



PIZZA SALES ANALYSIS IN SQL + POWER BI

Abhinaba Maitra

- Pizza Sales Database:

SELECT * FROM pizza_sales

100 %

Results Messages

	pizza_id	order_id	pizza_name_id	quantity	order_date	order_time	unit_price	total_price	pizza_size	pizza_category	pizza_ingredients	pizza_name
1	1	1	hawaiian_m	1	2015-01-01	11:38:36.0000000	13.25	13.25	M	Classic	Sliced Ham, Pineapple, Mozzarella Cheese	The Hawaiian Pizza
2	2	2	classic_dlx_m	1	2015-01-01	11:57:40.0000000	16	16	M	Classic	Pepperoni, Mushrooms, Red Onions, Red Peppers, B...	The Classic Deluxe Pizza
3	3	2	five_cheese_l	1	2015-01-01	11:57:40.0000000	18.5	18.5	L	Veggie	Mozzarella Cheese, Provolone Cheese, Smoked Goud...	The Five Cheese Pizza
4	4	2	ital_supr_l	1	2015-01-01	11:57:40.0000000	20.75	20.75	L	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, ...	The Italian Supreme Pizza
5	5	2	mexicana_m	1	2015-01-01	11:57:40.0000000	16	16	M	Veggie	Tomatoes, Red Peppers, Jalapeno Peppers, Red Onio...	The Mexicana Pizza
6	6	2	thai_ckn_l	1	2015-01-01	11:57:40.0000000	20.75	20.75	L	Chicken	Chicken, Pineapple, Tomatoes, Red Peppers, Thai Sw...	The Thai Chicken Pizza
7	7	3	ital_supr_m	1	2015-01-01	12:12:28.0000000	16.5	16.5	M	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, ...	The Italian Supreme Pizza
8	8	3	prsc_argla_l	1	2015-01-01	12:12:28.0000000	20.75	20.75	L	Supreme	Prosciutto di San Daniele, Arugula, Mozzarella Cheese	The Prosciutto and Arugula Pizza
9	9	4	ital_supr_m	1	2015-01-01	12:16:31.0000000	16.5	16.5	M	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, ...	The Italian Supreme Pizza
10	10	5	ital_supr_m	1	2015-01-01	12:21:30.0000000	16.5	16.5	M	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, ...	The Italian Supreme Pizza
11	11	6	bbq_ckn_s	1	2015-01-01	12:29:36.0000000	12.75	12.75	S	Chicken	Barbecued Chicken, Red Peppers, Green Peppers, To...	The Barbecue Chicken Pizza
12	12	6	the_greek_s	1	2015-01-01	12:29:36.0000000	12	12	S	Classic	Kalamata Olives, Feta Cheese, Tomatoes, Garlic, Beef...	The Greek Pizza
13	13	7	spinach_supr_s	1	2015-01-01	12:50:37.0000000	12.5	12.5	S	Supreme	Spinach, Red Onions, Pepperoni, Tomatoes, Artichoke...	The Spinach Supreme Pizza
14	14	8	spinach_supr_s	1	2015-01-01	12:51:37.0000000	12.5	12.5	S	Supreme	Spinach, Red Onions, Pepperoni, Tomatoes, Artichoke...	The Spinach Supreme Pizza
15	15	9	classic_dlx_s	1	2015-01-01	12:52:01.0000000	12	12	S	Classic	Pepperoni, Mushrooms, Red Onions, Red Peppers, B...	The Classic Deluxe Pizza
16	16	9	green_garden_s	1	2015-01-01	12:52:01.0000000	12	12	S	Veggie	Spinach, Mushrooms, Tomatoes, Green Olives, Feta C...	The Green Garden Pizza
17	17	9	ital_cpcllo_l	1	2015-01-01	12:52:01.0000000	20.5	20.5	L	Classic	Capocollo, Red Peppers, Tomatoes, Goat Cheese, Gar...	The Italian Capocollo Pizza
18	18	9	ital_supr_l	1	2015-01-01	12:52:01.0000000	20.75	20.75	L	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, ...	The Italian Supreme Pizza
19	19	9	ital_supr_s	1	2015-01-01	12:52:01.0000000	12.5	12.5	S	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, ...	The Italian Supreme Pizza
20	20	9	mexicana_s	1	2015-01-01	12:52:01.0000000	12	12	S	Veggie	Tomatoes, Red Peppers, Jalapeno Peppers, Red Onio...	The Mexicana Pizza
21	21	9	spicy_ital_l	1	2015-01-01	12:52:01.0000000	20.75	20.75	L	Supreme	Capocollo, Tomatoes, Goat Cheese, Artichokes, Peper...	The Spicy Italian Pizza
22	22	9	spin_pesto_l	1	2015-01-01	12:52:01.0000000	20.75	20.75	L	Veggie	Spinach, Artichokes, Tomatoes, Sun-dried Tomatoes, ...	The Spinach Pesto Pizza
23	23	9	veggie_veg_s	1	2015-01-01	12:52:01.0000000	12	12	S	Veggie	Mushrooms, Tomatoes, Red Peppers, Green Peppers...	The Vegetables + Vegetables P...
24	24	10	mexicana_l	1	2015-01-01	13:00:15.0000000	20.25	20.25	L	Veggie	Tomatoes, Red Peppers, Jalapeno Peppers, Red Onio...	The Mexicana Pizza



KPI'S

- Total Revenue:

```
SELECT * FROM pizza_sales  
  
SELECT SUM(total_price) AS Total_Revenue FROM pizza_sales;
```

100 %

Results Messages

	Total_Revenue
1	817860.05083847

KPI'S

- Average Order Value:

```
SELECT * FROM pizza_sales
```

```
SELECT SUM(total_price) / COUNT(DISTINCT order_id) AS Avg_Order_Value FROM pizza_sales;
```

100 %

Results Messages

Avg_Order_Value	
1	38.3072623343546

KPI'S

- Total Pizza Sold:

```
SELECT * FROM pizza_sales
SELECT SUM(quantity) AS Total_Pizza_Sold FROM pizza_sales;
```

100 %

Results Messages

	Total_Pizza_Sold
1	49574



KPI'S

- Total Orders:

```
SELECT * FROM pizza_sales  
  
SELECT COUNT(DISTINCT order_id) AS Total_Orders FROM pizza_sales;
```

100 %

Results

Messages

	Total_Orders
1	21350

KPI'S

- Average Pizza Per Order:

```
SELECT * FROM pizza_sales  
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;
```

100 %

Results Messages

	Avg_Pizza_Per_Order
1	2.32

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_day	Total_orders
1	Saturday	3158
2	Wednesday	3024
3	Monday	2794
4	Sunday	2624
5	Friday	3538
6	Thursday	3239
7	Tuesday	2973

Monthly Trend For Total 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
```

100 %

Results Messages

	Month_name	Total_orders
1	July	1935
2	May	1853
3	January	1845
4	August	1841
5	March	1840
6	April	1799
7	November	1792
8	June	1773
9	February	1685
10	December	1680
11	September	1661
12	October	1646

Percentage of Sales by Pizza Category:

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```
SELECT * FROM pizza_sales
```

```
SELECT pizza_category, SUM (total_price)* 100/ (SELECT SUM(total_price) from pizza_sales) AS PrcntgOfSales  
from pizza_sales  
GROUP BY pizza_category
```

100 %

Results Messages

	pizza_category	PrcntgOfSales
1	Classic	26.9059602306976
2	Chicken	23.9551375322885
3	Veggie	23.6825910258677
4	Supreme	25.4563112111462

Percentage of Sales by Pizza Size:

```
SELECT * FROM pizza_sales

SELECT pizza_size, SUM(total_price) AS Total_sales, SUM (total_price)* 100/ (SELECT SUM(total_price) from pizza_sales
) AS PCT
from pizza_sales
GROUP BY pizza_size
ORDER BY PCT DESC
```

100 %

Results Messages

	pizza_size	Total_sales	PCT
1	L	375318.701004028	45.8903330244889
2	M	249382.25	30.492044420599
3	S	178076.49981308	21.7734684107037
4	XL	14076	1.72107684995364
5	XXL	1006.6000213623	0.123077294254725



Top 5 Pizza by Revenue:

```
SELECT * FROM pizza_sales  
  
SELECT TOP 5 pizza_name, SUM(total_price) AS Total_Revenue FROM pizza_sales  
GROUP BY pizza_name  
ORDER BY Total_Revenue DESC
```

100 %

Results Messages

	pizza_name	Total_Revenue
1	The Thai Chicken Pizza	43434.25
2	The Barbecue Chicken Pizza	42768
3	The California Chicken Pizza	41409.5
4	The Classic Deluxe Pizza	38180.5
5	The Spicy Italian Pizza	34831.25

Bottom 5 Pizza by Revenue:

```
-- SELECT * FROM pizza_sales
-- SELECT TOP 5 pizza_name, SUM(total_price) AS Total_Revenue FROM pizza_sales
-- GROUP BY pizza_name
-- ORDER BY Total_Revenue ASC
```

100 %

Results Messages

	pizza_name	Total_Revenue
1	The Brie Carre Pizza	11588.4998130798
2	The Green Garden Pizza	13955.75
3	The Spinach Supreme Pizza	15277.75
4	The Mediterranean Pizza	15360.5
5	The Spinach Pesto Pizza	15596

Top 5 Pizza by Quantity:

```
SELECT * FROM pizza_sales
```

```
SELECT TOP 5 pizza_name, SUM(quantity) AS Total_Quantity FROM pizza_sales  
GROUP BY pizza_name  
ORDER BY Total_Quantity DESC
```

100 %

Results Messages

	pizza_name	Total_Quantity
1	The Classic Deluxe Pizza	2453
2	The Barbecue Chicken Pizza	2432
3	The Hawaiian Pizza	2422
4	The Pepperoni Pizza	2418
5	The Thai Chicken Pizza	2371

Bottom 5 Pizza by Quantity:

```
= SELECT * FROM pizza_sales  
= SELECT TOP 5 pizza_name, SUM(quantity) AS Total_Quantity FROM pizza_sales  
  GROUP BY pizza_name  
  ORDER BY Total_Quantity ASC
```

100 %

Results Messages

	pizza_name	Total_Quantity
1	The Brie Carre Pizza	490
2	The Mediterranean Pizza	934
3	The Calabrese Pizza	937
4	The Spinach Supreme Pizza	950
5	The Soppressata Pizza	961

Top 5 Pizza by Orders:

```
SELECT * FROM pizza_sales  
  
SELECT TOP 5 pizza_name, COUNT(DISTINCT order_id) AS Total_Orders FROM pizza_sales  
GROUP BY pizza_name  
ORDER BY Total_Orders DESC
```

100 %

Results Messages

	pizza_name	Total_Orders
1	The Classic Deluxe Pizza	2329
2	The Hawaiian Pizza	2280
3	The Pepperoni Pizza	2278
4	The Barbecue Chicken Pizza	2273
5	The Thai Chicken Pizza	2225

Bottom 5 Pizza by Orders:

```
SELECT * FROM pizza_sales  
  
SELECT TOP 5 pizza_name, COUNT(DISTINCT order_id) AS Total_Orders FROM pizza_sales  
GROUP BY pizza_name  
ORDER BY Total_Orders ASC
```

100 %

Results Messages

	pizza_name	Total_Orders
1	The Brie Carre Pizza	480
2	The Mediterranean Pizza	912
3	The Spinach Supreme Pizza	918
4	The Calabrese Pizza	918
5	The Chicken Pesto Pizza	938



PIZZA SALES REPORT

JAN/15 - DEC/15

Pizza Category

All

01-01-2015

31-12-2015



Home



Best/Worst Sellers

BUISEST DAYS AND TIMES

DAYS

Orders are **Highest** on Weekends.
Fridays/Saturdays Evenings.

MONTHLY

There are **maximum** number of
orders from the month of **July**
and **January**

SALES PERFORMANCE

CATEGORY

Classic Category contributes to
maximum sales and total orders.

SIZE

Large Size pizza contributes
maximum to the total sales



817.86K

Total Revenue



38.31

Avg Order Value



49574

Total Pizzas Sold



2.32

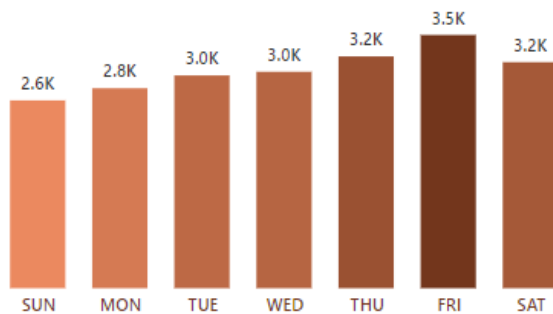
Avg Pizzas per Order



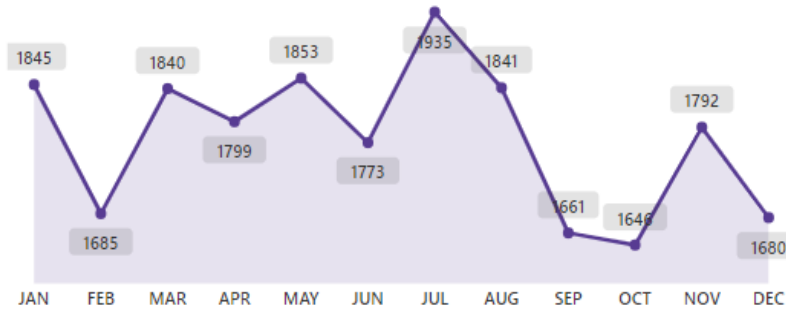
21350

Total Orders

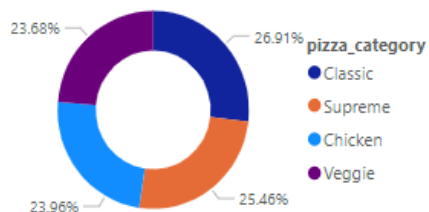
Daily Trend of Total Orders



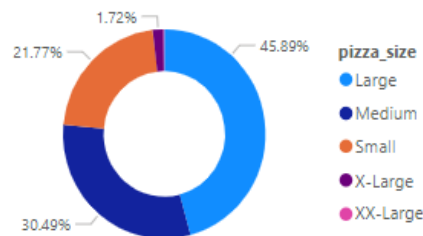
Monthly Trend for Total Orders



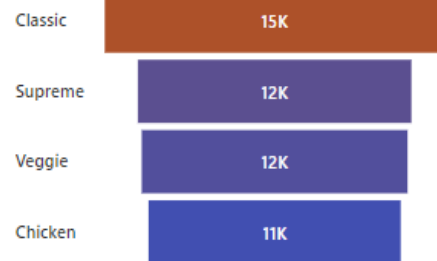
% of Sales by Pizza Category



% of Sales by Pizza Size



Total Pizzas Sold by pizza_category





PIZZA SALES REPORT

JAN/15 - DEC/15

Pizza Category

All

01-01-2015

31-12-2015



Home



Best/Worst Sellers



BEST SELLERS

REVENUE

The Thai Chicken Pizza contributes to the maximum Revenue

QUANTITY

The Classic Deluxe Pizza contributes to the maximum total Quantity

ORDERS

The Classic Deluxe Pizza contributes to the maximum total Orders

WORST SELLERS

REVENUE

The Brie Carre Pizza contributes to the minimum Revenue

QUANTITY

The Brie Carre Pizza contributes to the minimum total Quantity

ORDERS

The Brie Carre Pizza contributes to the minimum total Orders



817.86K

Total Revenue



38.31

Avg Order Value



49574

Total Pizzas Sold



2.32

Avg Pizzas per Order



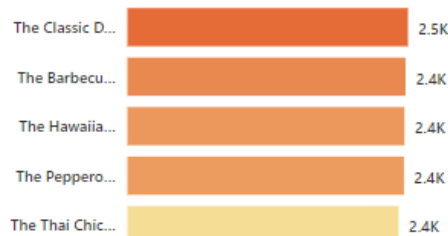
21350

Total Orders

Top 5 Pizza by Revenue



Top 5 Pizza by Quantity



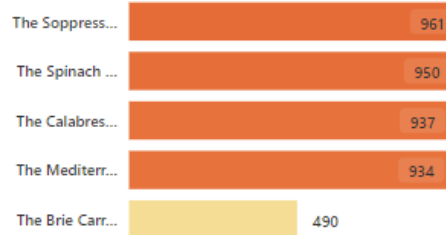
Top 5 Pizza by Orders



Bottom 5 Pizza by Revenue



Bottom 5 Pizza by Quantity



Bottom 5 Pizza by Orders

