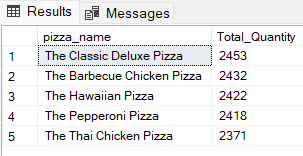
****

**7.Top 5 Pizzas by Quantity**

SELECT TOP 5 pizza\_name, SUM(quantity) AS Total\_Quantity FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Quantity DESC

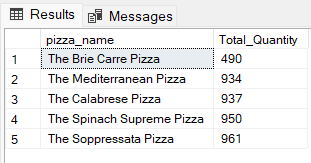
****

**8.Bottom 5 pizzas by Quantity**

SELECT TOP 5 pizza\_name, SUM(quantity) AS Total\_Quantity FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Quantity ASC

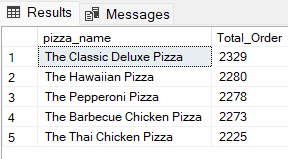
****

**9.Top 5 pizzas by Orders**

SELECT TOP 5 pizza\_name, COUNT(distinct order\_id) AS Total\_Order FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Order DESC

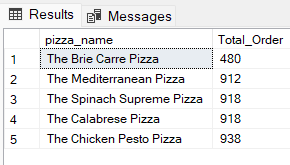
****

**10.Bottom 5 Pizzas by Orders**

SELECT TOP 5 pizza\_name, COUNT(distinct order\_id) AS Total\_Order FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Order ASC

****