

# Pizza Sales Analysis

Uncovering insights from our pizza sales data.



# Problem & Solution

## Problem Statement

Analyze key indicators for business performance. Visualize sales data to understand trends.

## Solution: KPI & Chart Requirements

Define KPIs and create various charts for comprehensive analysis.



# Key Performance Indicators

\$817K

Total Revenue

Sum of all pizza orders.

\$38.31

Avg Order Value

Average amount per order.

49.5K

Total Pizzas Sold

Sum of all quantities.

21.3K

Total Orders

Total orders placed.

2.32

Avg Pizzas Per Order

Pizzas sold per order.

# Dataset Overview

## Detailed Information

Captures customer orders, pizza details, pricing, and sales timelines.

Enables comprehensive analysis of sales performance and customer behavior.



### Orders

Order ID, date, time.

### Order Details

Pizza ID, quantity, pricing.

### Pizzas

Size and price.

### Pizza Types

Name, category, ingredients.

# Project Objectives



## Uncover Sales Patterns

Trends and performance indicators from historical data.



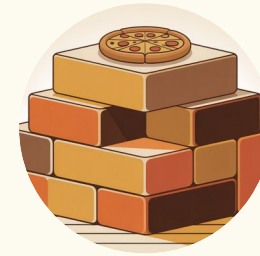
## Understand Customer Behavior

What, when, and why behind ordering, preferences, peak periods.



## Explore Data

SQL aggregations, comparisons, Excel visualizations for data-driven decisions.



## Build Analytical Foundation

Evaluate product performance, customer demand, revenue contribution.

# Tools & Workflow

## Tools Used



### MS SQL Server

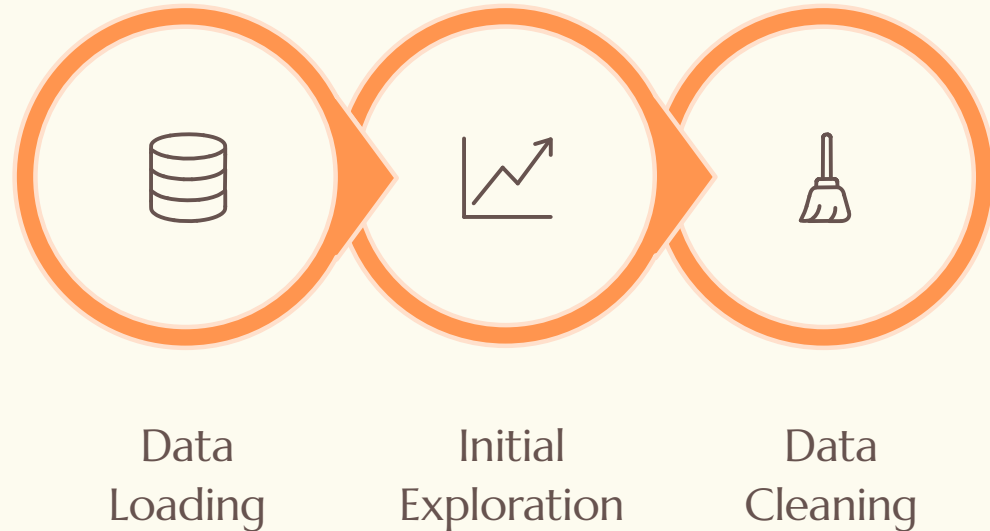
Data loading, querying, KPI calculations, trend analysis.



### Microsoft Excel

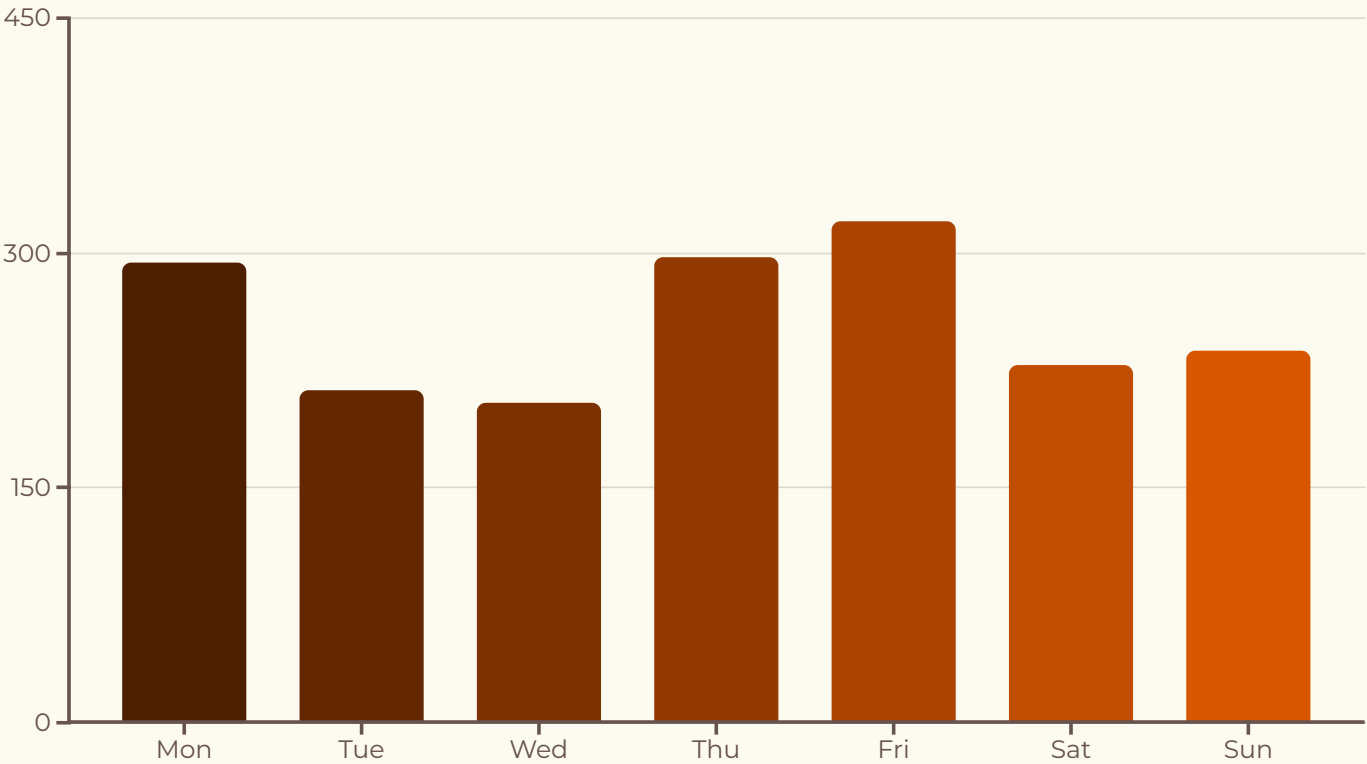
Data cleaning, pivot tables, visualizations, dashboard creation.

## Methodology

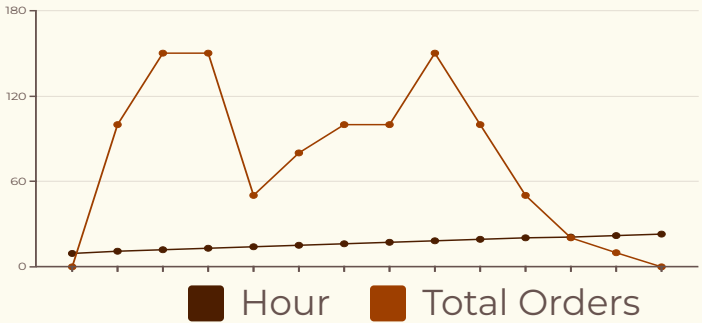


Structured approach for robust analysis.

# Sales Trends: Daily & Hourly

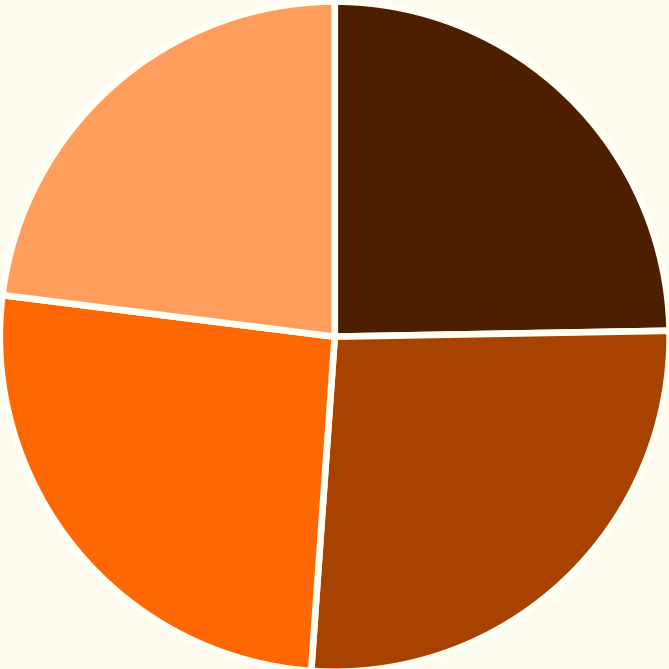


Daily order fluctuations, with Friday as the peak.



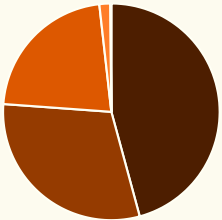
Hourly peaks at 12 PM and 6 PM.

# Sales Distribution: Category & Size



■ Chicken   ■ Classic   ■ Supreme   ■ Veggie

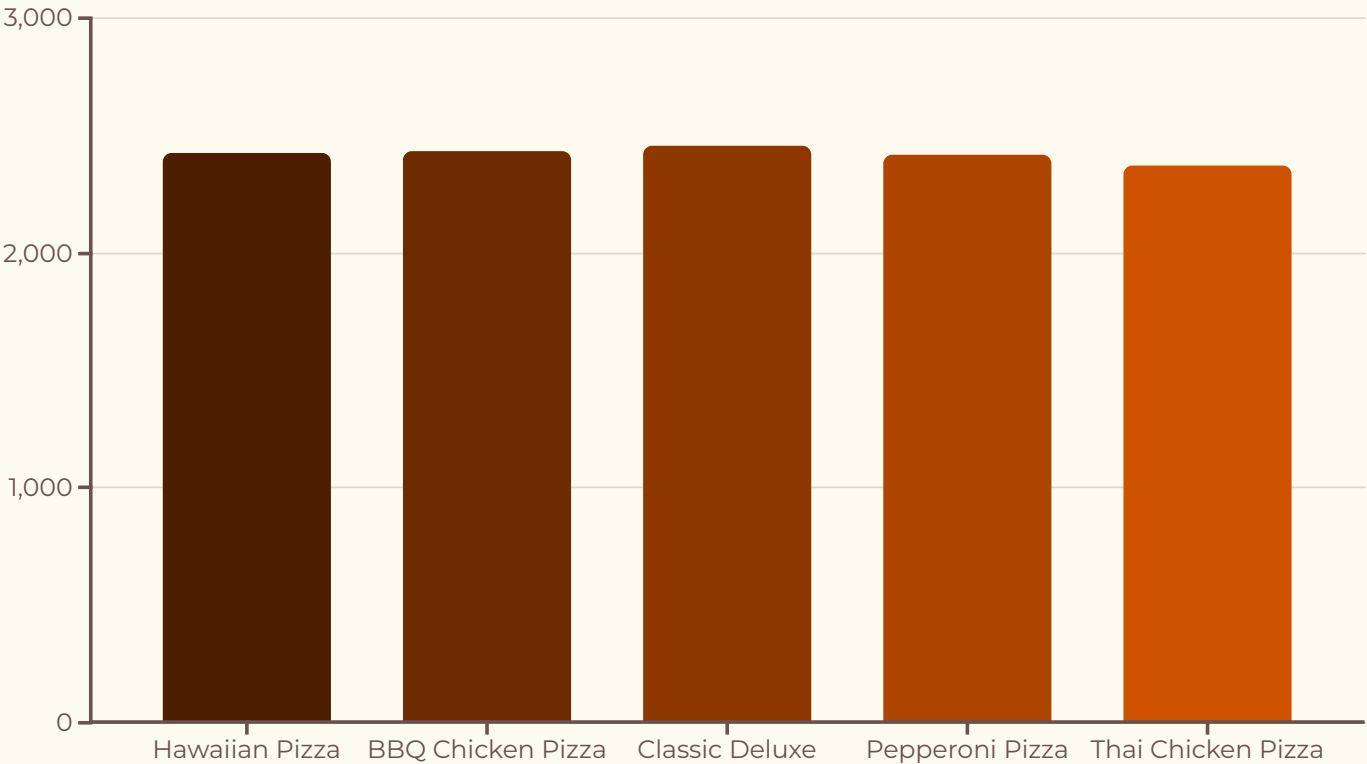
Classic pizzas lead in sales percentage.



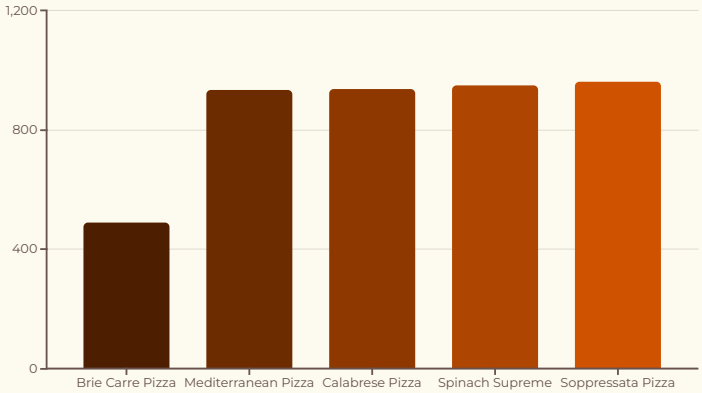
■ Large   ■ Medium   ■ Regular  
■ X-Large   ■ XX-Large

Large pizzas dominate sales by size.

# Best & Worst Sellers



Top 5 best-selling pizzas by quantity.



Bottom 5 worst-selling pizzas by quantity.

# Interactive Sales Dashboard

## Quick Insights

Sales performance, customer behavior, product popularity.

## Time-Based Patterns

Identify peak demand periods.

## Data-Driven Decisions

Empower business strategy.

