Pizza Sales Analysis Using Power BI + SQL



Aditya Kumar Das 2024

Introduction

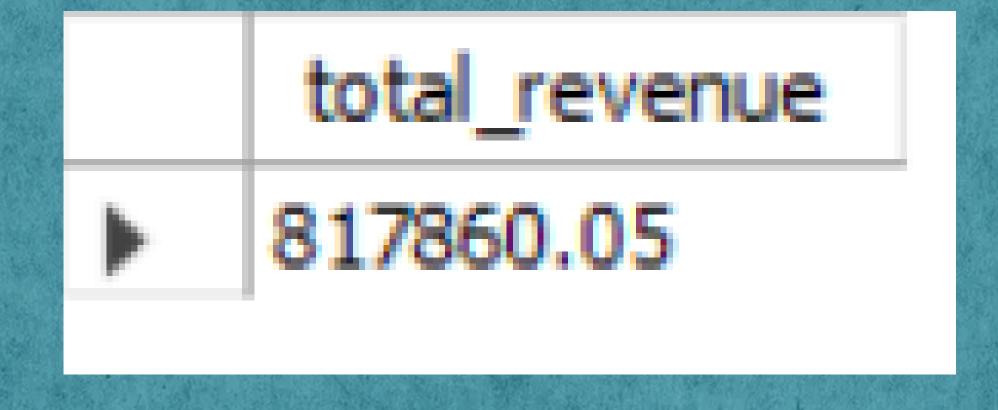
Integrated Pizza Sales Analysis using SQL and Power BI

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.

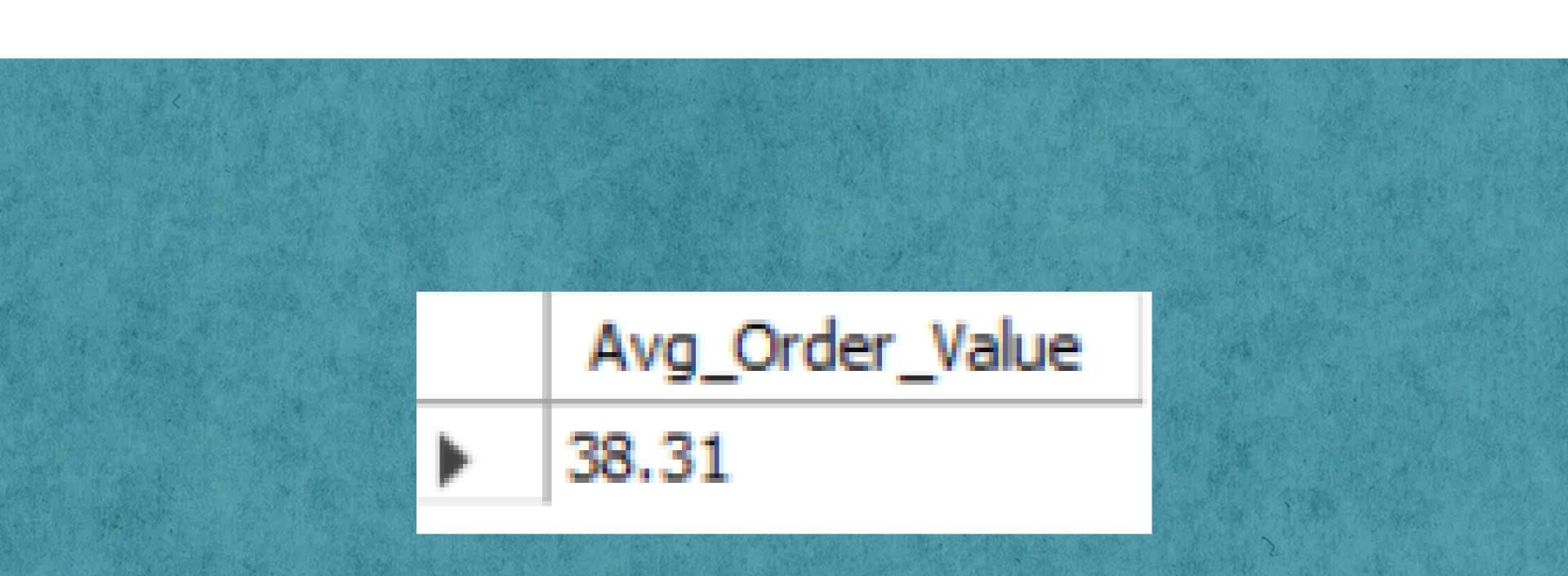


```
1 -- 1. Total Revenue
2 • select round(sum(total_price),2) as total_revenue
3 from pizza_sale;
```

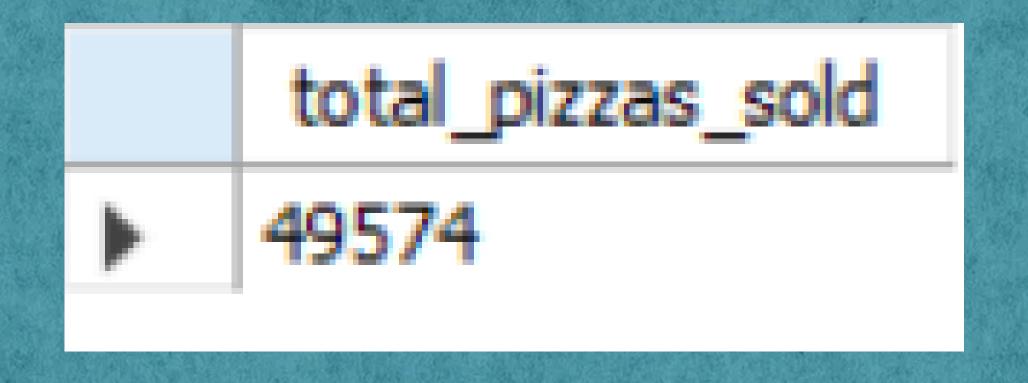


```
1 -- 2. Average Order Value
2 select round(sum(total_price)/count(distinct order_id),2) as Avg_Order_Value
```

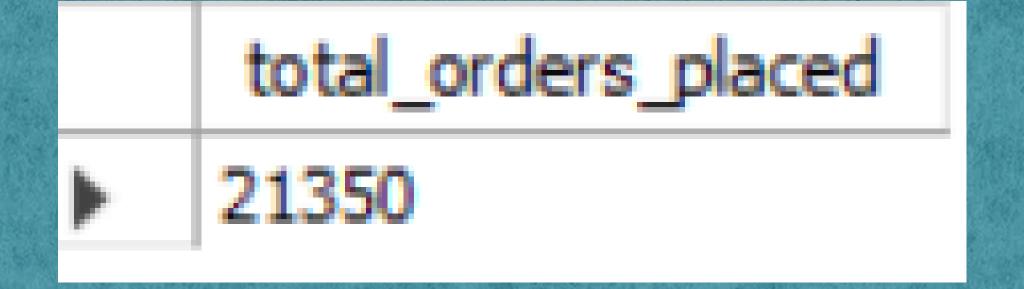
from pizza_sale;



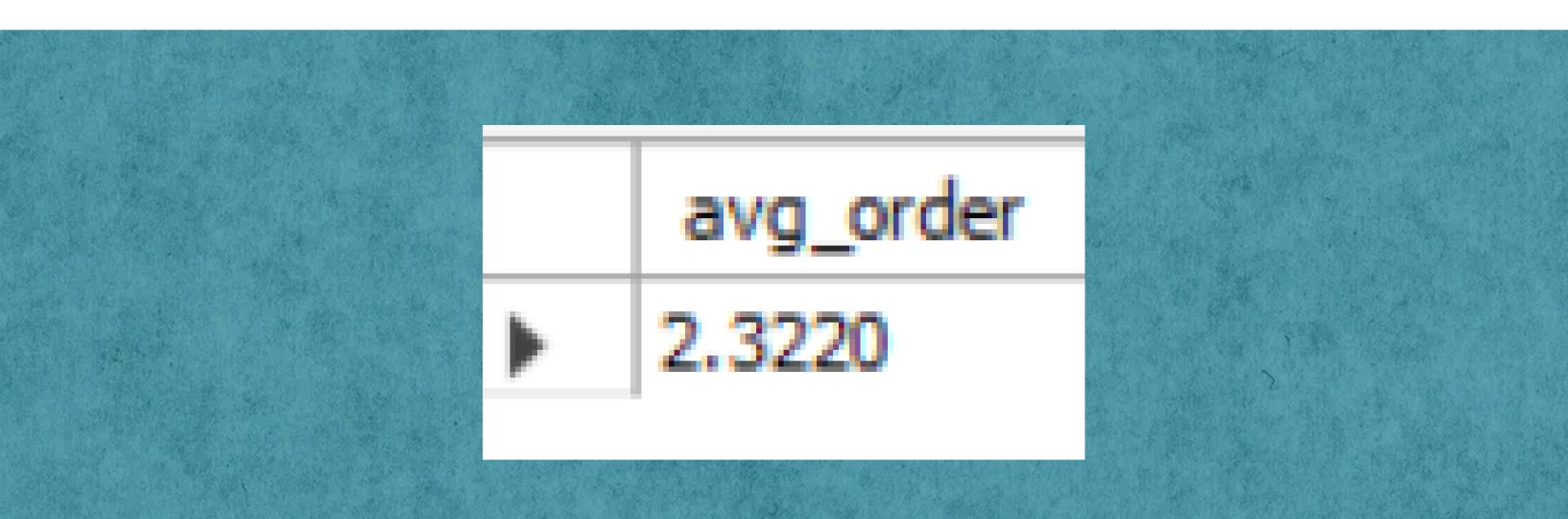
```
1 -- 3. Total Pizzas Sold
2 select round(sum(quantity), 2) as total_pizzas_sold
3 from pizza_sale;
```



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



```
1 -- 5. Average Pizza per order
2
3 • select sum(quantity)/count(distinct order_id) as avg_order
4 from pizza_sale;
```



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

6

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

```
1 -- 7. Monthly Trends for Total Orders
```

- 2 select monthname(order_date) Months, count(distinct order_id) as per_month_order
- 3 from pizza_sale
- 4 group by monthname(order_date)
- 5 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

```
1 -- 8. Percentage of Sales per Pizza Category
2
3 • select pizza_category,
4    round(sum(total_price), 0) as total_sales,
5    round(sum(total_price)*100/(select sum(total_price) from pizza_sale), 2) as per_revenue
6    from pizza_sale
7    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

```
-- 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

```
-- 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
6
      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

```
-- 10. Top 5 Best Seller by Revenue, Total Quantity, Total Orders
      -- Total Quantity
3
      select pizza_name, sum(quantity) as Total_quantity
5
      from pizza sale
6
      group by pizza name
      order by Total_quantity desc
      limit 5;
8
```

	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

```
-- 10. Top 5 Best Seller by Revenue, Total Quantity, Total Orders
      -- Total Orders
3
      select pizza name, count(distinct order id) as Total orders
5
      from pizza sale
      group by pizza name
6
      order by Total orders desc
      limit 5;
8
```

	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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