## **Kpi’s requirement**

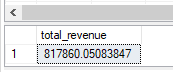
We need to analyze key indicators for our sales data to gain insights into our business performance. Specifically, we want to calculate the following metrics :

**SQL QUERIES**

1. **Total revenue**

select \* from pizza\_sales;

select SUM(total\_price) as total\_revenue from pizza\_sales



1. **Average order value**

use [Pizza DB]

go

select \* from dbo.pizza\_sales;

select sum(total\_price) / count(distinct order\_id) as average\_order from dbo.pizza\_sales



1. Total Pizza Sold

select sum(quantity) as total\_order\_sold from dbo.pizza\_sales



1. Total Order Placed

use [Pizza DB]

go

select \* from dbo.pizza\_sales

select count(distinct order\_id) as total\_order\_placed from dbo.pizza\_sales



1. Average pizza per order

Select sum(quantity) / count(distinct order\_id) as average\_pz\_per\_order from dbo.pizza\_sales



* Ta có thể lấy ra giá trị k chính xác, ví dụ giá trị là các số thập phân như 2.5, 2.67… nên convert sang decimal :

Select cast(sum(quantity) as decimal(10,2)) /

Cast(count(distinct order\_id) as decimal(10,2)) as average\_pz\_per\_order from dbo.pizza\_sales

## 

## **Charts requirement**

We would like to visualize various aspects of our pizza sales data to gain insights and understand key trends. We have identified the following requirements for creating charts :

1. **Daily trend for total orders**

* Tính tổng số đơn hàng theo từng ngày trong tuần :

use [Pizza DB]

go

select datename(DW, order\_date) as order\_day, count(distinct order\_id) as total\_order

from dbo.pizza\_sales

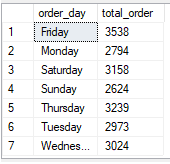
group by datename(DW, order\_date)

order by datename(DW, order\_date)

* Giải thích code :

DATENAME(DW, order\_date): Lấy **tên ngày trong tuần** từ cột order\_date.

DW: Viết tắt của **Day of Week**, trả về tên ngày trong tuần (ví dụ: "Monday", "Tuesday").

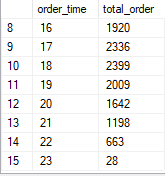
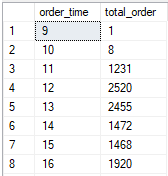


1. **Hourly trend**

select datepart(HOUR, order\_time) as order\_time, count(distinct order\_id) as total\_order

from dbo.pizza\_sales

group by datepart(hour, order\_time)

order by datepart(hour, order\_time)

1. **Percentage of sales by pizza category**

* Cách tính : ta lấy tổng tiền theo từng phân loại chia cho toàn bộ doanh thu

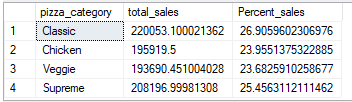
select pizza\_category,

sum(total\_price) as total\_sales,

sum(total\_price) \* 100/ (select sum(total\_price) FROM pizza\_sales )as Percent\_sales

from dbo.pizza\_sales

group by pizza\_category



* Lọc doanh thu theo tháng

select pizza\_category,

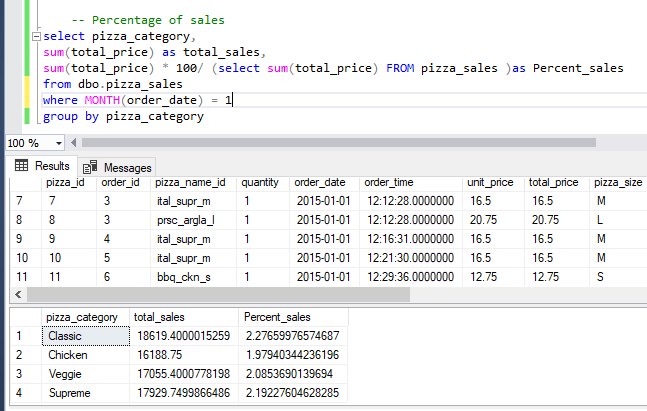
sum(total\_price) as total\_sales,

sum(total\_price) \* 100/ (select sum(total\_price) FROM pizza\_sales )as Percent\_sales

from dbo.pizza\_sales

where MONTH(order\_date) = 1

group by pizza\_category

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1. **Percentage of sales by pizza size**

select pizza\_size,

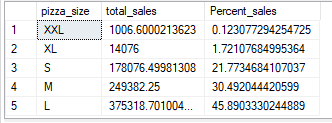
sum(total\_price) as total\_sales,

sum(total\_price) \* 100/ (select sum(total\_price) FROM pizza\_sales )as Percent\_sales

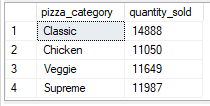
from dbo.pizza\_sales

group by pizza\_size

order by Percent\_sales



1. **Total pizza sold by pizza category**



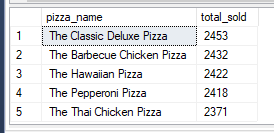
select pizza\_category,

sum(quantity) as quantity\_sold

from dbo.pizza\_sales

group by pizza\_category

1. Top 5 best seller by total pizza sold



select top 5 pizza\_name,

sum(quantity) as total\_sold

from dbo.pizza\_sales

group by pizza\_name

Order by total\_sold DESC