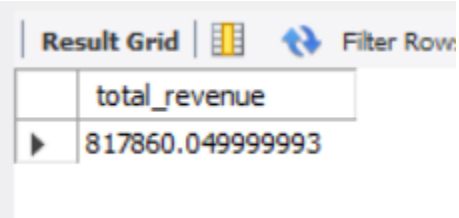
A. KPI'S

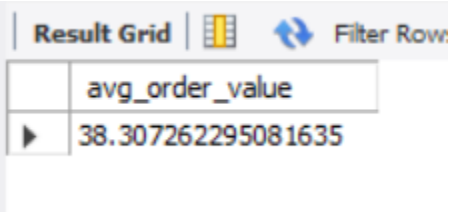
1. **TOTAL REVENUE :**

```
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
```

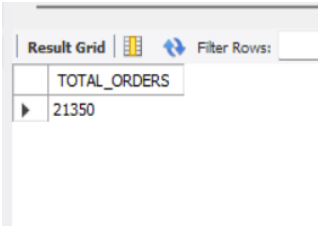


3. **TOTAL PIZZAS SOLD**

```
select SUM(quantity) AS total_pizza_sold from pizza_sales
```

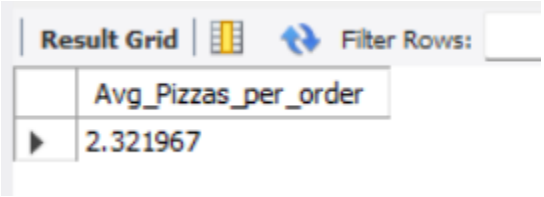
4. **TOTAL ORDERS**

```
SELECT COUNT(DISTINCT order_id)AS TOTAL_ORDERS FROM pizza_sales
```



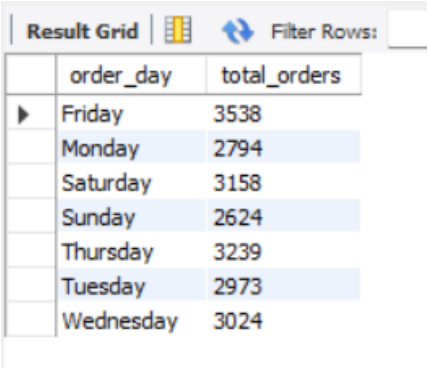
5. AVERAGE PIZZAS PER ORDER

```
SELECT CAST(SUM(quantity) AS DECIMAL(10,2)) /
CAST(COUNT(DISTINCT order_id) AS DECIMAL(10,2))
AS Avg_Pizzas_per_order
FROM pizza_sales
```



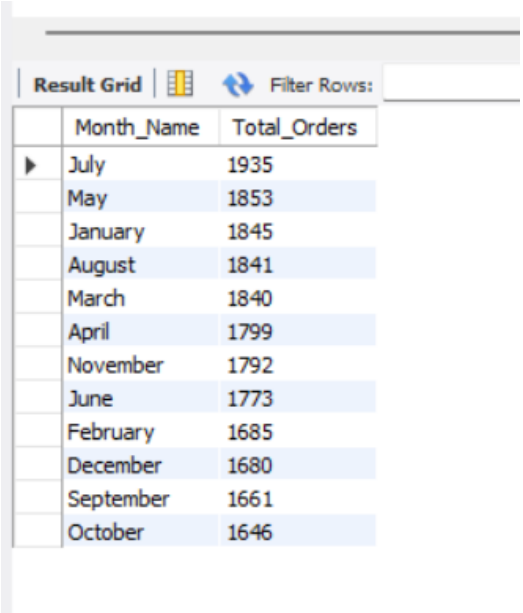
B.DAILY TREND FOR TOTAL ORDERS

```
SELECT DAYNAME(STR_TO_DATE(order_date, '%d-%m-%Y')) AS order_day,
COUNT(DISTINCT order_id) AS total_orders
FROM pizza_sales
GROUP BY DAYNAME(STR_TO_DATE(order_date, '%d-%m-%Y'))
```



C. MONTHLY TREND FOR ORDERS

```
SELECT MONTHNAME(STR_TO_DATE(order_date, '%d-%m-%Y')) AS Month_Name,
COUNT(DISTINCT order_id) AS Total_Orders
FROM pizza_sales
GROUP BY MONTHNAME(STR_TO_DATE(order_date, '%d-%m-%Y'))
ORDER BY Total_Orders DESC
```

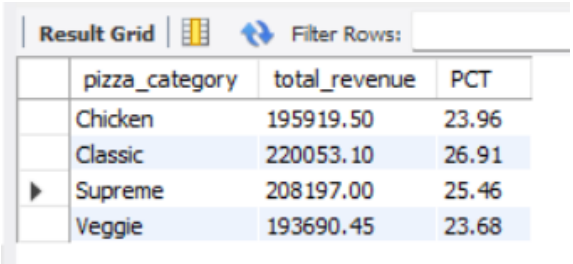


Result Grid | Filter Rows:

Month_Name	Total_Orders
July	1935
May	1853
January	1845
August	1841
March	1840
April	1799
November	1792
June	1773
February	1685
December	1680
September	1661
October	1646

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
```

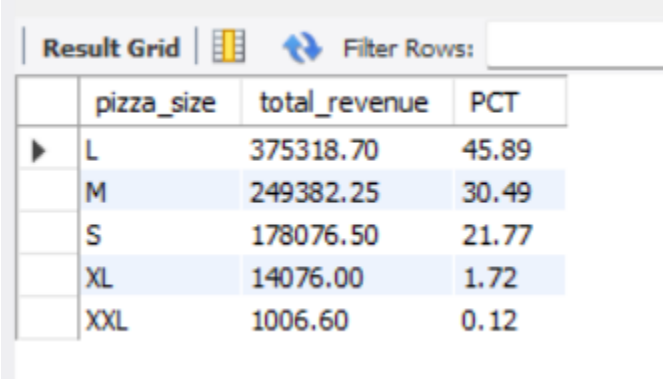


Result Grid | Filter Rows:

pizza_category	total_revenue	PCT
Chicken	195919.50	23.96
Classic	220053.10	26.91
Supreme	208197.00	25.46
Veggie	193690.45	23.68

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
FROM pizza_sales
GROUP BY pizza_size
ORDER BY pizza_size
```



Result Grid | Filter Rows:

pizza_size	total_revenue	PCT
L	375318.70	45.89
M	249382.25	30.49
S	178076.50	21.77
XL	14076.00	1.72
XXL	1006.60	0.12

F. Total Pizzas Sold by Pizza Category in Februrary

```
SELECT pizza_category, SUM(quantity) AS Total_Quantity_Sold
FROM pizza_sales
WHERE MONTH(STR_TO_DATE(order_date, '%d-%m-%Y')) = 2
GROUP BY pizza_category
ORDER BY Total_Quantity_Sold DESC
```

Result Grid | Filter Rows:

pizza_category	Total_Quantity_Sold
Classic	1178
Supreme	964
Veggie	944
Chicken	875

G. Top 5 Pizzas by Revenue

```
SELECT pizza_name, SUM(total_price) AS Total_Revenue

FROM pizza_sales

GROUP BY pizza_name

ORDER BY Total_Revenue DESC

LIMIT 5
```

Result Grid | Filter Rows: | Exp

pizza_name	Total_Revenue
The Thai Chicken Pizza	43434.25
The Barbecue Chicken Pizza	42768
The California Chicken Pizza	41409.5
The Classic Deluxe Pizza	38180.5
The Spicy Italian Pizza	34831.25

H. Bottom 5 Pizzas by Revenue

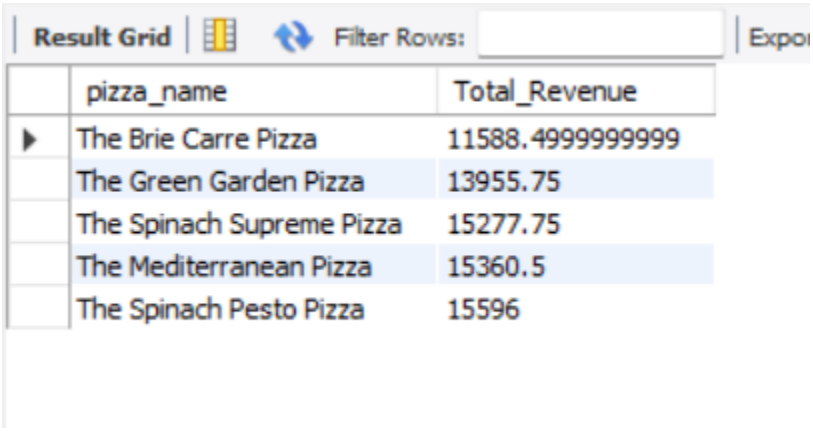
```
SELECT pizza_name, SUM(total_price) AS Total_Revenue

FROM pizza_sales

GROUP BY pizza_name

ORDER BY Total_Revenue ASC

LIMIT 5
```



Result Grid | Filter Rows: | Expo

pizza_name	Total_Revenue
The Brie Carre Pizza	11588.4999999999
The Green Garden Pizza	13955.75
The Spinach Supreme Pizza	15277.75
The Mediterranean Pizza	15360.5
The Spinach Pesto Pizza	15596