**🍕 Pizza Sales Data Analysis Project**

This project provides a comprehensive analysis of a fictional pizza restaurant's sales data using SQL Server, Tableau, and PowerPoint. The goal is to extract meaningful business insights by calculating KPIs, visualizing trends, and identifying top/bottom performers.

**Project Overview**

The Pizza Sales project is part of a \*\*Data Analyst portfolio\*\* that involves:

- Data importing and cleansing

- Writing analytical SQL queries

- Generating interactive dashboards in Tableau

- Presenting findings in a business-friendly format using PowerPoint

**Objectives**

- Understand sales trends over time.

- Measure business performance using KPIs.

- Identify top-performing and underperforming pizza items.

- Discover customer preferences by analyzing category and size sales.

- Develop visual dashboards for stakeholders.

**Tools & Technologies**

| **Tool** | **Purpose** |
| --- | --- |
| MS SQL Server 19 | Data storage and SQL querying |
| SQL Server Management Studio | Running SQL queries |
| Tableau 2022.3 | Creating interactive dashboards |
| Microsoft Excel 2021 | Data file preparation |
| Microsoft PowerPoint | Presentation of findings |

**KPIs and Metrics**

| **Metric** | **Description** |
| --- | --- |
| Total Revenue | Sum of all order prices |
| Average Order Value | Total revenue divided by total orders |
| Total Pizzas Sold | Total quantity of pizzas sold |
| Total Orders | Number of unique orders |
| Average Pizzas per Order | Avg. number of pizzas per order |

**SQL Analysis**

All SQL queries used in the analysis :

**Key queries include:**

- Daily and hourly trends

- Weekly order patterns

- Category and size-based sales %

- Top & bottom 5 pizzas by:

- Revenue

- Quantity

- Orders