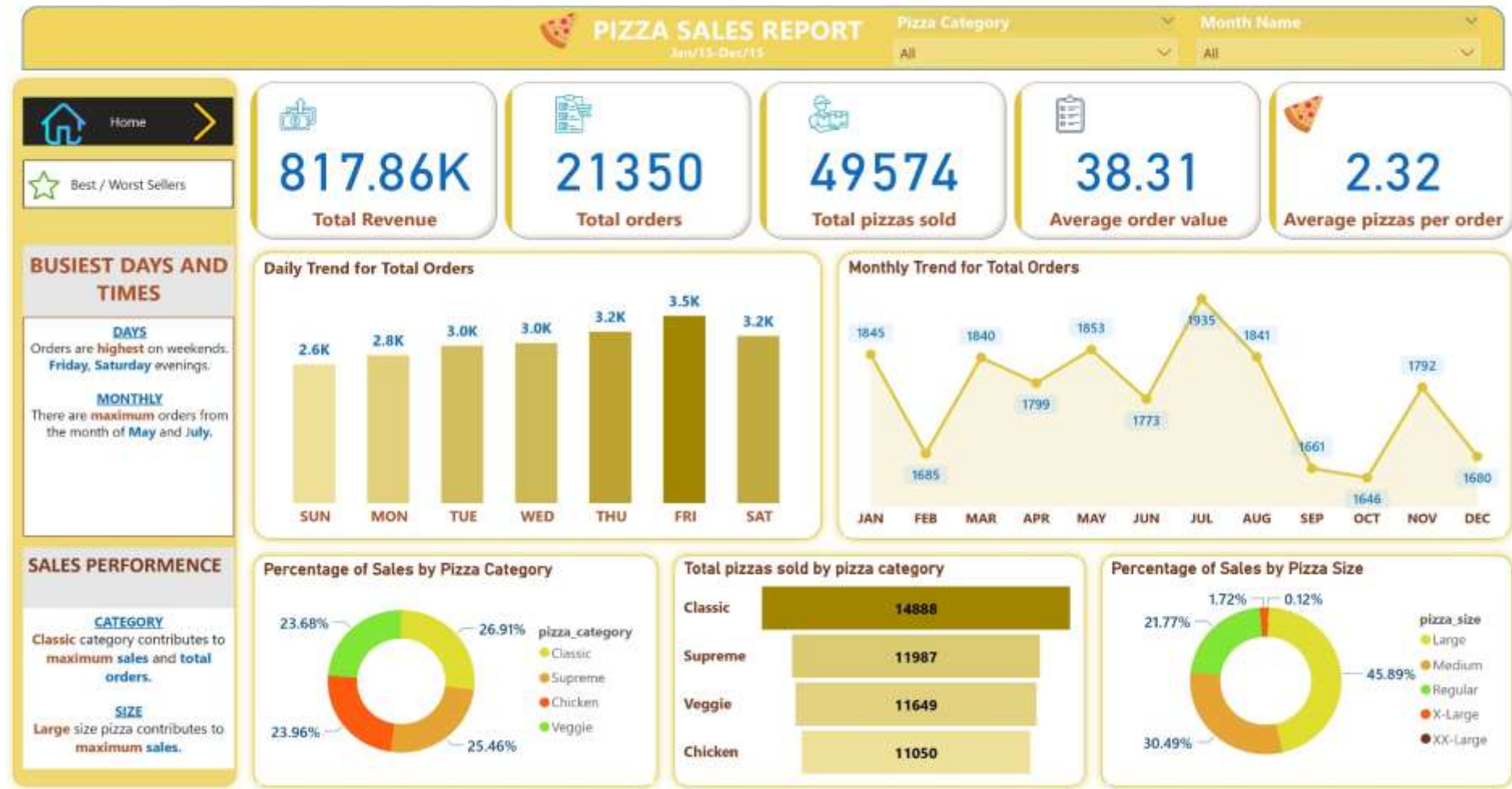# Pizza Shop Sales Analysis

By Aditya Singh

# Analysis Objectives:

- Find out KIP's like Total Revenue , Avg Order Value , Total Pizzas Sold , Total Orders and Average Pizzas Sold.

- Daily Trend for Total Orders.

- Monthly Trend for Total Orders.

- % of Sales by Pizza Category and Size.

- Top and Bottom 5 Pizzas by Revenue.

- Top and Bottom 5 Pizzas by Quantity.

- Top and Bottom 5 Pizzas by Orders.

# Dashboard - Sales Performance Overview

# Dashboard - Detailed Sales Analysis

# Data Analysis Approach:

- Total Revenue -

  SELECT SUM(total_price) AS Total_Revenue FROM pizza_sales;

| | Total_Revenue |
|---|---|
| 1 | 817860.05083847 |

- Average Order Value -

  SELECT ROUND (SUM(total_price) / COUNT(DISTINCT order_id) , 2) AS Avg_order_value

  FROM pizza_sales;

| | Avg_order_value |
|---|---|
| 1 | 38.31 |

# •Total Pizzas Sold

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

| | Total_Pizza_Sold |
|---|---|
| 1 | 49574 |

# •Total Orders

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

| | Total_Orders |
|---|---|
| 1 | 21350 |

# •Average Pizzas Sold

```sql
SELECT SUM(quantity) / COUNT(DISTINCT order_id) AS Avg_Pizzas_Sold
FROM pizza_sales;
```

| | Avg_Pizzas_Sold |
|---|---|
| 1 | 2 |

# •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 Order_Month , COUNT(DISTINCT order_id) AS Total_Orders
FROM pizza_sales
GROUP BY DATENAME(MONTH , order_date
ORDER BY Total_Orders DESC;

| | Order_Month | 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(PCT) of Sales by Pizza Category

SELECT pizza_category , SUM(total_price) * 100 / (SELECT SUM(total_price)  FROM pizza_sales)  AS PCT
FROM pizza_sales
GROUP BY pizza_category
ORDER BY PCT DESC;

| | pizza_category | PCT |
|---|---|---|
| 1 | Classic | 26.9059602306976 |
| 2 | Supreme | 25.4563112111462 |
| 3 | Chicken | 23.9551375322885 |
| 4 | Veggie | 23.6825910258677 |

# •Percentage(PCT) of Sales by Pizza 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 PCT
FROM pizza_sales
GROUP BY pizza_size
ORDER BY PCT DESC;

| | pizza_size | Total_Sales | PCT |
|---|---|---|---|
| 1 | L | 375318.70 | 45.89 |
| 2 | M | 249382.25 | 30.49 |
| 3 | S | 178076.50 | 21.77 |
| 4 | XL | 14076.00 | 1.72 |
| 5 | XXL | 1006.60 | 0.12 |

# •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;

| | 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 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;

| | 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 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;

| | 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 Pizzas by Quantity

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

| | 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 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;

| | 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 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;

| | 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 |

# Recommendations:

- **Marketing and Promotions :** Focus marketing efforts on weekends and holiday seasons to maximize revenue.
- **Menu Optimization:** Consider revising the menu to remove or improve low-performing pizzas.
- **Customer Preferences:** Offer promotions on large pizzas and popular categories to drive sales further.
- **Customer Feedback:** Gather and analyze customer feedback to understand preferences and improve menu offerings.
- **Seasonal Promotions:** Implement seasonal promotions and limited-time offers to boost sales during peak months.
- **Operational Efficiency:** Enhance operational efficiency during peak times to ensure timely delivery and customer satisfaction.