PIZZA SALES ANALYSIS

Objective

The primary aim of this project is to conduct an in-depth analysis of sales data to gain valuable insights into Pizza sales performances, identify emerging trends, and develop data-driven business strategies for improved decision-making.

SQL Queries for Analysis

Various SQL queries are utilized to perform the sales analysis effectively. These queries involve aggregating sales data, calculating key performance metrics such as revenue, profit, and sales growth, and grouping data based on dimensions like time, region, or product category. The queries further facilitate the exploration of sales patterns, customer segmentation, and identifying top-performing pizzas and size.

Key Insights and Findings

The sales analysis yields valuable and actionable insights for decision-making. It uncovers sales performance trends over time, pinpoints best-selling pizzas or categories, and highlights underperforming regions. Analysing customer demographics aids in identifying target segments for personalized marketing strategies. With these insights, businesses can make informed decisions, optimize their operations, and drive growth and success.

KPI's REQUIREMENT

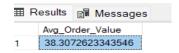
1. Total Revenue:

SELECT SUM(total price) As Total Revenue from pizza sales



2. Average Order Value:

SELECT SUM(total_price) / COUNT(DISTINCT order_id) As Avg_Order_Value from pizza_sales



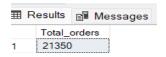
3. Total Pizza Sold:

SELECT SUM(quantity) As Total_pizza_sold from pizza_sales



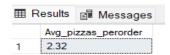
4. Total Orders:

SELECT COUNT(DISTINCT order_id) As Total_orders from pizza_sales



5. Average Pizzas Per Order:

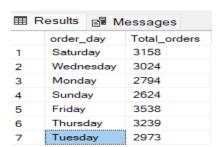
SELECT CAST(CAST(SUM(Quantity) AS DECIMAL(10,2)) / CAST(COUNT(DISTINCT order_id) As DECIMAL(10,2)) As Avg_pizzas_perorder from pizza_sales



CHARTS REQUIREMENT

1. Daily Trend for Total Orders:

SELECT DATENAME(DW, order_date) as order_day, COUNT(DISTINCT order_id) AS Total_orders from pizza_sales Group by DATENAME(DW, order_date)



2. Monthly Trend for Total Orders:

SELECT DATENAME(MONTH, order_date) AS Month_Name, COUNT(DISTINCT order_id) As Total_orders From pizza_sales Group By DATENAME(MONTH, order_date) Order By Total_orders DESC

⊞ Results		
	Month_Name	Total_orders
1	July	1935
2	May	1853
3	January	1845
4	August	1841
5	March	1840
6	April	1799
7	November	1792
8	June	1773
9	February	1685
10	December	1680
11	September	1661
12	October	1646

3. Percentage of Sales by Pizza Category:

```
select pizza_category, sum(Total_price) as
Total_sales,sum(Total_price) * 100/
(select sum(Total_price)from pizza_sales where
MONTH(order_date) = 1) As PCT
from pizza_sales
where MONTH(order_date) = 1
Group By pizza_category
```

■ Results			
	pizza_category	Total_sales	PCT
1	Classic	18619.4000015259	26.6779189176038
2	Chicken	16188.75	23.1952780348435
3	Veggie	17055.4000778198	24.4370162489706
4	Supreme	17929.7499866486	25.6897867985821

4. Percentage of Sales by Pizza Size:

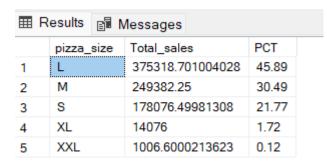
```
select pizza_size,sum(Total_price) as
Total_sales,sum(Total_price) * 100/
(select sum(Total_price)from pizza_sales) As PCT
from pizza_sales
Group By pizza_size
```

Results			
	pizza_size	Total_sales	PCT
1	L	375318.701004028	45.8903330244889
2	XXL	1006.6000213623	0.123077294254725
3	М	249382.25	30.492044420599
4	XL	14076	1.72107684995364
5	S	178076.49981308	21.7734684107037

select pizza_size, sum(Total_price) as
Total_sales,CAST(sum(Total_price) * 100/ (select
sum(Total_price)from pizza_sales) As Decimal(10,2)) As PCT from
pizza_sales

Group By pizza_size

Order By PCT DESC



5. Total Pizzas Sold by Category:

```
select pizza_size, CAST(sum(Total_price) As
DECIMAL(10,2)) as Total_sales,
CAST(sum(Total_price) * 100/
(select sum(Total_price) from pizza_sales) As
Decimal(10,2)) As PCT
from pizza_sales
where DATEPART(QUARTER, order_date) =1
Group By pizza_size
Order By PCT DESC
```

■ Results			
	pizza_size	Total_sales	PCT
1	L	95229.65	11.64
2	M	61159.00	7.48
3	S	45384.25	5.55
4	XL	3289.50	0.40
5	XXL	287.60	0.04

6. Top 5 Pizzas by Revenue:

select Top 5 pizza_name, sum(Total_price) As Total_revenue from pizza_sales
Group By pizza_name
Order By Total_revenue DESC



7. Bottom 5 Pizzas by Revenue, Total Quantity

select Top 5 pizza_name, sum(Total_price) As
Total_revenue from pizza_sales
Group By pizza_name
Order By Total_revenue ASC



Select Top 5 pizza_name, COUNT(DISTINCT order_id) As Total_orders from pizza_sales Group By pizza_name Order By Total_orders ASC

Results			
	pizza_name	Total_orders	
1	The Brie Carre Pizza	480	
2	The Mediterranean Pizza	912	
3	The Spinach Supreme Pizza	918	
4	The Calabrese Pizza	918	
5	The Chicken Pesto Pizza	938	