**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. Total pizza sold:**

**SELECT SUM(quantity) AS total\_pizza\_sold from pizza\_sales**

****

**4.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**

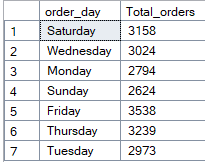
****

**5.Daily Trend:**

**SELECT DATENAME(DW,order\_date)as order\_day,COUNT (distinct order\_id) as Total\_orders**

**FROM pizza\_sales**

**GROUP BY DATENAME(DW,order\_date)**

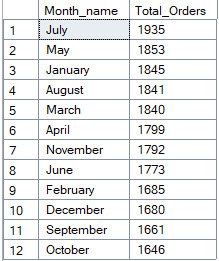
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**6.Monthly trend for total order:**

**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**

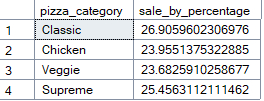
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**7.Percentage of pizza sales by category:**

**SELECT pizza\_category, SUM(total\_price)\*100 / (SELECT sum (total\_price) FROM pizza\_sales) AS sale\_by\_percentage**

**from pizza\_sales AS Total\_Sales**

**GROUP BY pizza\_category**

****

**8.Percentage pizza sales by size:**

**SELECT pizza\_size,CAST(sum(total\_price)AS decimal(10,2)) as Total\_sales ,CAST(sum(total\_price) \* 100 /**

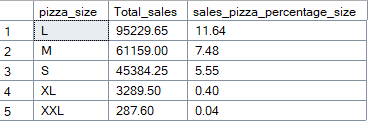
**(SELECT sum(total\_price)from pizza\_sales)AS decimal(10,2)) as sales\_pizza\_percentage\_size**

**from pizza\_sales**

**WHERE DATEPART (quarter,order\_date)=1**

**GROUP BY pizza\_size**

**ORDER BY sales\_pizza\_percentage\_size DESC**

****

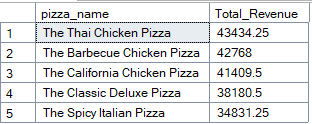
**9.Top 5 best sellers:**

**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**

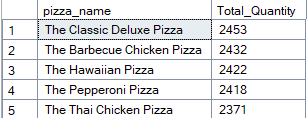
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**By Quantity:**

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

**GROUP BY pizza\_name**

**ORDER BY Total\_Quantity DESC**

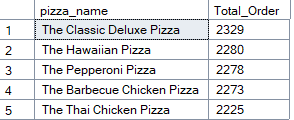
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**By Order:**

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

**GROUP BY pizza\_name**

**ORDER BY Total\_Order DESC**

****

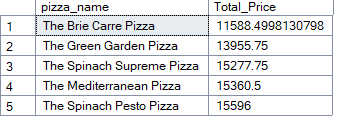
**10.Bottom 5 seller:**

**By Revenue:**

**SELECT TOP 5 pizza\_name , SUM(total\_price) AS Total\_Price FROM pizza\_sales**

**GROUP BY pizza\_name**

**ORDER BY Total\_Price ASC**

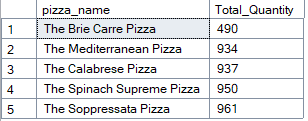
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**By Quantity:**

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

**GROUP BY pizza\_name**

**ORDER BY Total\_Quantity ASC**

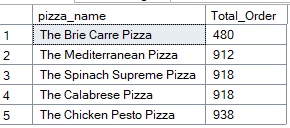
****

**By Order:**

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

**GROUP BY pizza\_name**

**ORDER BY Total\_Order ASC**

****