

Pizza Sales Analysis

09.12.2023

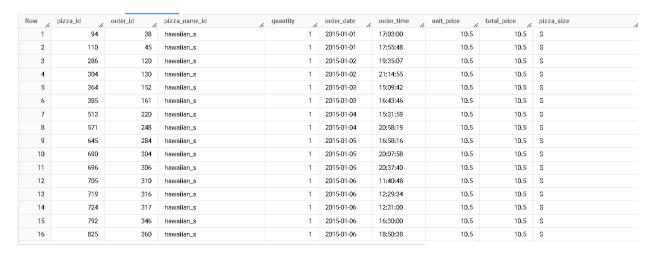
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Overview

- 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.



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



2. Average order value-

select

3. Total Pizza Sold-

select

```
sum(quantity) as Total_pizza_sold
from noble-resolver-397913.Pizza.sales
```



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
```



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_ ▼	11
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	1020

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_contribu
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_contribu
1	S	178076.49999999	21.77
2	М	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
```

Quer	y results				
JOB IN	IFORMATION	RESULTS	CHART PREVIE	JSON JSON	EXECU
Row	pizza_name ▼	/	total_sales ▼	,	
1	The Classic Delux	e Pizza	2453		
2	The Barbecue Chic	ken Pizza	2432		
3	The Hawaiian Pizz	а	2422		
4	The Pepperoni Piza	za	2418		
5	The Thai Chicken I	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 IN	IFORMATION 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	