

DATA ANALYSIS OF PIZZA OUTLET



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Overview

Problem/Task

Looking for the trend in the sales of pizza and the revenues generated,using SQL and Tableau visualizations.

...is there a correlation between pizza sales and type or size of pizza?

Key Questions

1. What is the total sales revenue of pizza sold?
2. Which pizza type had the highest sales?
3. Which pizza size had the highest quantity sold?
4. What is the average price for all pizza sold?
5. Which pizza size had the highest revenue?
6. Which pizza type had the highest sales revenue?

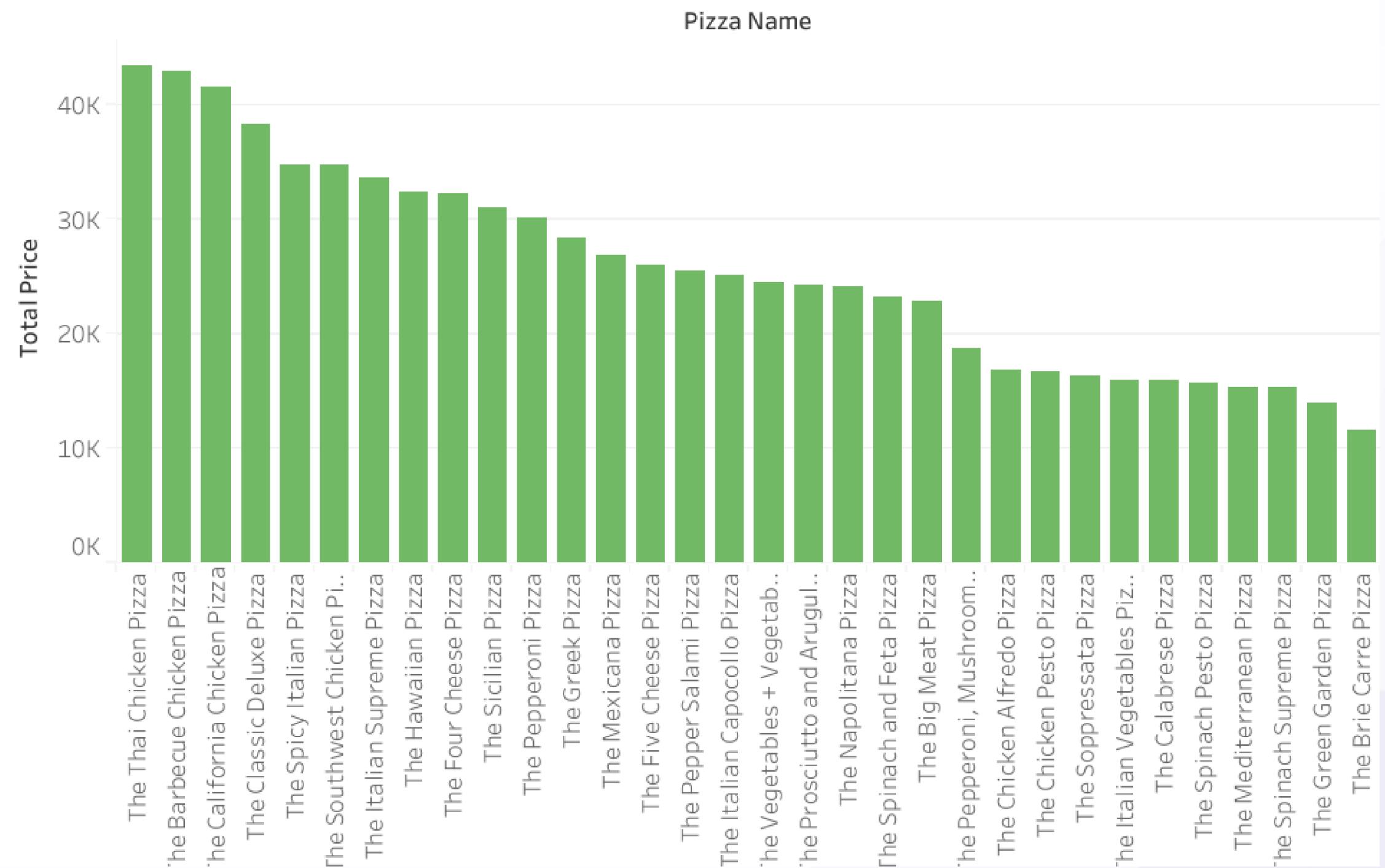
Findings & Insights

Question #1

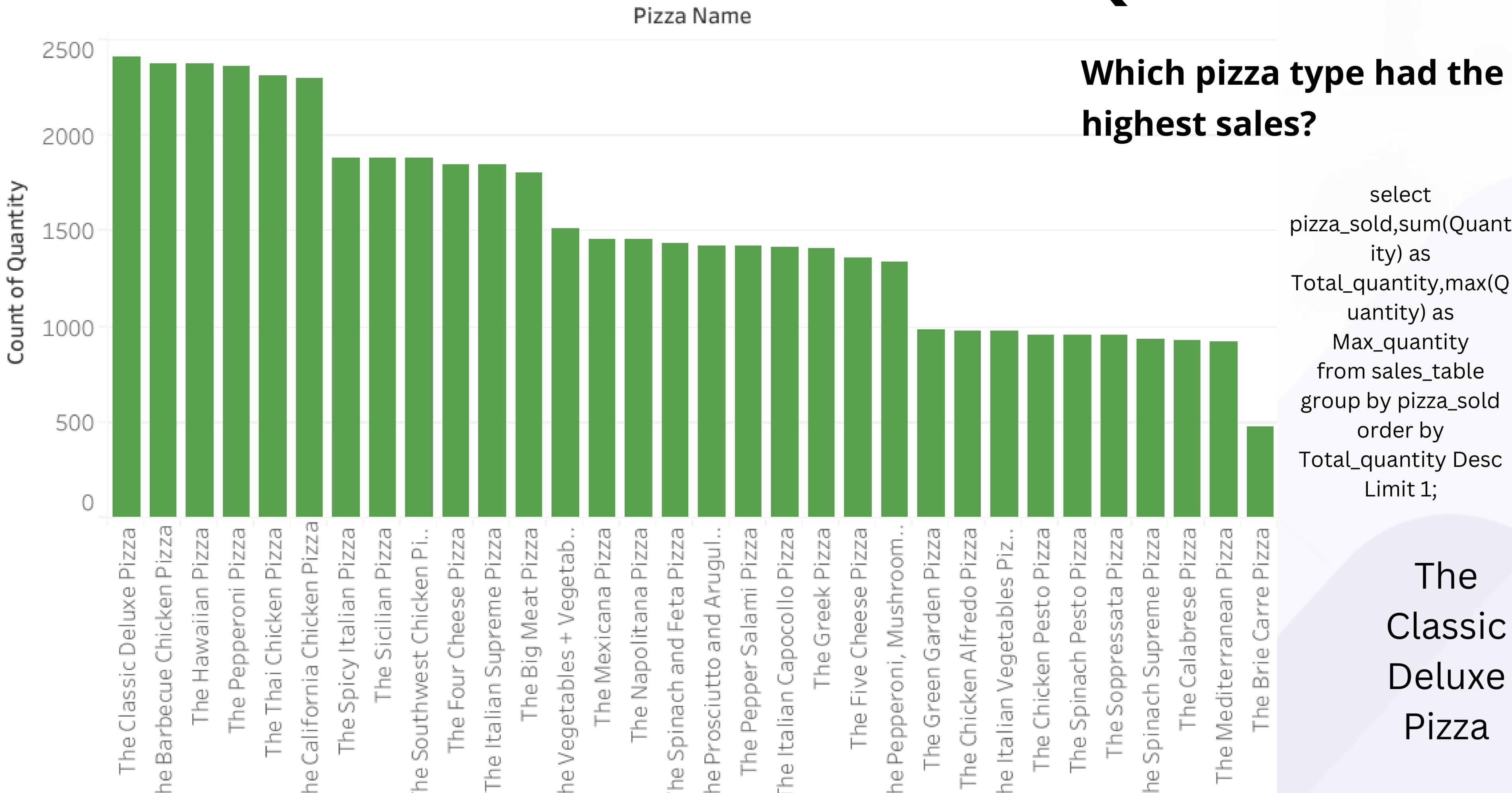
What is the total sales revenue of pizza sold?

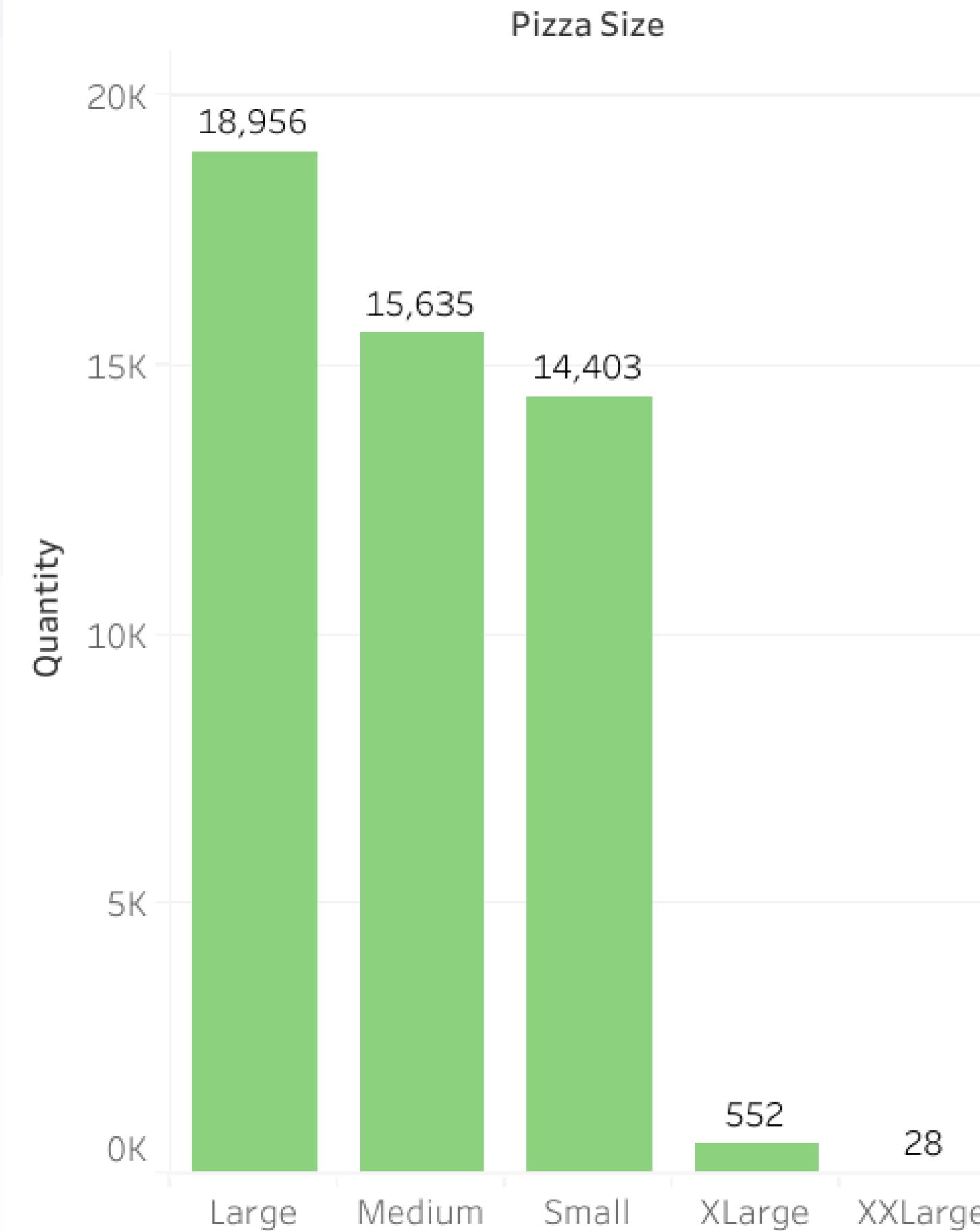
```
Select pizza_sold, sum(sales_price) AS total_revenue  
FROM sales_table  
GROUP BY pizza_sold  
ORDER BY sum(sales_price);
```

Sheet 1



Question #2





Question #3

Which pizza size had the highest sales?

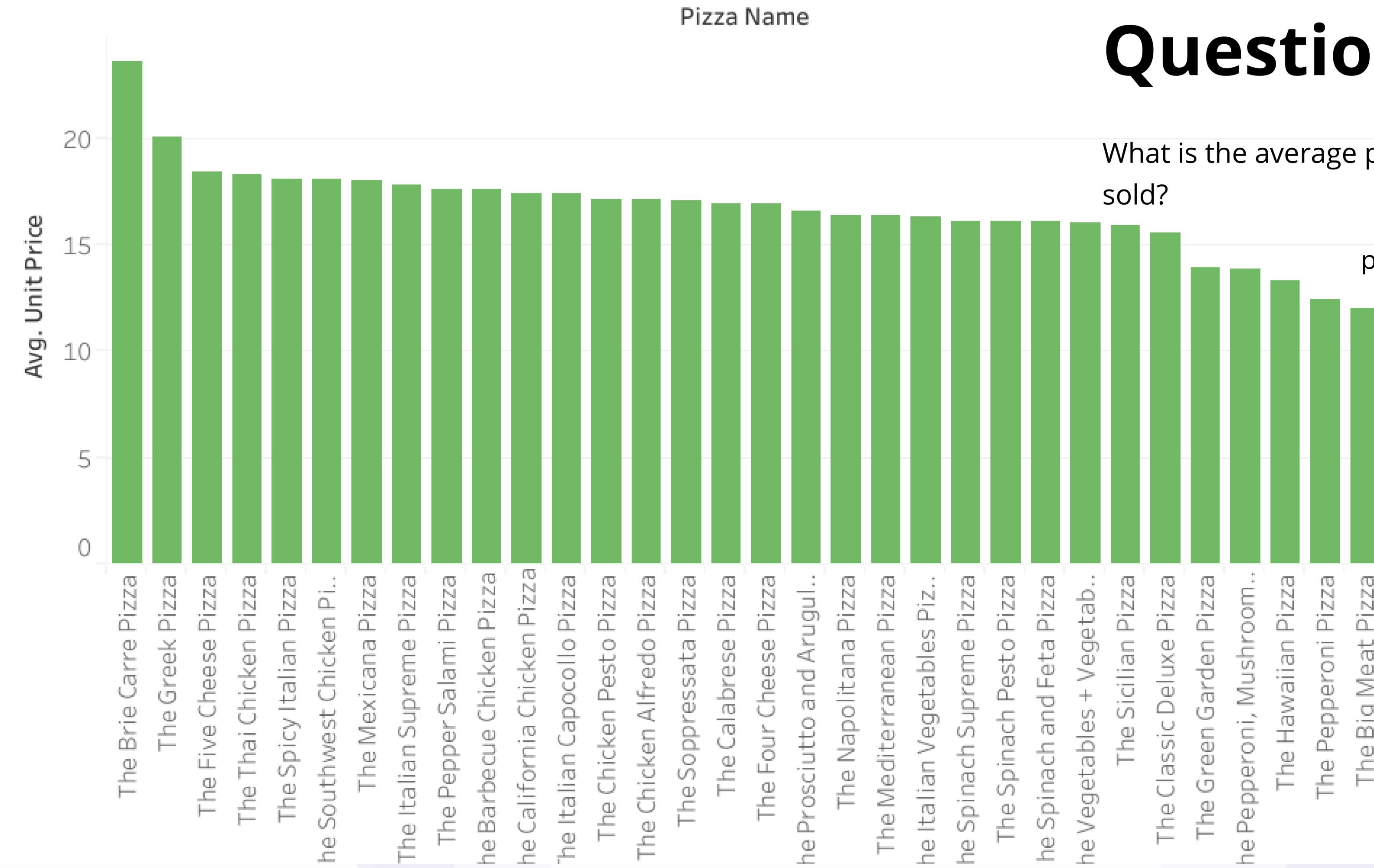
```
select pizza_size,sum(Quantity) as  
Total_quantity,max(Quantity) as Max_quantity  
from sales_table  
group by pizza_sold  
order by Total_quantity Desc  
Limit 1;
```

Large size of
pizza

Question #4

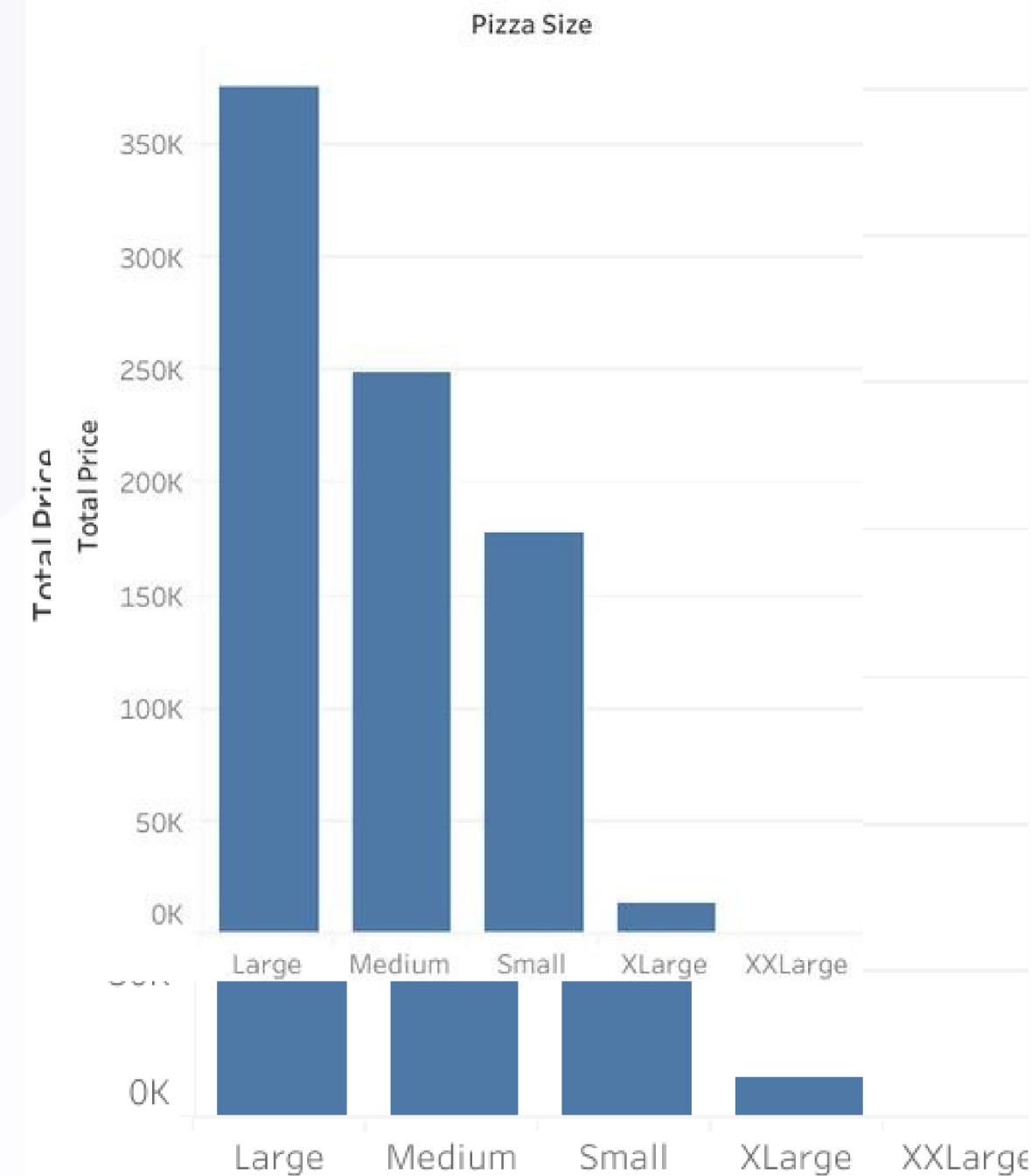
What is the average price for all pizza sold?

```
Select  
pizza_sold,avg(price) as  
avg_unit_price  
from sales_table  
group by pizza_sold;
```



Sheet 5

Sheet 5



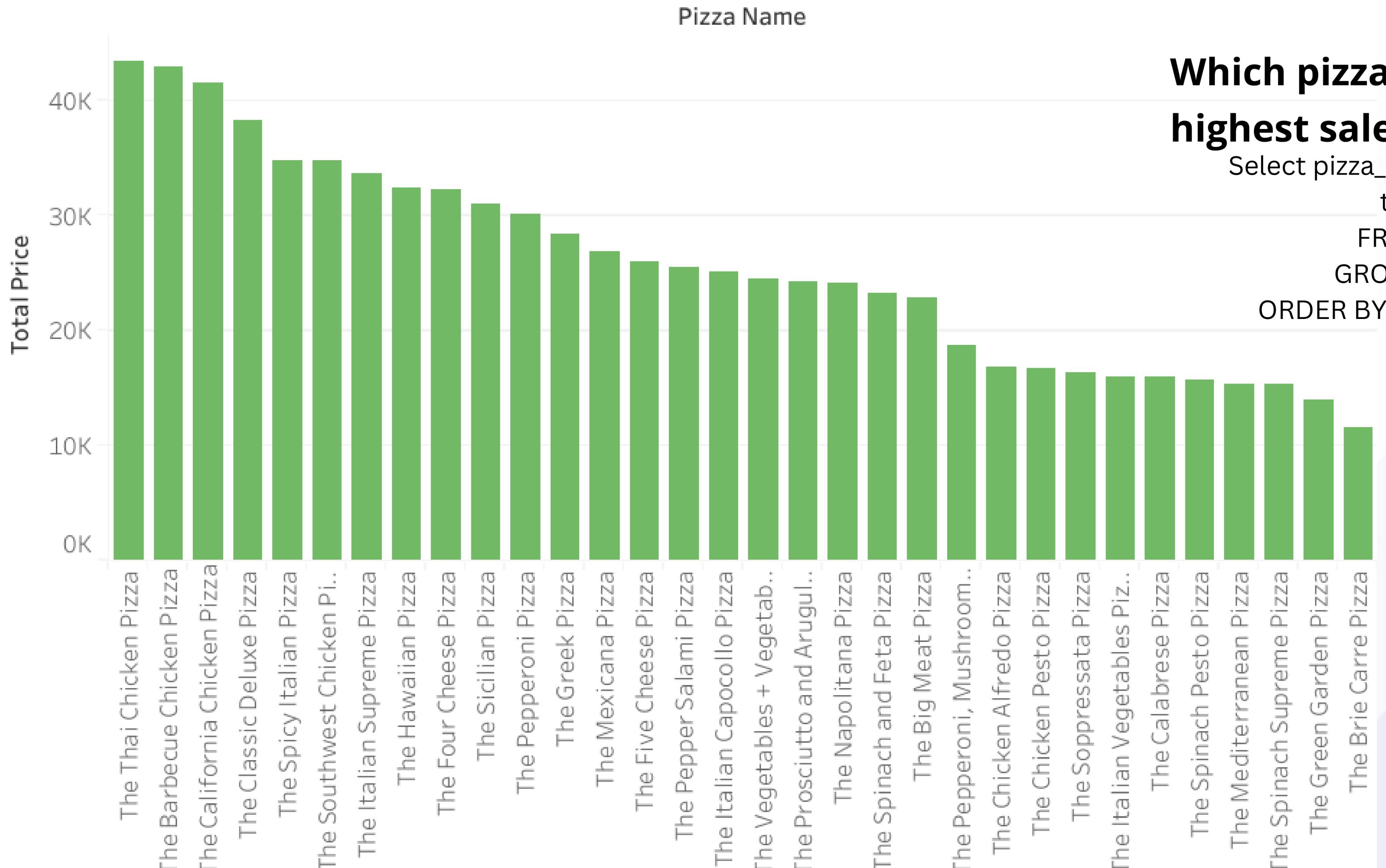
Large size

Question #5

Which pizza size had the highest revenue?

```
select  
pizza_size,sum(sales_price) as  
Total_sales_revenue  
from sales_table  
group by pizza_sold  
order by pizza_size Desc  
Limit 1;
```

Question #6



Which pizza type had the highest sales revenue?

```
Select pizza_sold, sum(sales_price)
      total_revenue
      FROM sales_table
      GROUP BY pizza_sold
      ORDER BY sum(sales_price) Desc
```

The Thai
chicken
Pizza

Recommendation;

***I recommend that large size of pizza and classic deluxe pizzas should be made more as customers bought more of the large size of pizza and classic deluxe had the highest type of pizza bought.**

***There was no correlation from the type of pizza and sales revenue cos though Thai chicken pizza had the highest revenue,it was not the highest pizza sold.**

Recommendation

Thank you!