



# Pizza Sales Analysis

09.12.2023

---

Mathavan S G

AI&DS

Easwari Engineering College  
Ramapuram, Chennai

## Overview

- We have real-time sales data of a pizza vendor where we analyze the data and find insights from it.
- Following is the dataset we used for this analysis.

Row	pizza_id	order_id	pizza_name_id	quantity	order_date	order_time	unit_price	total_price	pizza_size
1	94	38	hawaiian_s	1	2015-01-01	17:03:00	10.5	10.5	S
2	110	45	hawaiian_s	1	2015-01-01	17:55:48	10.5	10.5	S
3	286	120	hawaiian_s	1	2015-01-02	19:35:07	10.5	10.5	S
4	304	130	hawaiian_s	1	2015-01-02	21:14:55	10.5	10.5	S
5	364	152	hawaiian_s	1	2015-01-03	15:09:42	10.5	10.5	S
6	385	161	hawaiian_s	1	2015-01-03	16:43:46	10.5	10.5	S
7	513	220	hawaiian_s	1	2015-01-04	15:31:59	10.5	10.5	S
8	571	248	hawaiian_s	1	2015-01-04	20:58:19	10.5	10.5	S
9	645	284	hawaiian_s	1	2015-01-05	16:58:16	10.5	10.5	S
10	690	304	hawaiian_s	1	2015-01-05	20:07:58	10.5	10.5	S
11	696	306	hawaiian_s	1	2015-01-05	20:37:40	10.5	10.5	S
12	705	310	hawaiian_s	1	2015-01-06	11:40:48	10.5	10.5	S
13	719	316	hawaiian_s	1	2015-01-06	12:29:34	10.5	10.5	S
14	724	317	hawaiian_s	1	2015-01-06	12:31:00	10.5	10.5	S
15	792	346	hawaiian_s	1	2015-01-06	16:30:00	10.5	10.5	S
16	825	360	hawaiian_s	1	2015-01-06	18:50:38	10.5	10.5	S

## Goals

Find the key-indicators/KPI insights from the dataset using BigQuery

## BIG-QUERY KPIs Analysis-

### 1.Total Revenue generated from the sales

`select`

`sum(total_price) as Total_revenue_generated`

`from noble-resolver-397913.Pizza.sales`

## Query results

JOB INFORMATION		RI
Row	total_revenue_genera	
1	817860.0499999...	

## 2.Average order value-

`select`

`sum(total_price)/count(distinct order_id) as Avg_order_value`

`from noble-resolver-397913.Pizza.sales`

Avg_order_value
38.3072622950798

## 3.Total Pizza Sold-

`select`

`sum(quantity) as Total_pizza_sold`

`from noble-resolver-397913.Pizza.sales`

Total_pizza_sold
49574

## 4.Total Orders-

`select`

`count(distinct order_id) as Total_orders`

`from noble-resolver-397913.Pizza.sales`

Total_orders
21350

#### 4. Average Pizza per order-

```
select  
round(sum(quantity)/count(distinct order_id),2) as avg_pizza  
from noble-resolver-397913.Pizza.sales
```

avg_pizza
2.32

## Analysis

### I. Daily Trend for Total Orders

```
select  
FORMAT_DATE('%A', order_date) AS day_of_week,  
count(distinct order_id) as total_num_of_orders  
from noble-resolver-397913.Pizza.sales  
group by 1  
order by 2 desc
```

Row	day_of_week	f0_
1	Friday	3538
2	Thursday	3239
3	Saturday	3158
4	Wednesday	3024
5	Tuesday	2973
6	Monday	2794
7	Sunday	2624

## II. Hourly Trend for Total\_orders

```
select
    EXTRACT(HOUR FROM order_time) AS hour_of_day,
    count(distinct order_id) as total_num_of_orders
from noble-resolver-397913.Pizza.sales
group by 1
order by 2 desc
```

Row	hour_of_day	total_num_of_orders
1	12	2520
2	13	2455
3	18	2399
4	17	2336
5	19	2009
6	16	1820

## III. Percentage of sales by Pizza-category-

```
Select
    Pizza_category,
    sum(total_price)*100/(select sum(total_price) from
noble-resolver-397913.Pizza.sales) as Percentage_contributed
```

```
from noble-resolver-397913.Pizza.sales
```

```
group by pizza_category
```

Row	pizza_category	Percentage_contributed
1	Classic	26.90596025567...
2	Veggie	23.68259092738...
3	Supreme	25.45631126009...
4	Chicken	23.95513755684...

#### IV. Percentage of sales by Pizza-size-

```
Select
```

```
pizza_size, sum(total_price) as total_sales,
```

```
ROUND(sum(total_price)*100/(select sum(total_price) from  
noble-resolver-397913.Pizza.sales),2) as Percentage_contributed
```

```
from noble-resolver-397913.Pizza.sales
```

```
group by 1
```

Row	pizza_size	total_sales	Percentage_contributed
1	S	178076.4999999...	21.77
2	M	249382.25	30.49
3	L	375318.7000000...	45.89
4	XL	14076.0	1.72
5	XXL	1006.600000000...	0.12

#### V. Total Pizza sold by Pizza category-

```
select
```

```
pizza_category,
```

```
sum(quantity) as total_sales
```

```
from noble-resolver-397913.Pizza.sales
group by 1
```

Row	pizza_category	total_sales
1	Classic	14888
2	Veggie	11649
3	Supreme	11987
4	Chicken	11050

## VI. Top 5 Best sellers by total pizza sold:

```
select
pizza_name,
sum(quantity) as total_sales
from noble-resolver-397913.Pizza.sales
group by 1
ORDER BY 2 DESC
LIMIT 5
```

Query results					
JOB INFORMATION		RESULTS	CHART	PREVIEW	JSON
Row	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			

## VII. Top 5 Least sellers by total pizza sold:

```
select
pizza_name,
sum(quantity) as total_sales
from noble-resolver-397913.Pizza.sales
group by 1
ORDER BY 2 asc
LIMIT 5
```

JOB INFORMATION		RESULTS	CHART	PREVIEW	JSON
Row	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			