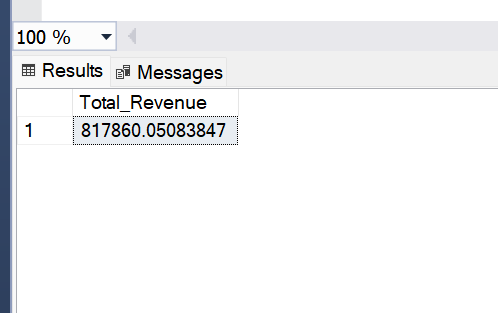
PIZZA SALES PROJECT

**KPI’s**

select \* from pizza\_sales;

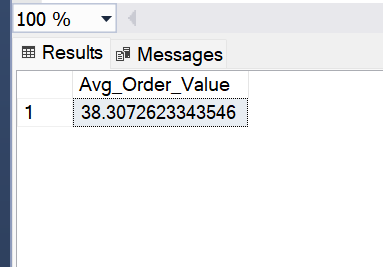
**1. Total Revenue:**

select sum(total\_price) as Total\_Revenue from pizza\_sales;



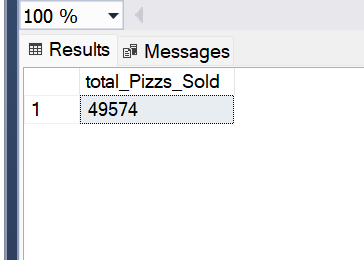
**2. Average Order Value**

select sum(total\_price)/count(distinct order\_id) as Avg\_Order\_Value from pizza\_sales;



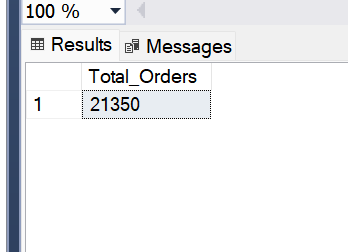
**3. Total Pizzas Sold**

select sum(quantity) as total\_Pizzs\_Sold from pizza\_sales



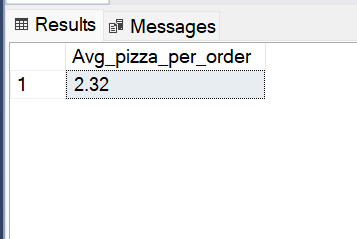
**4. Total Orders**

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\_pizza\_per\_order from pizza\_sales

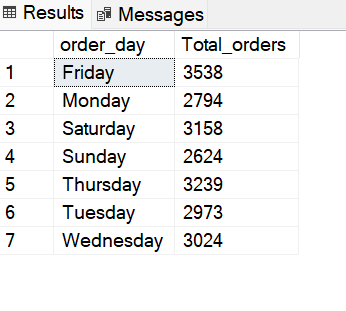


**6. Daily Trend for Total Orders**

select DATENAME(dw,order\_date) as order\_day, count(distinct order\_id ) as Total\_orders from pizza\_sales

group by DATENAME(dw,order\_date)

order by DATENAME(dw,order\_date) asc;

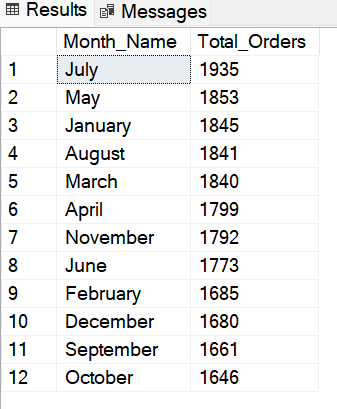


**7. Monthly Trend for Orders**

select DATENAME(month,order\_date) as Month\_Name , count(distinct order\_id) as Total\_Orders from pizza\_sales

group by DATENAME(month,order\_date)

order by Total\_orders desc;



**8. % of Sales by Pizza Category**

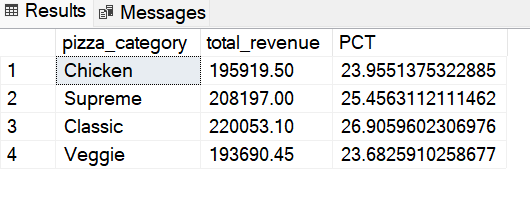
select pizza\_category,CAST(SUM(total\_price) AS DECIMAL(10,2)) as

total\_revenue,

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

from pizza\_sales

group by pizza\_category;

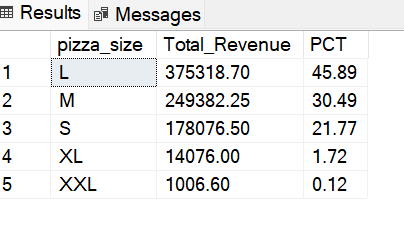


**9. % of Sales by Pizza Size**

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

order by PCT desc;

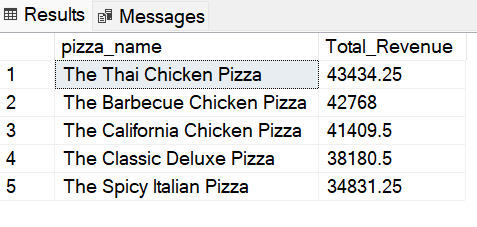


**10. Top 5 Pizzas by Revenue**

SELECT TOP 5 pizza\_name,sum(total\_price) as Total\_Revenue from pizza\_sales

group by pizza\_name

order by Total\_Revenue desc

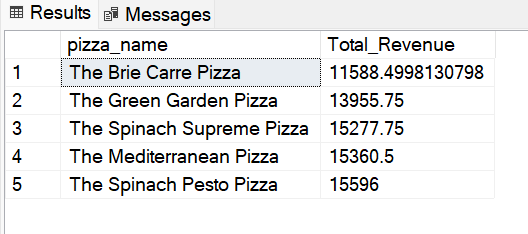


**11. Bottom 5 Pizzas by Revenue**

SELECT TOP 5 pizza\_name,sum(total\_price) as Total\_Revenue from pizza\_sales

group by pizza\_name

order by Total\_Revenue asc

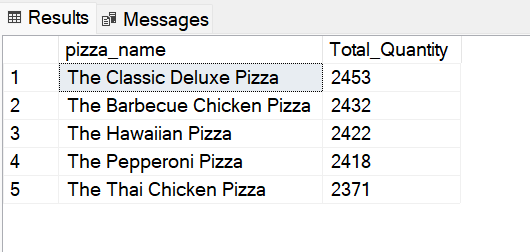


**12.Top 5 Pizzas by Quantity**

SELECT TOP 5 pizza\_name,sum(quantity) as Total\_Quantity from pizza\_sales

group by pizza\_name

order by Total\_Quantity desc

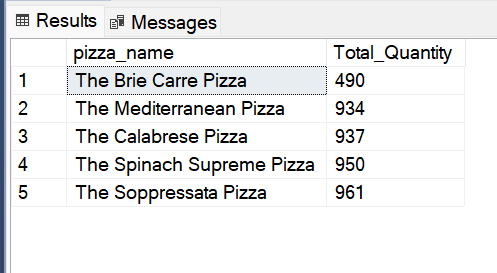


**13. Bottom 5 Pizzas by Quantity**

SELECT TOP 5 pizza\_name,sum(quantity) as Total\_Quantity from pizza\_sales

group by pizza\_name

order by Total\_Quantity asc

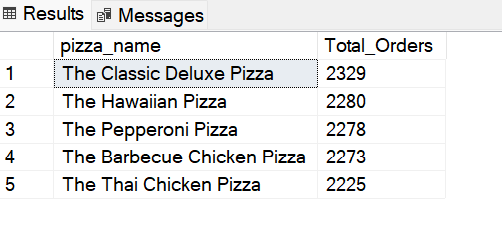


**14. Top 5 Pizzas by Total Orders**

SELECT TOP 5 pizza\_name,count(distinct order\_id) as Total\_Orders from pizza\_sales

group by pizza\_name

order by Total\_Orders desc



**15. Bottom 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

