

Pizza sales analysis Project

Problem statement

Kpi requirement

We need to analyze key indicators for our pizza sales data to gain insights into our business performance. specifically, we want to calculate the following metrics:

Total revenue

Average order value

Total pizzas sold

Total orders

Average pizzas per order

Charts Requirement

We would like to visualize various aspects of our pizza sales data to gain insights and understand key trends. We have identified the following requirements for creating Charts.

Daily trend for total orders—Bar chart

Hourly trend for total orders--- Line chart

Percentage of sales by pizza category—Pie chart

Percentage of sales by pizza size. —Pie chart

Total pizza sold by pizza category. —Funnel chart

Top 5 best sellers by total pizza sold. —Bar chart

Bottom 5 worst sellers by total pizza sold. ---Bar chart

MS office/Excel

MS SQL server

48680 rows

12 columns

Pizza sales SQL queries

1..Total revenue

```
select sum(total_price) as Total_Revenue  
from pizza_sales
```

Results		Messages
	Total_Revenue	
1	817860.05083847	

2.. Average order value

```
Select sum(total_price)/Count(Distinct Order_id) As Average_order_value  
from Pizza_sales
```

Results		Messages
	Average_order_value	
1	38.3072623343546	

3.. Total pizzas sold

```
select sum(quantity) as Total_pizzas_Sold from Pizza_sales
```

Results		Messages
	Total_pizzas_Sold	
1	49574	

4.. Total orders

```
Select count(distinct order_id)as Total_order from pizza_sales
```

Results Messages

	Total_order
1	21350

5. Average pizzas per order

```
Select cast(cast(sum(quantity)as decimal(10,2))/  
cast(count(Distinct Order_id)as decimal(10,2))as decimal(10,2)) as Average_Pizzas_per_o  
from Pizza_sales
```

Results Messages

	Average_Pizzas_per_order
1	2.32

Charts Querries

1..Daily trend

--Daily Trend

```
select datename(dw,order_date) as order_day, count(distinct order_id)
from Pizza_Sales
group by datename(dw,order_date)
```

	order_day	Total_orders
1	Saturday	3158
2	Wednesday	3024
3	Monday	2794
4	Sunday	2624
5	Friday	3538
6	Thursday	3239
7	Tuesday	2973

2,Hourly trends

--Hourly Trend

```
select DATEPART(HOUR,Order_time) as Order_hours, count(distinct order_id) as Total_orders
from Pizza_Sales
group by DATEPART(HOUR,Order_time)
order by DATEPART(HOUR,Order_time)
```

	Order_hours	Total_orders
1	9	1
2	10	8
3	11	1231
4	12	2520
5	13	2455
6	14	1472
7	15	1468
8	16	1920
9	17	2336
10	18	2399
11	19	2009
12	20	1642
13	21	1198

3

category

--% of total sales by Pizza_category

```
select Pizza_category ,sum(total_price)*100/(select sum(total_price) from Pizza_Sales) as percentage_of_totalsales
From Pizza_sales
```

Results		Messages	
	Pizza_category	Total_sales	percentage_of_totalsales
1	Classic	220053.100021362	26.9059602306976
2	Chicken	195919.5	23.9551375322885
3	Veggie	193690.451004028	23.6825910258677
4	Supreme	208196.99981308	25.4563112111462

4. Percentage of sales by pizza size

```
--% of total sales by Pizza_Size
Select Pizza_Size ,sum(total_price) as Total_sales ,sum(total_price)*100/
(select sum(total_price) from Pizza_Sales) as pct
From Pizza_sales
Group by Pizza_Size
Order by pct desc
```

Results		Messages	
	Pizza_Size	Total_sales	pct
1	L	375318.701004028	45.8903330244889
2	M	249382.25	30.492044420599
3	S	178076.49981308	21.7734684107037
4	XL	14076	1.72107684995364
5	XXL	1006.6000213623	0.123077294254725

5.Total pizza sold by pizza category.

```
-- total sales by Pizza_category
Select Pizza_category ,sum(quantity) as Total_sales
From Pizza_sales
Group by Pizza category;
```

Results Messages		
	Pizza_category	Total_sales
1	Classic	14888
2	Chicken	11050
3	Veggie	11649
4	Supreme	11987

6.Top 5 best sellers by total pizza sold.

```
-- Top 5 best sellers by total pizza sold
Select Top 5 Pizza_name ,sum(quantity) as Total_sales
From Pizza_sales
Group by Pizza_name
order by Total_sales desc
```

Results Messages		
	Pizza_name	Total_sales
1	The Classic Deluxe Pizza	2453
2	The Barbecue Chicken Pizza	2432
3	The Hawaiian Pizza	2422
4	The Pepperoni Pizza	2418
5	The Thai Chicken Pizza	2371

7. Bottom 5 worst sellers by total pizza sold.

```
-- worst 5 sellers by total pizza sold
Select Top 5 Pizza_name ,sum(quantity) as Total_sales
From Pizza_sales
Group by Pizza_name
order by Total sales
```

Results Messages

	Pizza_name	Total_sales
1	The Brie Carre Pizza	490
2	The Mediterranean Pizza	934
3	The Calabrese Pizza	937
4	The Spinach Supreme Pizza	950
5	The Soppressata Pizza	961

Dashboard along with Key Outcomes

PIZZA SALES

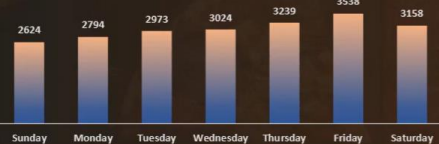
Total Revenue \$8,17,860
 Avg Order Value \$38.31
 Total Pizzas Sold 49574
 Total Orders 21350
 Avg Pizzas Per Order 2.32

Busiest Days and Times

DAYS
 Orders are **highest** on weekends, **Friday/Saturday** evenings.

TIMES
 There are **maximum** orders from 12-01pm & after 4 - 8pm.

Daily Trend for Total Orders



Hourly Trend for Total Orders

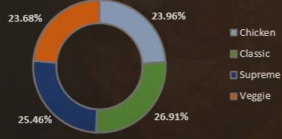


Sales by Category & Size

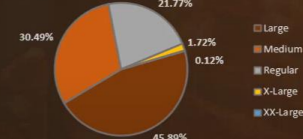
CATEGORY
 Classic Category contributes to **maximum** sales & total orders.

SIZE
 Large size pizza contribute to **maximum** sales

% of Sales by Pizza Category



% of Sales by Pizza Size



Total Pizzas Sold by Pizza Category

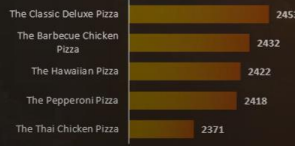


Best & Worst Sellers

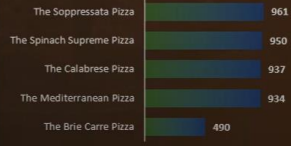
BEST
 Classic Deluxe & Chicken pizzas are the sellers and revenue generators.

WORST
 The Brie Carre is at the bottom in both orders and revenue.

Top 5 Best Sellers by Total Pizzas Sold



Bottom 5 Worst Sellers by Total Pizzas Sold



order_date

