Pizza Sales Analysis Using Power BI + SQL

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Introduction

Integrated Pizza Sales Analysis using SQL and Power BI

Project Overview:

This project demonstrates the integration of SQL for robust data querying and Power BI for dynamic visual analytics. The objective is to analyze a pizza sales dataset, uncover key business insights, and present them through interactive dashboards. The project highlights the synergy of database management and visualization tools to enable data-driven decision-making.

```sql
-- 1. Total Revenue
select round(sum(total_price),2) as total_revenue
from pizza_sale;
```

total_revenue
817860.05

```sql
-- 2. Average Order Value
select round(sum(total_price)/count(distinct order_id),2) as Avg_Order_Value
from pizza_sale;
```

Avg_Order_Value
38.31

```sql
-- 3. Total Pizzas Sold
select round(sum(quantity), 2) as total_pizzas_sold
from pizza_sale;
```

total_pizzas_sold
49574

```sql
-- 4. Total Orders Placed
select count(distinct order_id) as total_orders_placed
from pizza_sale;
```

total_orders_placed
21350

```sql
-- 5. Average Pizza per order

select sum(quantity)/count(distinct order_id) as avg_order
from pizza_sale;
```

avg_order
2.3220

```sql
-- 6. Daily Trends for Total Orders
select dayname(order_date) Day_name, count(distinct order_id) as per_day_order
from pizza_sale
group by dayname(order_date)
order by per_day_order desc;

```

Day_name	per_day_order
Friday	3538
Thursday	3239
Saturday	3158
Wednesday	3024
Tuesday	2973
Monday	2794
Sunday	2624

```sql
-- 7. Monthly Trends for Total Orders
select monthname(order_date) Months, count(distinct order_id) as per_month_order
from pizza_sale
group by monthname(order_date)
order by per_month_order desc;
```

Months	per_month_order
July	1935
May	1853
January	1845
August	1841
March	1840
April	1799
November	1792
June	1773
February	1685
December	1680
September	1661
October	1646

```sql
-- 8. Percentage of Sales per Pizza Category

select pizza_category,
round(sum(total_price), 0) as total_sales,
round(sum(total_price)*100/(select sum(total_price) from pizza_sale), 2) as per_revenue
from pizza_sale
group by pizza_category;
```

pizza_category	total_sales	per_revenue
Classic	220053	26.91
Veggie	193690	23.68
Supreme	208197	25.46
Chicken	195920	23.96

```sql
-- 9. Percentage of Sales Per Pizza Size

select pizza_size,
round(sum(total_price), 0) as total_sales,
round(sum(total_price)*100/(select sum(total_price) from pizza_sale), 2) as PCT
from pizza_sale
group by pizza_size
order by PCT desc;
```

pizza_size	total_sales	PCT
L	375319	45.89
M	249382	30.49
S	178076	21.77
XL	14076	1.72
XXL	1007	0.12

```sql
-- 10. Top 5 Best Seller by Revenue, Total Quantity, Total Orders

-- Revenue
select pizza_name, round(sum(total_price), 2) as revenue
from pizza_sale
group by pizza_name
order by revenue desc
limit 5;
```

pizza_name	revenue
The Thai Chicken Pizza	43434.25
The Barbecue Chicken Pizza	42768
The California Chicken Pizza	41409.5
The Classic Deluxe Pizza	38180.5
The Spicy Italian Pizza	34831.25

```sql
-- 10. Top 5 Best Seller by Revenue, Total Quantity, Total Orders

-- Total Quantity
select pizza_name, sum(quantity) as Total_quantity
from pizza_sale
group by pizza_name
order by Total_quantity desc
limit 5;
```

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

```sql
-- 10. Top 5 Best Seller by Revenue, Total Quantity, Total Orders

-- Total Orders
select pizza_name,  count(distinct order_id) as Total_orders
from pizza_sale
group by pizza_name
order by Total_orders desc
limit 5;
```

pizza_name	Total_orders
The Classic Deluxe Pizza	2329
The Hawaiian Pizza	2280
The Pepperoni Pizza	2278
The Barbecue Chicken Pizza	2273
The Thai Chicken Pizza	2225

Thank you!

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