Pizza Sales Analysis (SQL & Power BI)

Problem
The restaurant chain lacked clear visibility into sales performance, product demand, and customer order trends. Management needed insights into revenue, best-selling pizzas, and customer preferences to guide menu optimisation and marketing strategies.

Data

- ~21k+ orders, 50k+ pizzas sold

- SQL database: pizza_sales

- Fields: Orders, Dates, Categories, Sizes, Quantities, Prices, Revenue

Tech

- SQL Server : KPI calculation, order trends, category and product analysis

- Power BI: Interactive dashboards with KPIs, slicers, category/size breakdowns, and product performance reports

Insights

- Classic & Supreme categories dominate sales; Ice-Cream Pizza underperforms consistently.

- Large pizzas generate the most revenue (₹595.5K).

- Weekend demand is highest, especially on Fridays and Saturdays.

- Monthly peak orders occur in July and October.

- Chicken Supreme Pizza and The Chicken Pizza lead across revenue, quantity, and total orders.

Link
GitHub Repository: [https://github.com/Manan2025y/Pizza-Report]