

# PIZZA SALES ANALYSIS

*SQL TO POWER BI DASHBOARD*

**By  
Syed Haseeb ul Hassan**



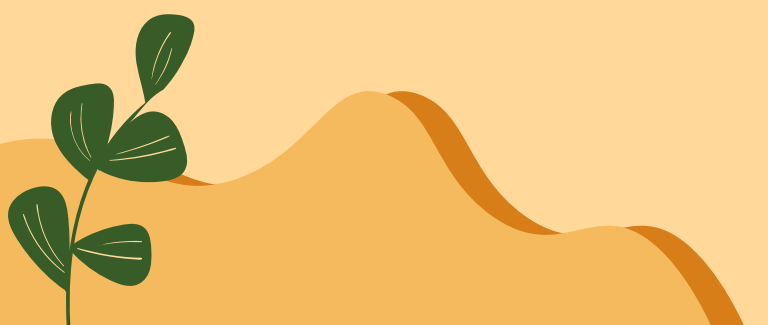



# PROBLEM STATEMENT



## KPI'S REQUIREMENT

Need to analyze key indicators for pizza sales data to gain insights into our business performance. Specifically want to calculate the following metrics

1. **Total Revenue:** Sum of the total price of all pizza orders.
  2. **Average Order Value:** Average amount spent per order.
  3. **Total Pizzas Sold:** Sum of the quantities of all pizzas sold.
  4. **Total Orders:** Total number of orders placed.
  5. **Average Pizzas Per Order:** Average number of pizzas sold per order.
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# PROBLEM STATEMENT



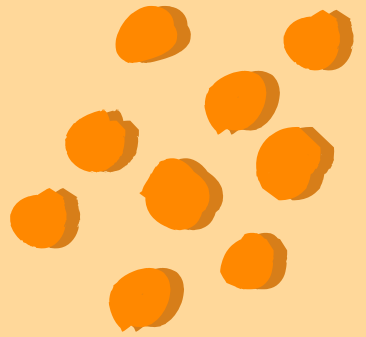
## CHARTS REQUIREMENT

Visualize various aspects of pizza sales data to gain insights and understand key trends.

- **Daily Trend for Total Orders**
  - **Monthly Trend for Total Orders**
  - **Percentage of Sales by Pizza Category**
  - **Percentage of Sales by Pizza Size**
  - **Total Pizzas Sold by Pizza Category**
  - **Top 5 Best Sellers by Revenue**
  - **Bottom 5 Worst Sellers by Revenue**
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# PIZZA SALES SQL QUERIES



## Total Revenue

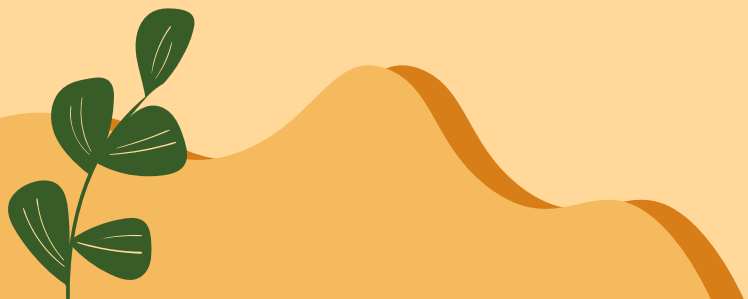
```
SELECT SUM(total_price) AS Total_Revenue FROM pizza_sales;
```

Results		Messages	
	Total_Revenue		
1	817860.05083847		

## Average Order Value

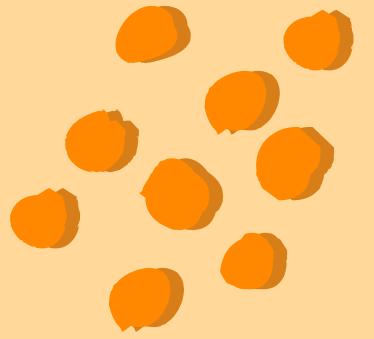
```
SELECT (SUM(total_price) / COUNT(DISTINCT order_id)) AS Avg_order_Value  
FROM pizza_sales;
```

Results		Messages	
	Avg_order_Value		
1	38.3072623343546		





# PIZZA SALES SQL QUERIES



## Total Pizzas Sold

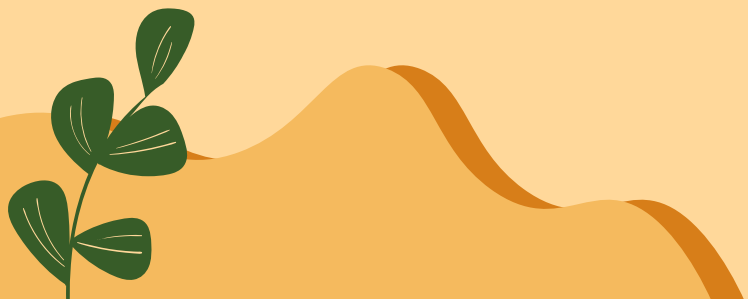
```
SELECT SUM(quantity) AS Total_pizza_sold FROM pizza_sales;
```

Results		Messages	
	Total_pizza_sold		
1	49574		

## Total Orders

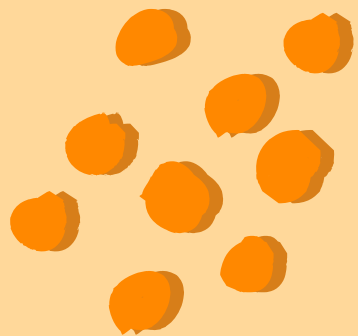
```
SELECT COUNT(DISTINCT order_id) AS Total_Orders FROM pizza_sales;
```

Results		Messages	
	Total_Orders		
1	21350		





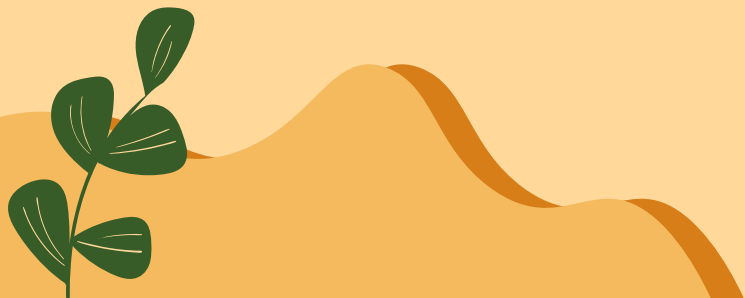
# PIZZA SALES SQL QUERIES



## Daily Trend for Total Orders

```
SELECT    DATENAME(DW,    order_date)    AS    order_day,  
COUNT(DISTINCT order_id) AS total_orders  
FROM pizza_sales  
GROUP BY DATENAME(DW, order_date)
```

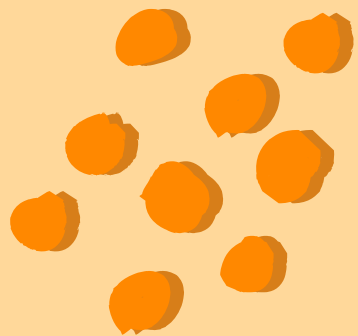
Results Messages		
	order_day	total_orders
1	Saturday	3158
2	Wednesday	3024
3	Monday	2794
4	Sunday	2624
5	Friday	3538
6	Thursday	3239
7	Tuesday	2973







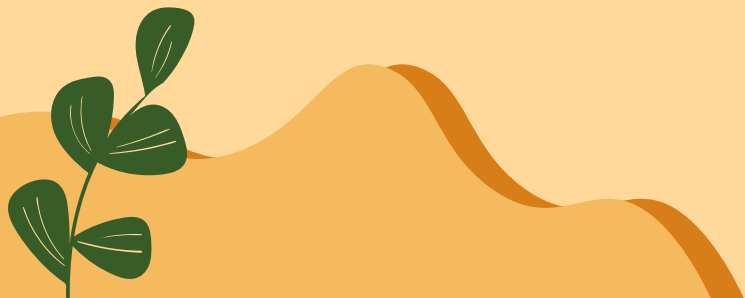
# PIZZA SALES SQL QUERIES



## % of Sales by Pizza Category

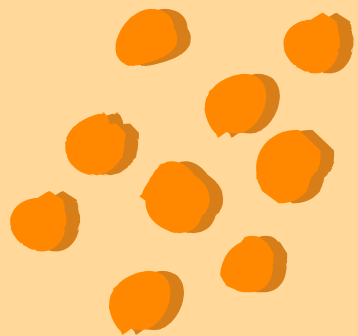
```
SELECT      pizza_category,      CAST(SUM(total_price)      AS
DECIMAL(10,2)) as total_revenue,
CAST(SUM(total_price) * 100 / (SELECT SUM(total_price) from
pizza_sales) AS DECIMAL(10,2)) AS PCT
FROM pizza_sales
GROUP BY pizza_category
```

Results		Messages	
	pizza_category	total_revenue	PCT
1	Classic	220053.10	26.91
2	Chicken	195919.50	23.96
3	Veggie	193690.45	23.68
4	Supreme	208197.00	25.46







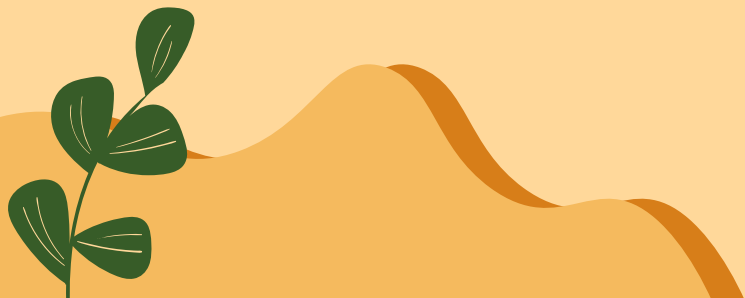
# PIZZA SALES SQL QUERIES



## Top 5 Pizzas by Revenue

```
SELECT Top 5 pizza_name, SUM(total_price) AS Total_Revenue
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Revenue DESC
```

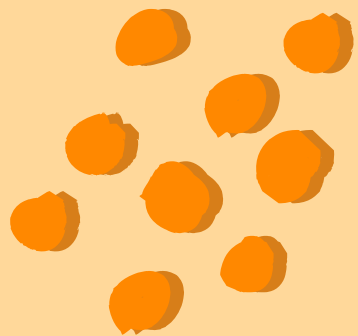
<div><div> Results</div><div> Messages</div></div>		
	pizza_name	Total_Revenue
1	The Thai Chicken Pizza	43434.25
2	The Barbecue Chicken Pizza	42768
3	The California Chicken Pizza	41409.5
4	The Classic Deluxe Pizza	38180.5
5	The Spicy Italian Pizza	34831.25









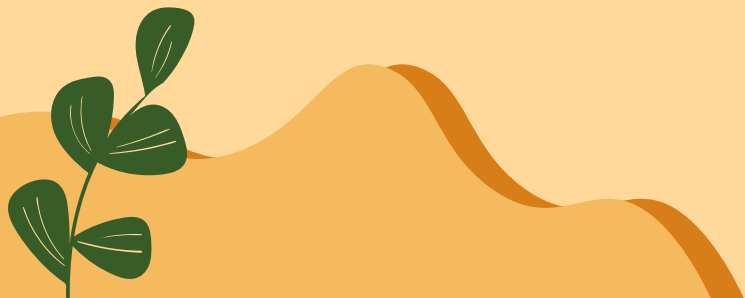
# PIZZA SALES SQL QUERIES

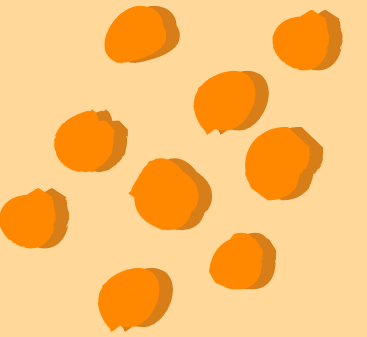


## Bottom 5 Pizzas by Revenue

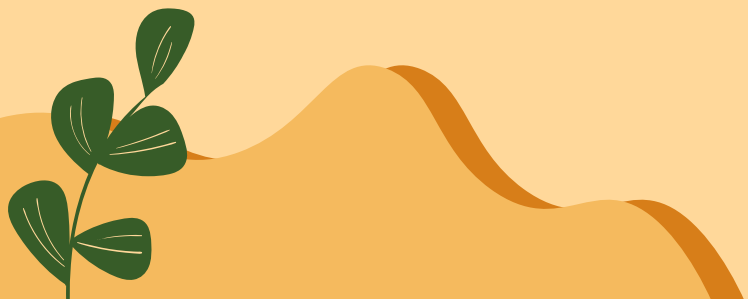
```
SELECT TOP 5 pizza_name, SUM(quantity) AS Total_Pizza_Sold
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Pizza_Sold ASC
```

<div><div> Results</div><div> Messages</div></div>		
	pizza_name	Total_Pizza_Sold
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





# POWER BI DASHBORAD





# PIZZA SALES REPORT

Pizza Category

All

1/1/2015

12/31/2015



Home

BEST/WORST SELLER

## BUSIEST DAYS AND TIMES

### DAYS

Orders are **highest** on weekends, **Friday** evening

### MONTHLY

There are **maximum** orders from month of **July** and **January**

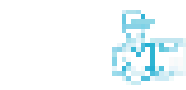
## SALES PERFORMANCE

### CATEGORY

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

### SIZE

**Large** size pizza contributes to **maximum** sales



49574

Total Pizza Sold



817.86K

Total Revenue



2.32

Avg Pizza Per Order



38.31

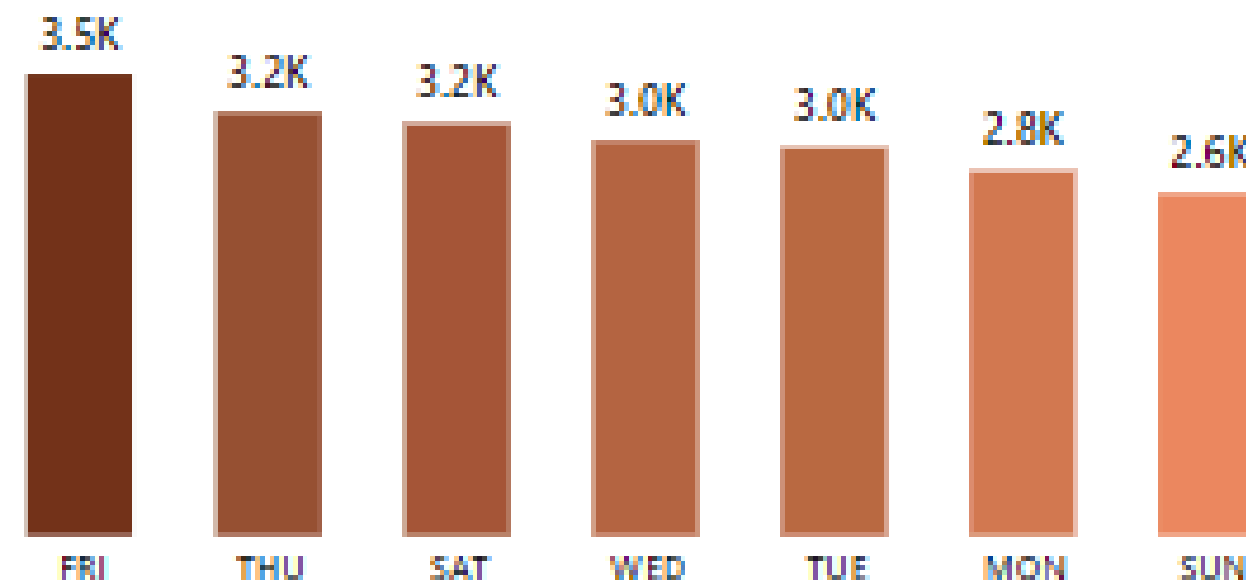
Avg Order Value



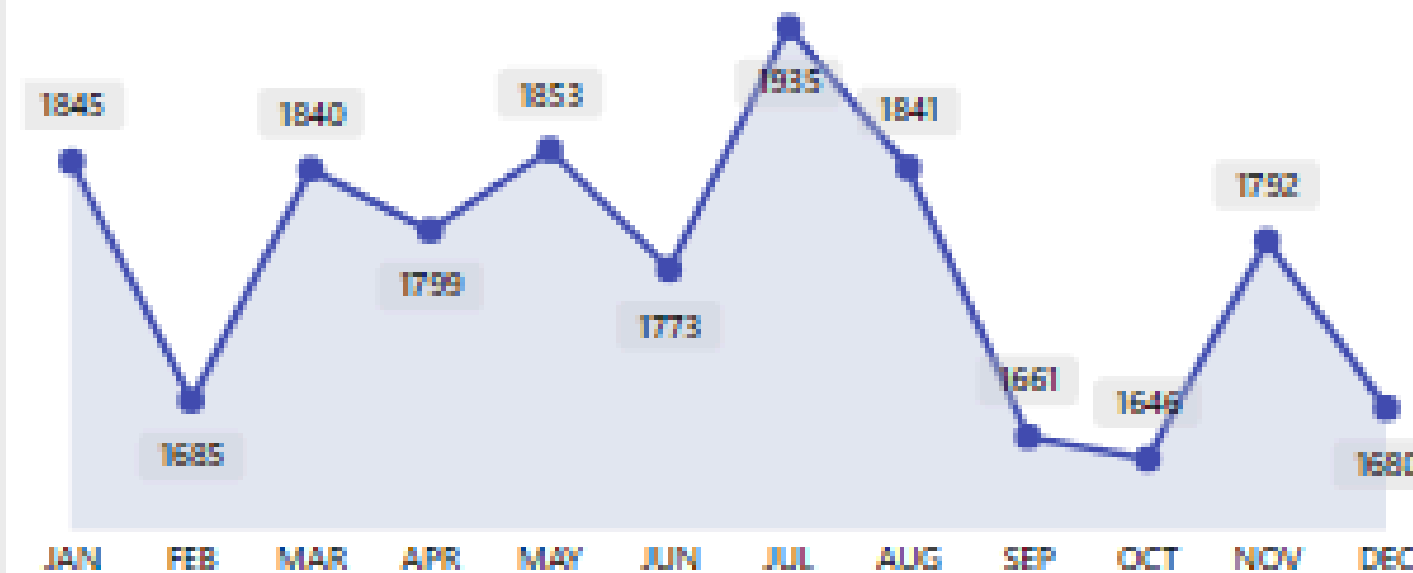
21350

Total Orders

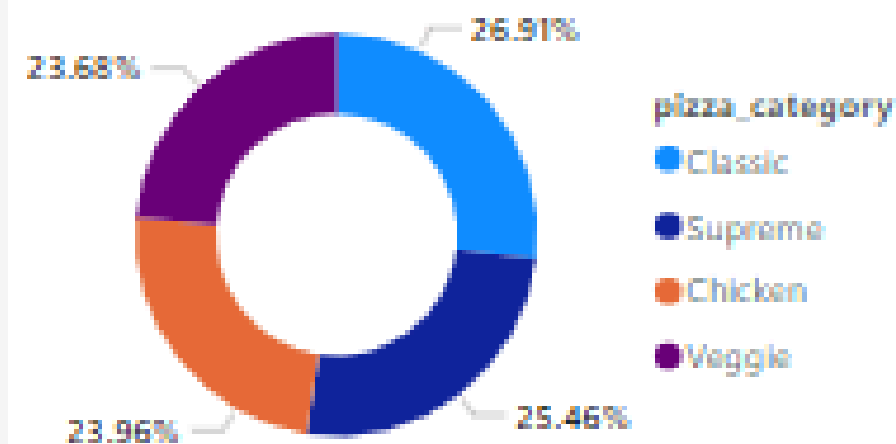
Total Orders by Order Day



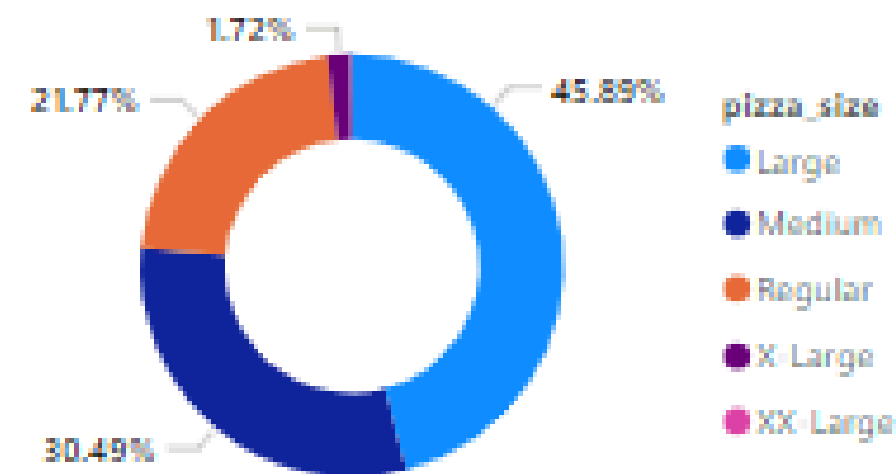
Monthly Trend for Total Order



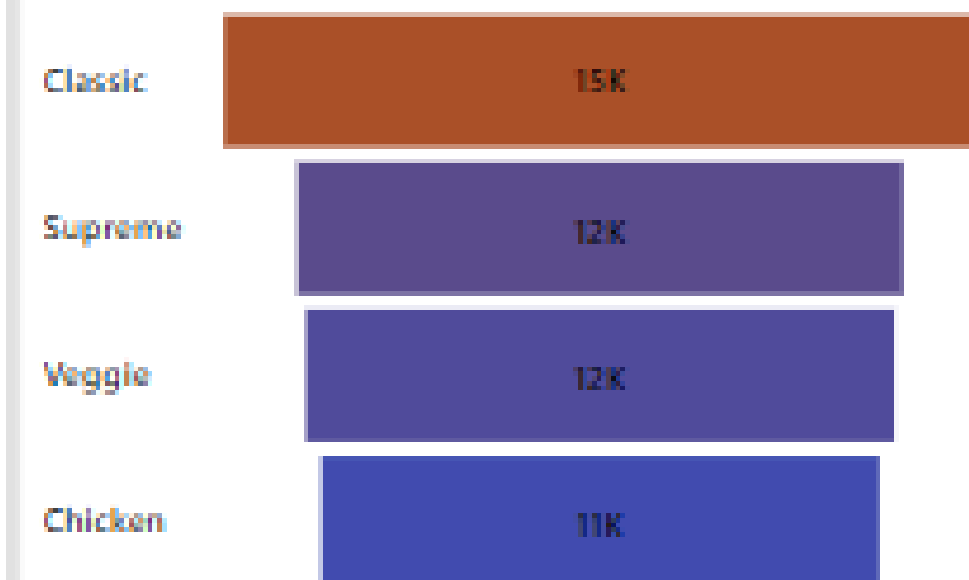
% of sales by Pizza Category



% of sales by Pizza Size



Total Pizza Sold by pizza\_category





# PIZZA SALES REPORT

Pizza Category

All

1/1/2015

12/31/2015



Home

BEST/WORST SELLER

## BEST SELLER

### REVENUE

The **Thai Chicken Pizza** contributes to **maximum** revenue

### QUANTITY

The **Classic Deluxe Pizza** contributes to **maximum** Total Quantities

### TOTAL ORDERS

The **Classic Deluxe Pizza** contributes to **maximum** Total Orders

## WORST SELLER

### REVENUE

The **Brie Care Pizza** minimum revenue

### QUANTITY

The **Brie Care Pizza** minimum Total Quantities

### TOTAL ORDERS

The **Brie Care Pizza** minimum Total Orders



49574

Total Pizza Sold



817.86K

Total Revenue



2.32

Avg Pizza Per Order



38.31

Avg Order Value



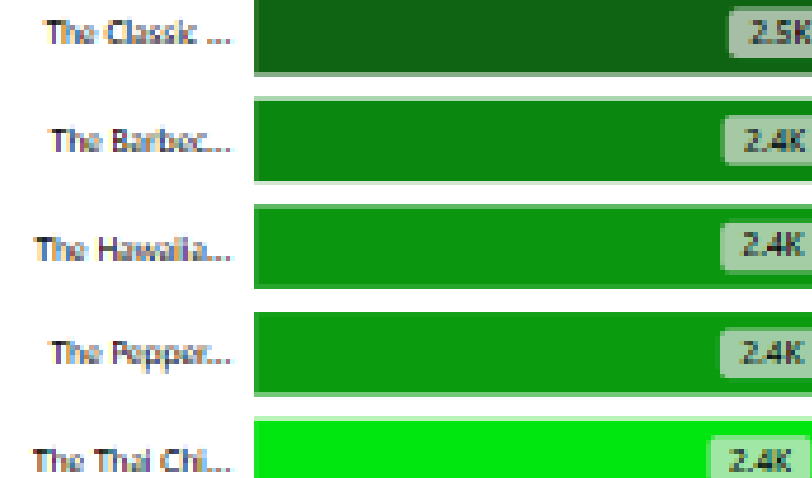
21350

Total Orders

### Top 5 Pizza by Revenue



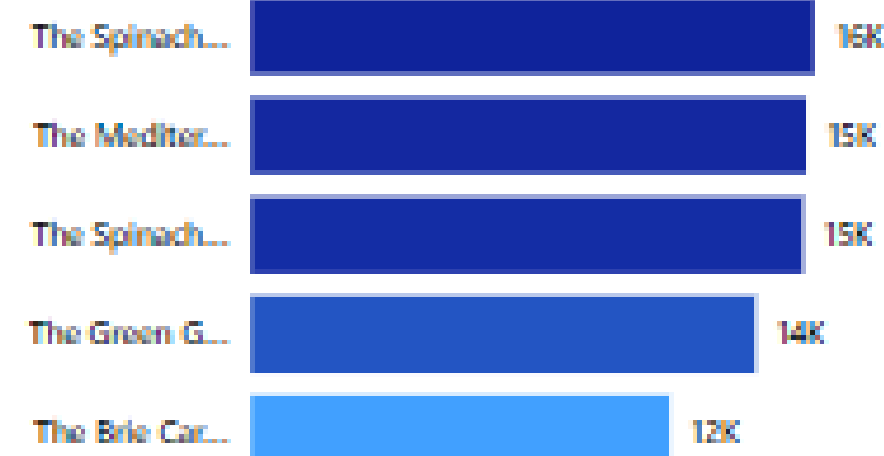
### Top 5 Pizza by Quantity



### Top 5 Pizza by Orders



### Bottom 5 Pizza by Revenue



### Bottom 5 Pizza by Quantity



### Bottom 5 Pizza by Orders

