

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

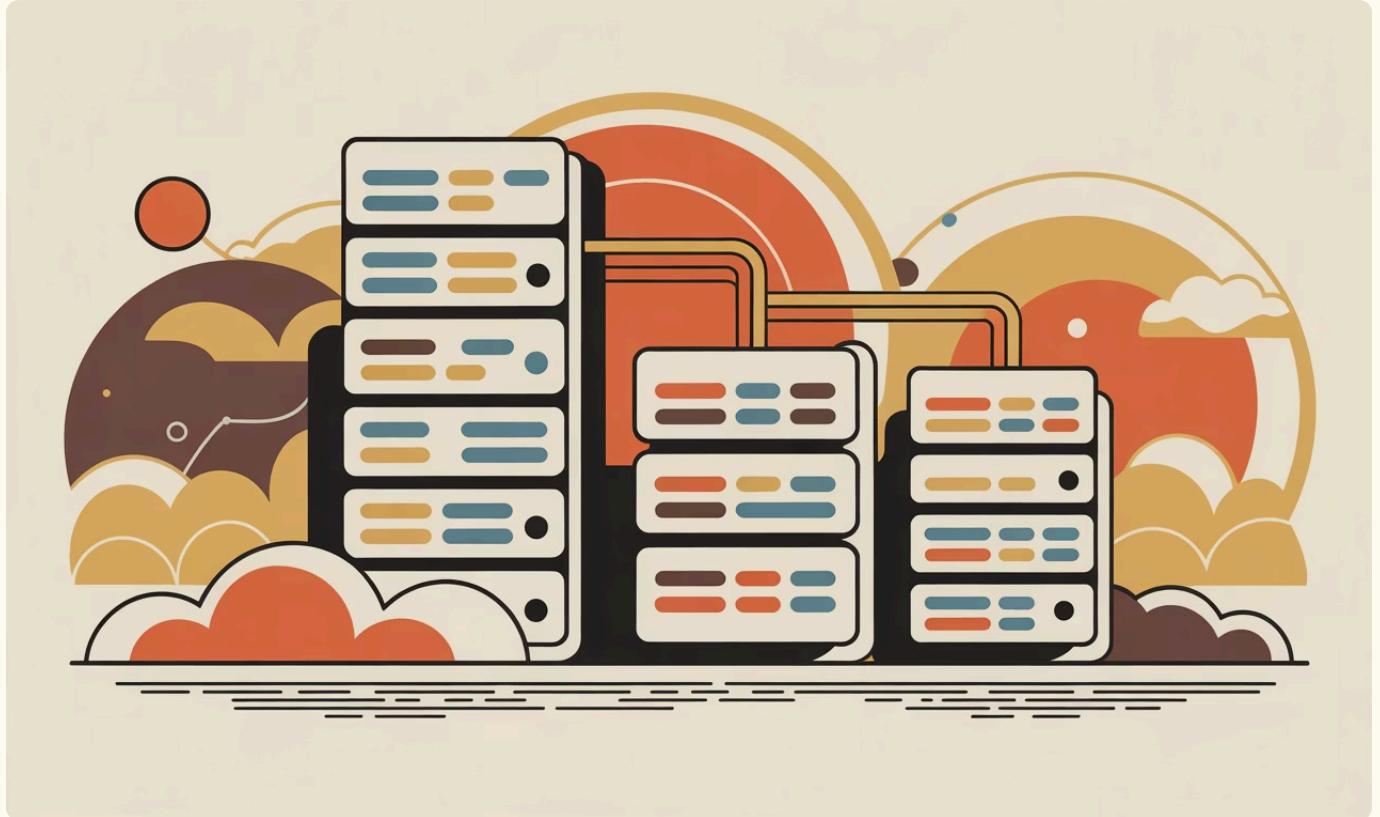
Pizzas sold per order.

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.

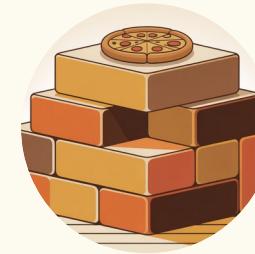


Understand Customer Behavior

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

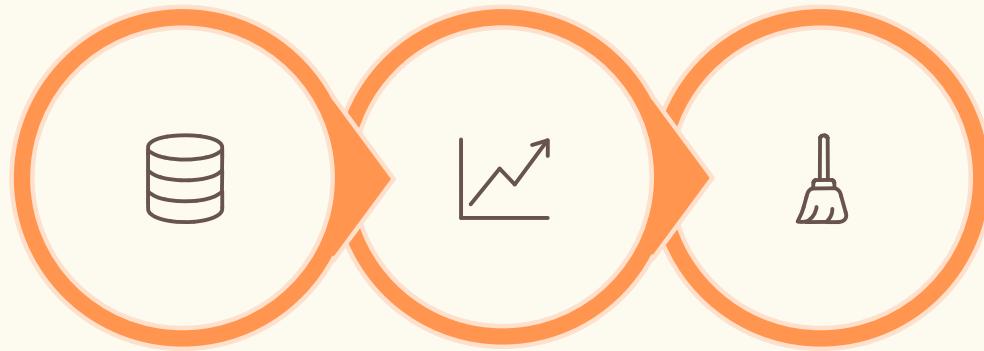
Data loading, querying, KPI calculations, trend analysis.



Microsoft Excel

Data cleaning, pivot tables, visualizations, dashboard creation.

Methodology



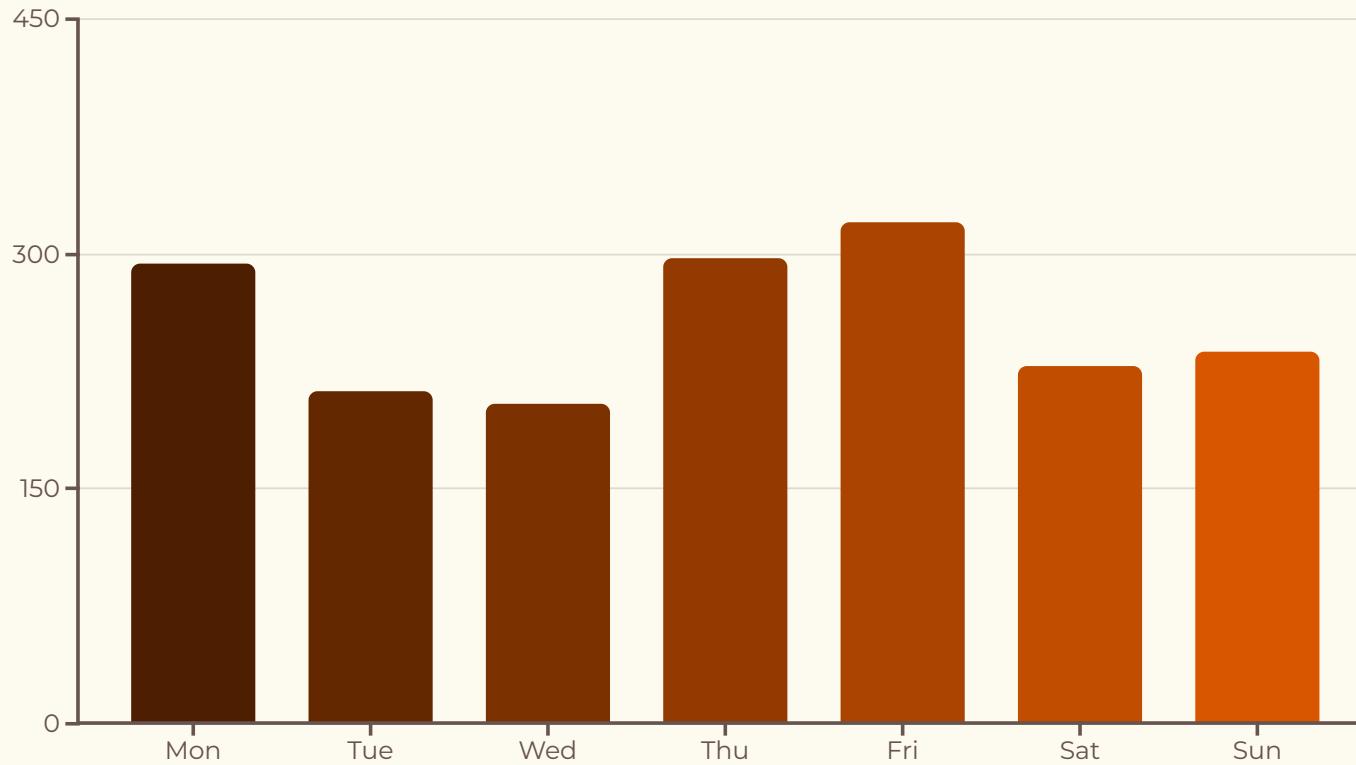
Data
Loading

Initial
Exploration

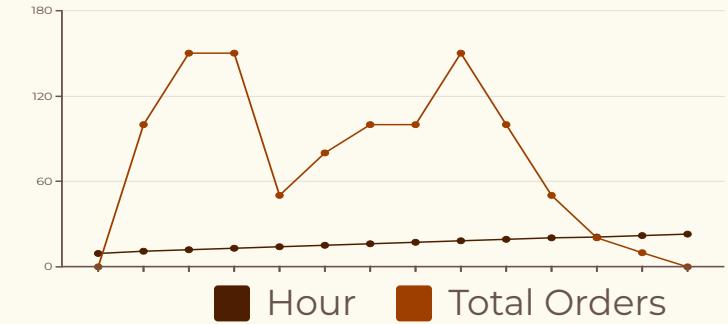
Data
Cleaning

Structured approach for robust analysis.

Sales Trends: Daily & Hourly

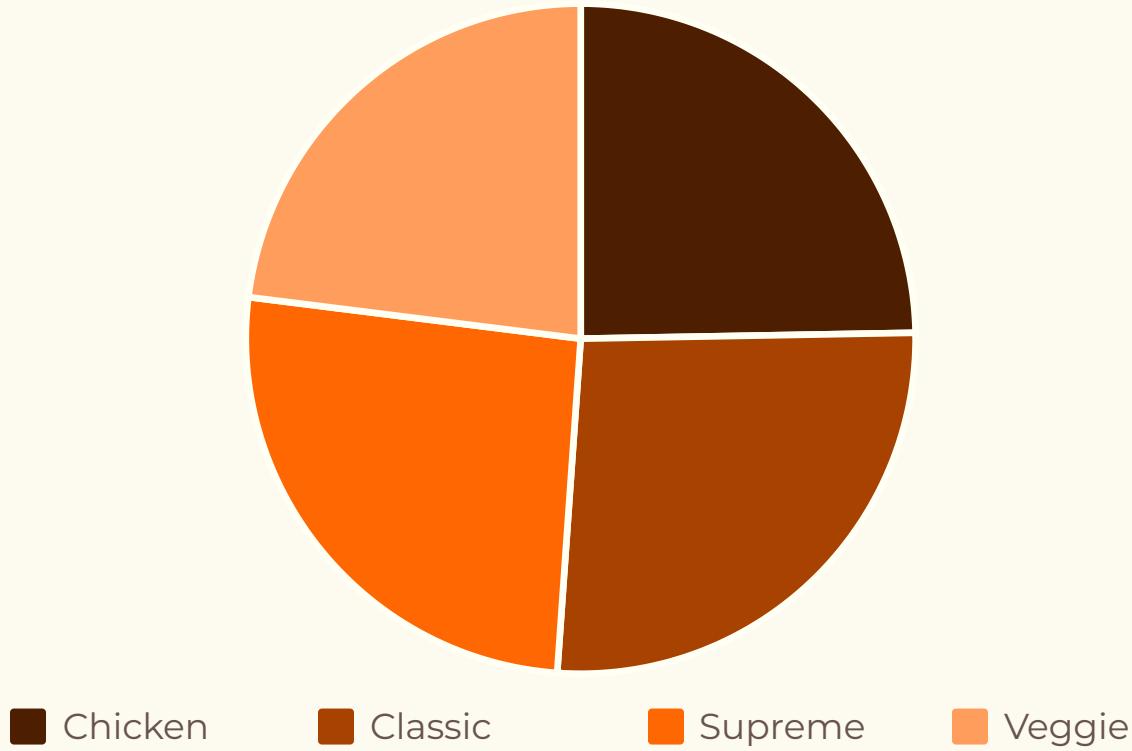


Daily order fluctuations, with Friday as the peak.

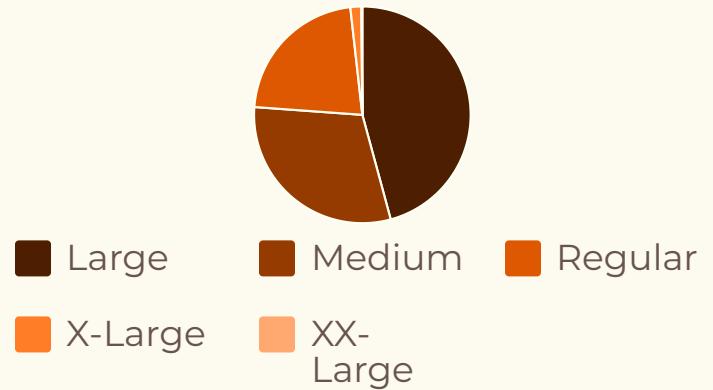


Hourly peaks at 12 PM and 6 PM.

Sales Distribution: Category & Size

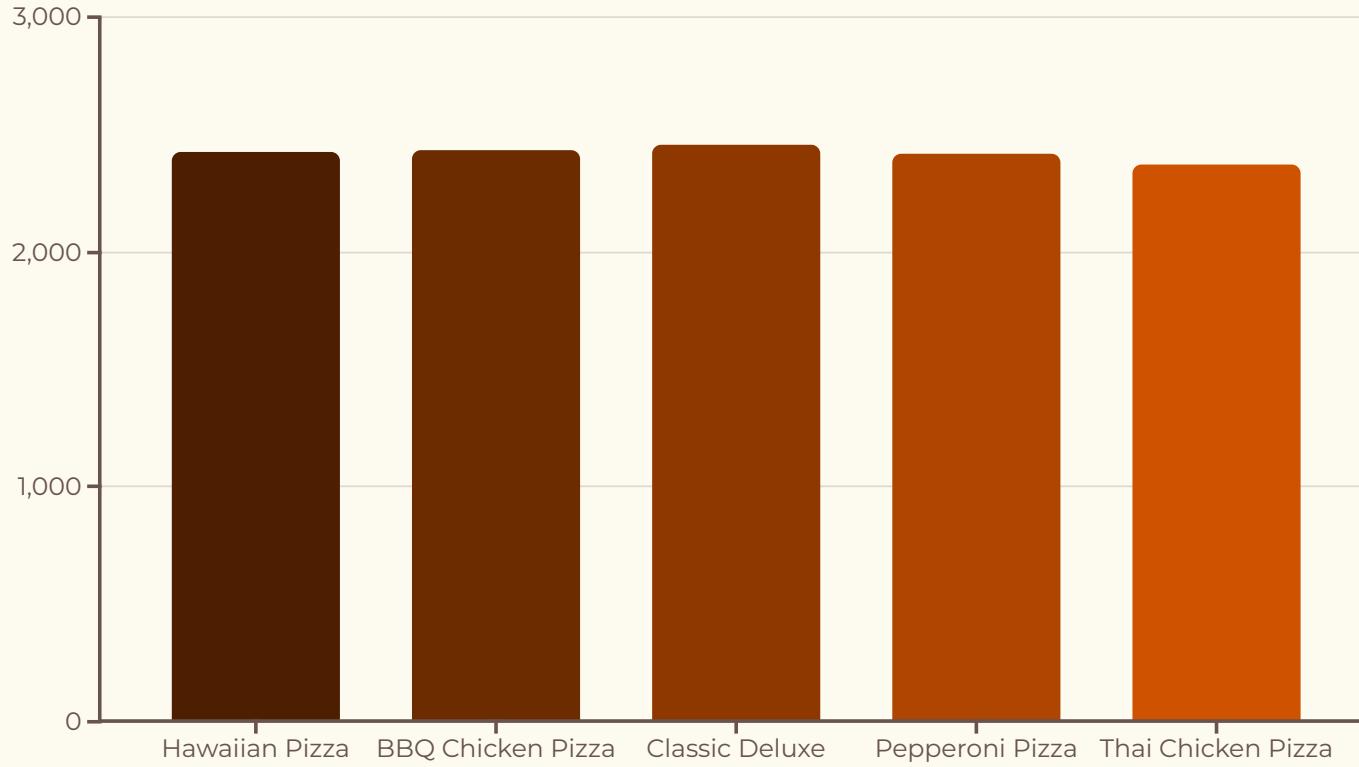


Classic pizzas lead in sales percentage.

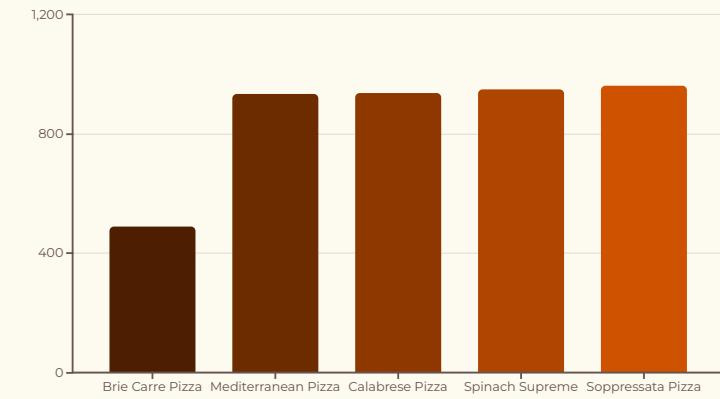


Large pizzas dominate sales by size.

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.

