



PIZZA RESTAURANT

PIZZA SALES ANALYSIS

@Ankan Sadhu





WELCOME TO OUR PIZZA SALES PROJECT

I am Ankan Sadhu. I created an SQL-combined project on Pizza Sales, where I used an SQL Database and fetched it into MS Excel to clean, track and analyze the sales data, and generate a dashboard in Power BI.

I also use SQL queries to cross check the KPI's

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PROBLEM STATEMENTS

Total Revenue: The sum of the total price of all pizza orders.

Average Order Value: The average amount spent per order, calculated by dividing the total revenue by the total number of orders.

Total Pizzas Sold: The sum of the quantities of all pizzas sold.

Total Orders: The total number of orders placed.

Average Pizzas Per Order: The average number of pizzas sold per order, is calculated by dividing the total number of pizzas sold by the total number of orders.



PROBLEM STATEMENTS

Daily Trend for Total Orders:

Create a bar chart that displays the daily trend of total orders over a specific time period. This chart will help us identify any patterns or fluctuations in order volumes on a daily basis.

Hourly Trend for Total Orders:

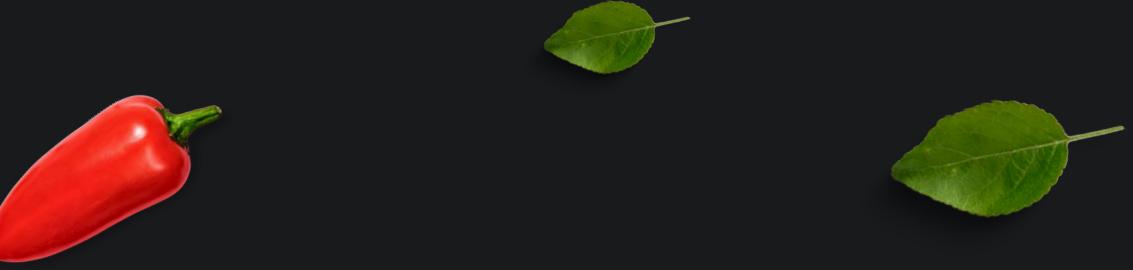
Create a line chart that illustrates the hourly trend of total orders throughout the day. This chart will allow us to identify peak hours or periods of high order activity.

Percentage of Sales by Pizza Category:

Create a pie chart that shows the distribution of sales across different pizza categories. This chart will provide insights into the popularity of various pizza categories and their contribution to overall sales.



PROBLEM STATEMENTS



Percentage of Sales by Pizza Size:

Generate a pie chart that represents the percentage of sales attributed to different pizza sizes. This chart will help us understand customer preferences for pizza sizes and their impact on sales.

Total Pizzas Sold by Pizza Category:

Create a funnel chart that presents the total number of pizzas sold for each pizza category. This chart will allow us to compare the sales performance of different pizza categories.

Top 5 Best Sellers by Total Pizzas Sold:

Create a bar chart highlighting the top 5 best-selling pizzas based on the total number of pizzas sold. This chart will help us identify the most popular pizza options.

Bottom 5 Worst Sellers by Total Pizzas Sold:

Create a bar chart showcasing the bottom 5 worst-selling pizzas based on the total number of pizzas sales. This chart will enable us to identify underperforming or less popular pizza options.



TOTAL REVENUE

--- 1. Total Revenue:

```
select sum(total_price) as "Total Revenue" from pizza_sales;
```

Total Revenue

817860.049999993





AVERAGE ORDER VALUE

-- 2. Average Order Value

```
select sum(total_price)/count(distinct order_id) as "Average Order Value"  
from pizza_sales;
```

	Average Order Value
▶	38.307262295081635

TOTAL PIZZAS SOLD

--- 3. Total Pizzas Sold

```
select sum(quantity) from pizza_sales;
```

sum(quantity)

49574



TOTAL ORDERS

-- 4. Total Orders

```
select count(distinct order_id) from pizza_sales;
```

count(distinct order_id)
21350

Average Pizzas Per Order
2.3220

-- 5. Average Pizzas Per Order

```
select  
sum(quantity)/count(distinct order_id) as "Average Pizzas Per Order"  
from pizza_sales;
```



AVERAGE PIZZAS PER ORDER

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INSIGHTS FROM KPI'S

- The business is generating substantial revenue, with a steady order count.
- On average, customers order around 2 pizzas per transaction, which suggests good upselling opportunities.

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DAILY TRENDS FOR TOTAL ORDERS

-- B. Daily Trend for Total Orders

```
SELECT DAYNAME(order_date) AS day_name, count(distinct order_id) as "Total Orders"  
FROM pizza_sales  
Group by DAYNAME(order_date);
```

	day_name	Total Orders
▶	Friday	3538
	Monday	2794
	Saturday	3158
	Sunday	2624
	Thursday	3239
	Tuesday	2973
	Wednesday	3024



HOURLY TRENDS FOR TOTAL ORDERS

```
-- C. Hourly Trend for Orders
```

```
select hour(order_time) AS "hour", count(distinct order_id) as "Total Orders"  
FROM pizza_sales  
Group by hour(order_time);
```



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hour	Total Orders
9	1
10	8
11	1231
12	2520
13	2455
14	1472
15	1468
16	1920
17	2336
18	2399
19	2009
20	1642
21	1198
22	663
23	28

SALES BY PIZZA CATEGORY

-- D. % of Sales by Pizza Category

```
select pizza_category as "Pizza Category", Round(sum(total_price),2) as "Total Revenue",
Round(sum(total_price)*100/(select sum(total_price) from pizza_sales),2) as PCT
from pizza_sales
group by pizza_category;
```

	Pizza Category	Total Revenue	PCT
▶	Classic	220053.1	26.91
	Veggie	193690.45	23.68
	Supreme	208197	25.46
	Chicken	195919.5	23.96

SALES BY PIZZA SIZE

-- E. % of Sales by Pizza Size

```
select pizza_size as "Pizza Size", Round(sum(total_price),2) as "Total Revenue",
Round(sum(total_price)*100/(select sum(total_price) from pizza_sales),2) as PCT
from pizza_sales
group by pizza_size;
```

	Pizza Size	Total Revenue	PCT
>	M	249382.25	30.49
	L	375318.7	45.89
	S	178076.5	21.77
	XL	14076	1.72
	XXL	1006.6	0.12



TOP & BOTTOM BEST SELLER PIZZA

```
-- G. Top 5 Best Sellers by Total Pizzas Sold  
select pizza_name, sum(quantity) as "Total Pizza Sold"  
from pizza_sales  
group by pizza_name  
order by sum(quantity) DESC  
LIMIT 5;
```

pizza_name	Total Pizza Sold
The Classic Deluxe Pizza	2453
The Barbecue Chicken Pizza	2432
The Hawaiian Pizza	2422
The Pepperoni Pizza	2418
The Thai Chicken Pizza	2371

```
-- H. Bottom 5 Best Sellers by Total Pizzas Sold  
select pizza_name, sum(quantity) as "Total Pizza Sold"  
from pizza_sales  
group by pizza_name  
order by sum(quantity)  
LIMIT 5;
```

pizza_name	Total Pizza Sold
The Brie Carre Pizza	490
The Mediterranean Pizza	934
The Calabrese Pizza	937
The Spinach Supreme Pizza	950
The Soppressata Pizza	961

SALES DASHBOARD





INSIGHTS ABOUT PIZZA SALES

- Classic pizzas are the best-selling category, but other categories have nearly equal demand.
- A balanced demand suggests that promotions can be customized for each category instead of focusing only on one.



MORE INSIGHTS

- Large pizzas are the most preferred choice, likely due to their value-for-money perception.
- XL and XXL sizes are not performing well, which may indicate pricing or portion-size concerns.
- A focus on upselling medium-size pizzas to large could boost revenue.
- The end of the week (Thursday-Friday) sees peak sales, likely due to weekend planning and social gatherings.
- Monday sales are lower, so offering discounts or meal deals on Mondays could boost sales.
- The business should focus on promotions during peak hours to maximize revenue.
- Implementing a late-night menu or discounts during slow hours could increase sales.

FINAL RECOMMENDATIONS

- ✓ Run targeted promotions on best-selling pizzas for higher margins.
- ✓ Offer Monday discounts to boost low sales.
- ✓ Improve upselling strategies for medium pizzas to large sizes.
- ✓ Evaluate and adjust the pricing/menu positioning of low-selling pizzas.
- ✓ Introduce special meal deals during off-peak hours.



CONTACT FOR MORE INFORMATION



+91 9064331014



ankansadhu7@gmail.com



www.linkedin.com/in/ankansadhu

@Ankan Sadhu



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