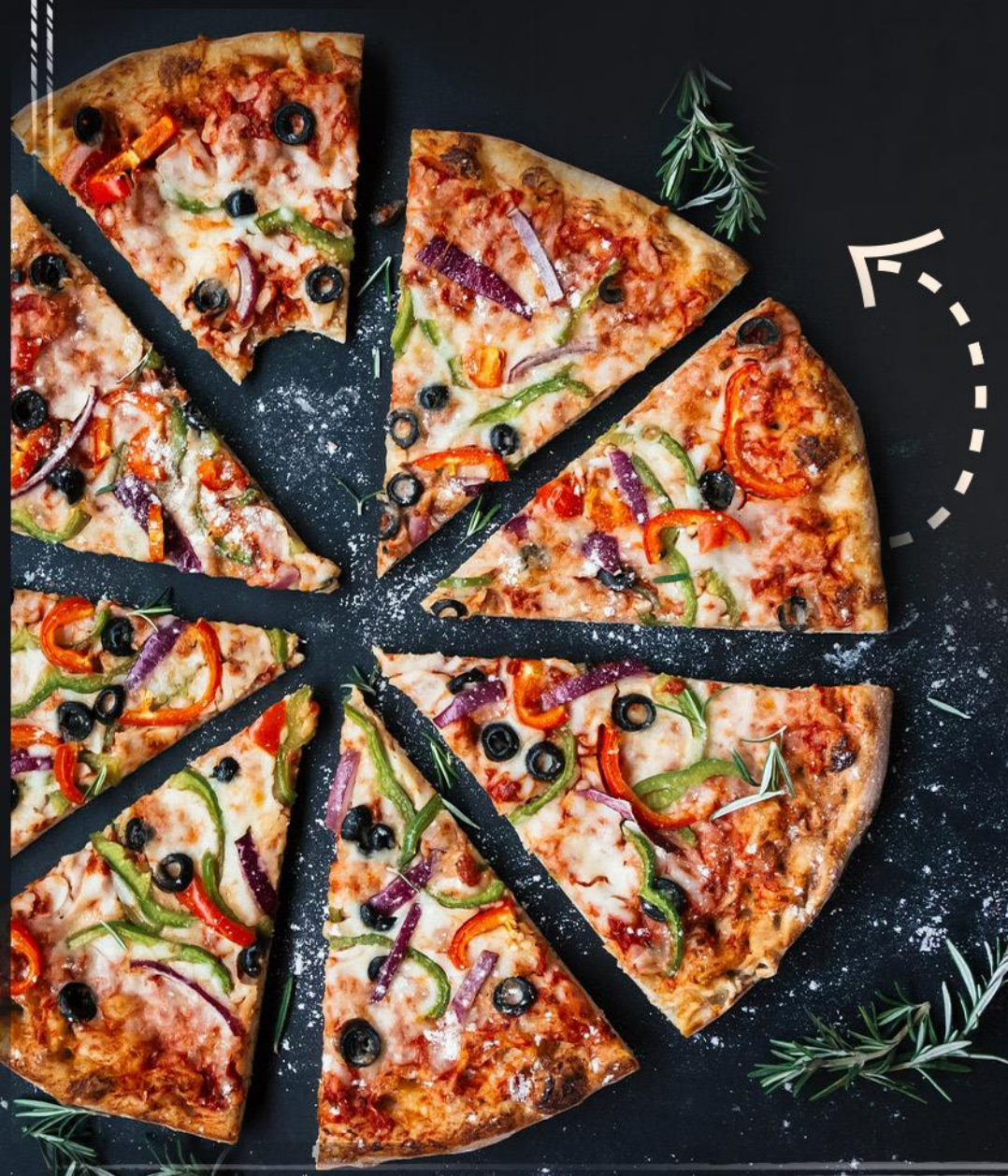
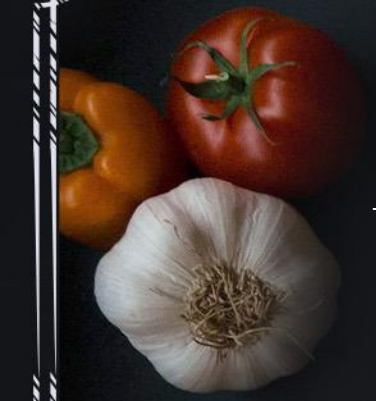


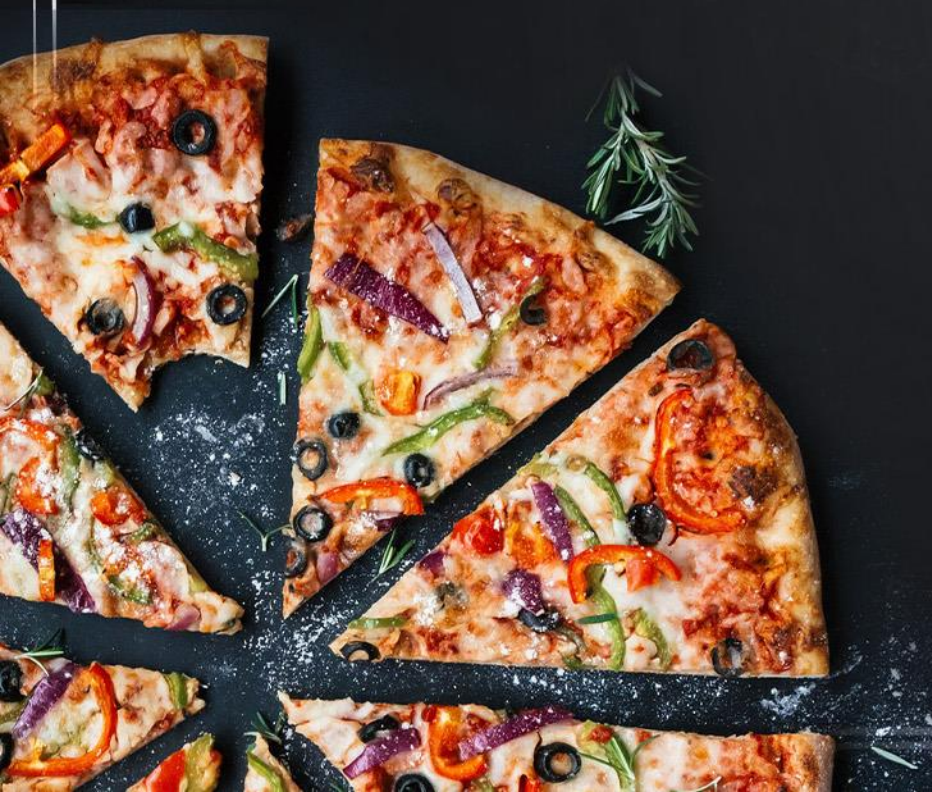
PIZZA SALES ANALYSIS

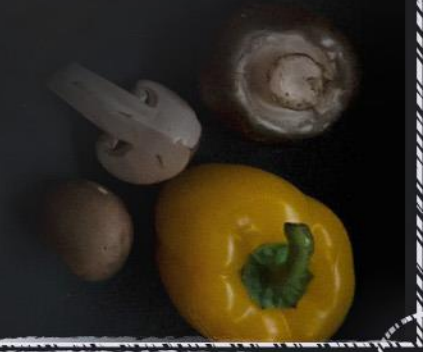
Maximizing Pizza Sales with Analytics

Project owner : Devanshi Thakkar

Content

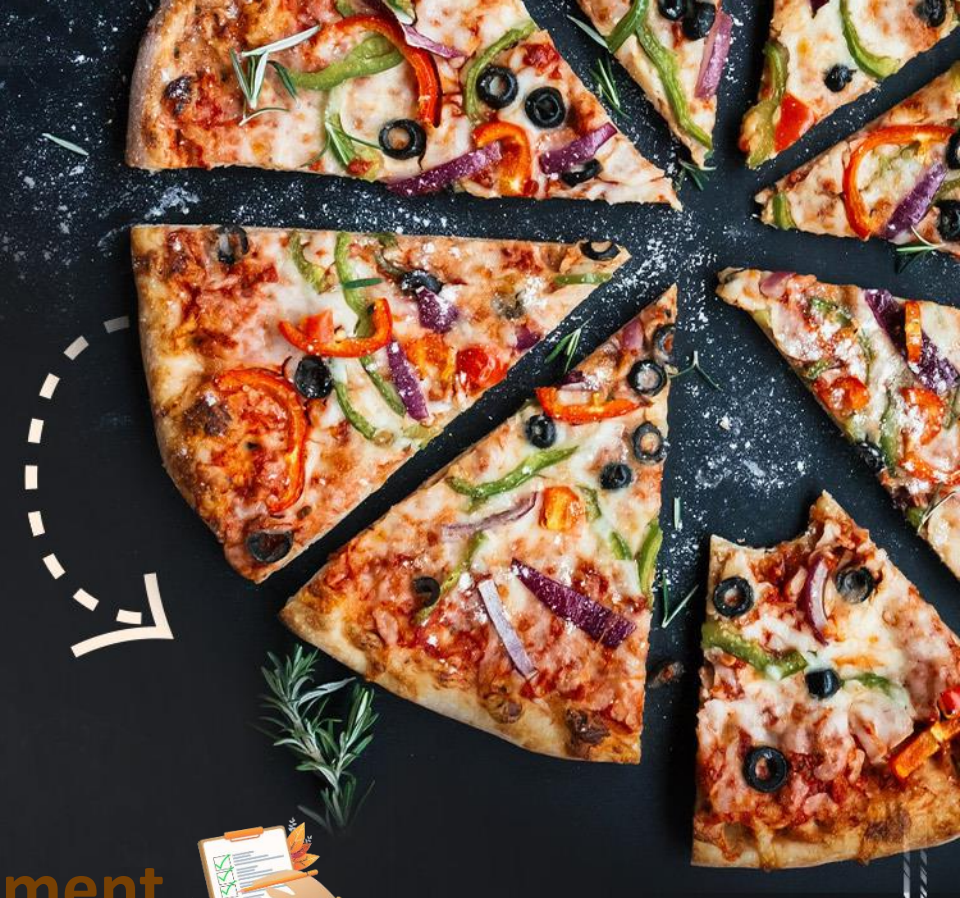






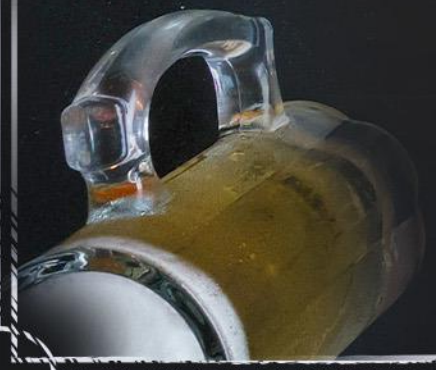
01 Background

This report provides an overview of pizza sales data from January 2015 to December 2015. Data was collected from various pizza joints across the United States and analyzed to uncover trends and patterns in pizza sales.



02 Problem Statement

The pizza restaurant has recently experienced a decline in sales and aims to boost them by examining customer and order data. Management plans to conduct a thorough analysis of order data and consumer behavior to identify key trends and areas for improvement.



Recommended Analysis : KPI's

1. The sum of the total price of all orders

```
--1. Total Revenue : The sum of the total price of all pizza order
select Round(SUM(total_price),2) AS Total_Revenue from pizza_sales;
```

110 %

Results | Messages

	Total_Revenue
1	817860.05

2. The average amount spend per order

```
--2. Average order Value: The average amount spent per order
select SUM(total_price) AS Total_Revenue, Count(DISTINCT order_id) AS Order_Count,
Round((SUM(total_price) / Count(DISTINCT order_id)),2) AS Average_order_value from pizza_sales
```

110 %

Results | Messages

	Total_Revenue	Order_Count	Average_order_value
1	817860.05083847	21350	38.31

Recommended Analysis : KPI’s

3. The sum of the quantities of all pizza sold.

```
--3. Total Pizza Sold : The sum of the quantities of all pizza sold
select SUM(quantity) Quantity_Sold from pizza_sales;
```

110 %

Results | Messages

	Quantity_Sold
1	49574

4. The total number of order placed.

```
--4. Total order : The total number of orders placed
select count(DISTINCT order_id) Total_order from pizza_sales
```

110 %

Results | Messages

	Total_order
1	21350

Recommended Analysis : KPI’s

5. The Average number of pizza sold per order

```
--5. Average_pizza per order : The average number of pizza sold per order,
--calculated by dividing the totalnoofpizzasold/totalnooforder
select Sum(quantity) AS Total_pizza_sold,
count(DISTINCT order_id) AS Total_order,
Round((SUM(quantity)/count(DISTINCT order_id)),2) AS Average_Pizza
from pizza_sales;
```

110 %

Results | Messages

	Total_pizza_sold	Total_order	Average_Pizza
1	49574	21350	2.32

Recommended Analysis : Problem statement

1. Daily trend for total orders : Day wise total order

```
----------------------------------PROBLEM STATEMNET----------------
--1. Daily trend for Total orders : Day wise total order
Select DATENAME(DW,order_date) AS Order_Day,Count(Distinct order_id) Order_ID from pizza_sales
WHERE DATENAME(DW,order_date) IS NOT NULL
Group by DATENAME(DW,order_date)
```

110 %

Results | Messages

	Order_Day	Order_ID
1	Wednesday	1227
2	Saturday	1291
3	Monday	1056
4	Sunday	1118
5	Friday	1371
6	Thursday	1341
7	Tuesday	1173

Recommended Analysis : Problem statement

2. Monthly trend for total orders : Month wise total order

```
--2. MONTH trend for Total orders : MONTH wise total order
Select DATENAME(MONTH,order_date) AS Order_Day,Count(Distinct order_id) Order_ID from pizza_sal
WHERE DATENAME(MONTH,order_date) IS NOT NULL
Group by DATENAME(MONTH,order_date)
```

110 %

Results | Messages

	Order_Day	Order_ID
1	February	749
2	June	729
3	August	725
4	April	717
5	May	713
6	December	729
7	January	736
8	September	726
9	October	592
10	July	785
11	November	679
12	March	697

Recommended Analysis : Problem statement

3. Percentage of total sales by category

```
--3. Percetange of total sales by category
Select pizza_category,Round((SUM(total_price) * 100)/
(SElect SUM(total_price) from pizza_sales),2) As Total_Sales_Percentage
from pizza_sales
Group by pizza_category;
```

110 %

Results | Messages

	pizza_category	Total_Sales_Percentage
1	Chicken	23.96
2	Supreme	25.46
3	Classic	26.91
4	Veggie	23.68

Recommended Analysis : Problem statement

4. Percentage of total sales by pizza size

```
--4.Percetange of total sales by Pizza_Size
Select pizza_size,Round(SUM(total_price) *100/(SELECT SUM(total_price) from pizza_Sales),2)
AS Total_Sales_Percentage
from pizza_Sales
GROUP by pizza_size;
```

110 %

Results | Messages

	pizza_size	Total_Sales_Percentage
1	S	21.77
2	L	45.89
3	XL	1.72
4	XXL	0.12
5	M	30.49

Recommended Analysis : Problem statement

5. Total pizza sold by pizza category

```sql
--5. Total Pizza sold by pizza category
Select pizza_category, SUM(quantity) AS Pizza_Sold from pizza_sales
Group by pizza_category;
```

110 %

Results | Messages

	pizza_category	Pizza_Sold
1	Chicken	11050
2	Supreme	11987
3	Classic	14888
4	Veggie	11649

Recommended Analysis : Problem statement

6. Top 5 best seller by revenue,total,quantity, total order

```
--6.Top 5 best seller by revenue,total quantity,total order
select TOP 5 pizza_name,SUM(total_price) AS Total_Revenue,
SUM(quantity) AS Quantity_Sold, COUNT(DISTINCT order_id) AS Total_Order
from pizza_sales
Group by pizza_name
Order by Total_Revenue,Quantity_Sold,Total_Order DESC;
```

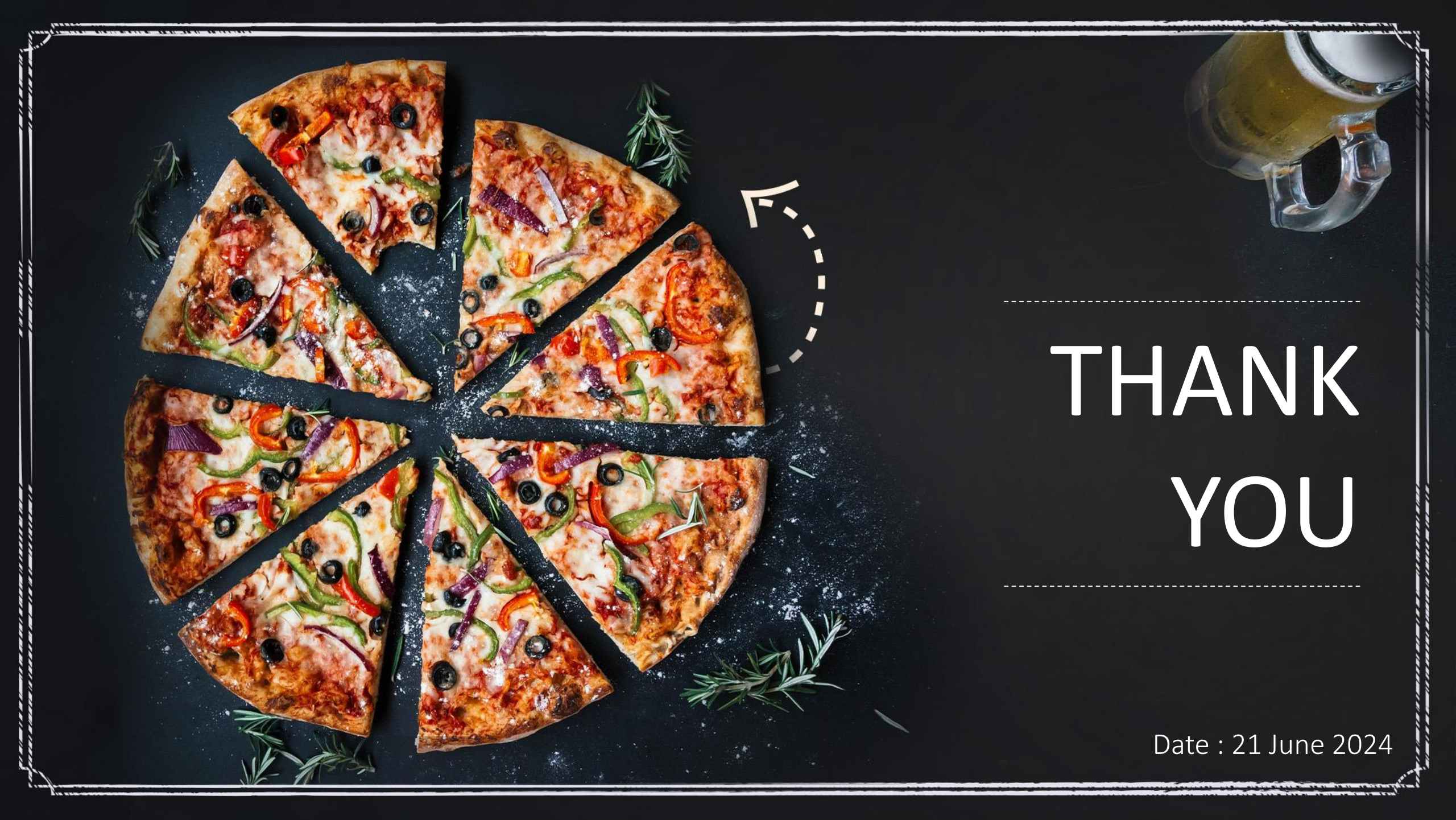
110 %

Results | Messages

	pizza_name	Total_Revenue	Quantity_Sold	Total_Order
1	The Brie Carre Pizza	11588.4998130798	490	480
2	The Green Garden Pizza	13955.75	997	976
3	The Spinach Supreme Pizza	15277.75	950	918
4	The Mediterranean Pizza	15360.5	934	912
5	The Spinach Pesto Pizza	15596	970	945

Conclusion

- The analysis enabled optimized inventory management by identifying high-demand products and peak sales periods, reducing waste and ensuring stock availability.
- Targeted marketing campaigns and informed pricing strategies were developed based on cu stomer behavior insights, leading to increased revenue.
- Improved decision-making for promotional strategies enhanced customer satisfaction and loy alty, addressing the recent decline in sales.



THANK YOU

Date : 21 June 2024