

Pizza Sales Analytics — SQL + Power BI

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****Role:**** Data Analyst (SQL | Power BI | BI Reporting)

Why I Built This Project

I wanted to create a ****real-world analytics project**** that demonstrates my ability to:

- Clean, query, and transform data using SQL
- Build KPI-driven dashboards in Power BI
- Identify trends, patterns, and revenue opportunities
- Convert insights into business actions
- Present data visually and communicate results clearly

This project reflects how I approach business problems end-to-end.

Project Overview

This is a complete ****Pizza Sales Analytics Project**** where I analyzed several datasets to uncover:

- Best-selling pizzas
- Revenue drivers
- Most popular pizza size
- Hourly and daily ordering trends
- Category-wise performance
- Cumulative revenue patterns

Tools used: ****SQL**** for analysis and ****Power BI**** for visualization.

Key Insights

- ✓ ****Most popular pizza size:**** Large (18,526 orders)
- ✓ ****Highest revenue pizza:**** Thai Chicken Pizza (₹43,434.25)
- ✓ ****Peak order hour:**** 12 PM (strongest lunchtime demand)
- ✓ Chicken, Veggie & Classic categories dominate sales

- ✓ Steady cumulative revenue growth throughout the year

These KPIs can directly help a pizza business optimize menu, marketing, and operations.

Tech Stack

- **SQL**
- **Power BI**
- **Canva** (for presentation)

Folder Structure

pizza-sales-analytics-sql-powerbi

```
|  
|--- data/      → sample data (optional)  
|--- sql/       → all SQL scripts  
|--- powerbi/   → dashboard screenshots / pbix  
└--- reports/   → final PDF report  
---
```

SQL Scripts Included

File Name Description
----- -----
01_total_orders.sql Total orders
02_total_revenue.sql Total revenue
03_top_pizzas_by_volume.sql Best-selling pizzas
04_top_pizzas_by_revenue.sql Highest revenue pizzas
05_hourly_sales.sql Hour-wise sales trend
06_category_sales.sql Revenue by category
07_daily_revenue.sql Daily revenue
08_cumulative_revenue.sql Cumulative revenue

All queries are clean, optimized, and interview-ready.

Power BI Dashboard

The dashboard includes:

- KPI Summary (Orders, Revenue, Avg pizzas/day)
- Top 5 pizzas by quantity
- Top 5 pizzas by revenue
- Category-wise revenue share
- Hourly sales heatmap
- Cumulative revenue line chart

Screenshots are in the **powerbi/** folder.

Business Recommendations

1. Run **lunchtime promotions** between 11:30 AM – 1:30 PM to maximize peak demand.
2. Promote **Large-sized pizzas**, the most frequently ordered size.
3. Add combo/bundle deals around **Thai Chicken Pizza** — highest revenue product.
4. Boost visibility for high-margin categories in online menu.
5. Optimize staffing during peak hours using hourly demand analysis.

Project Files

- SQL scripts → `/sql`
- PDF report → `/reports`
- Dashboard PNGs → `/powerbi`

Contact

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Looking for roles in **Data Analysis | Business Intelligence | SQL | Power BI**.