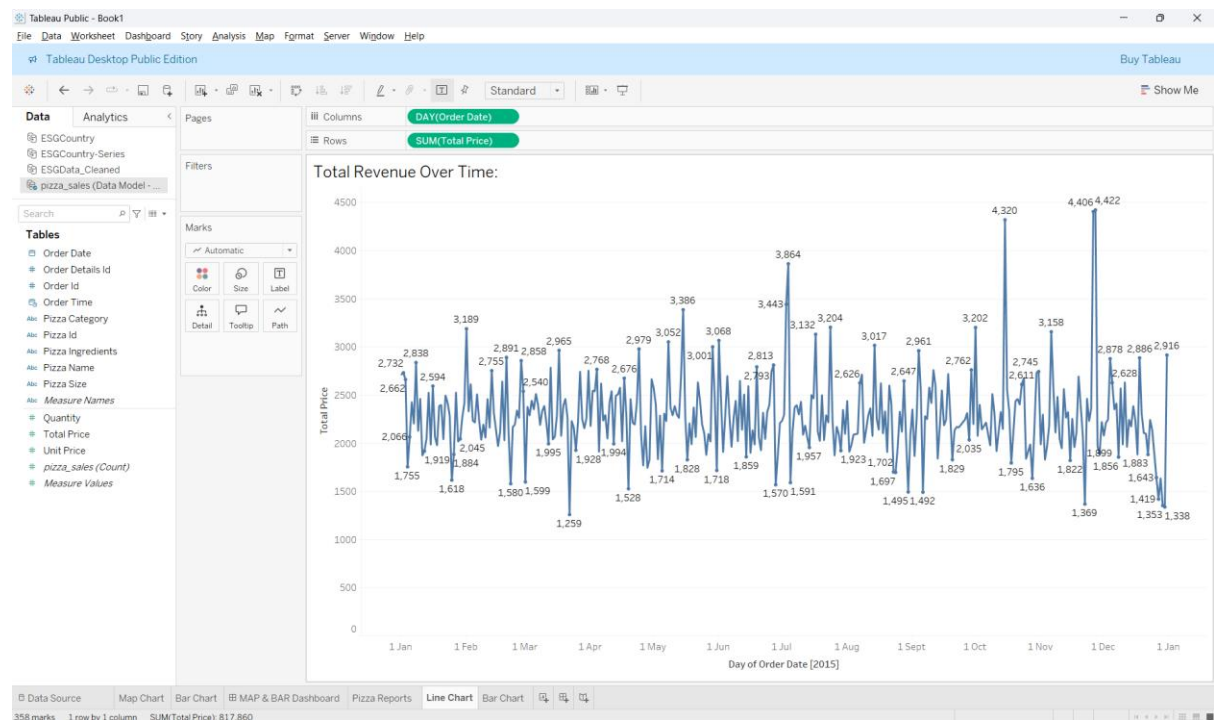# *Tableau Project: Pizza Sales Analysis*
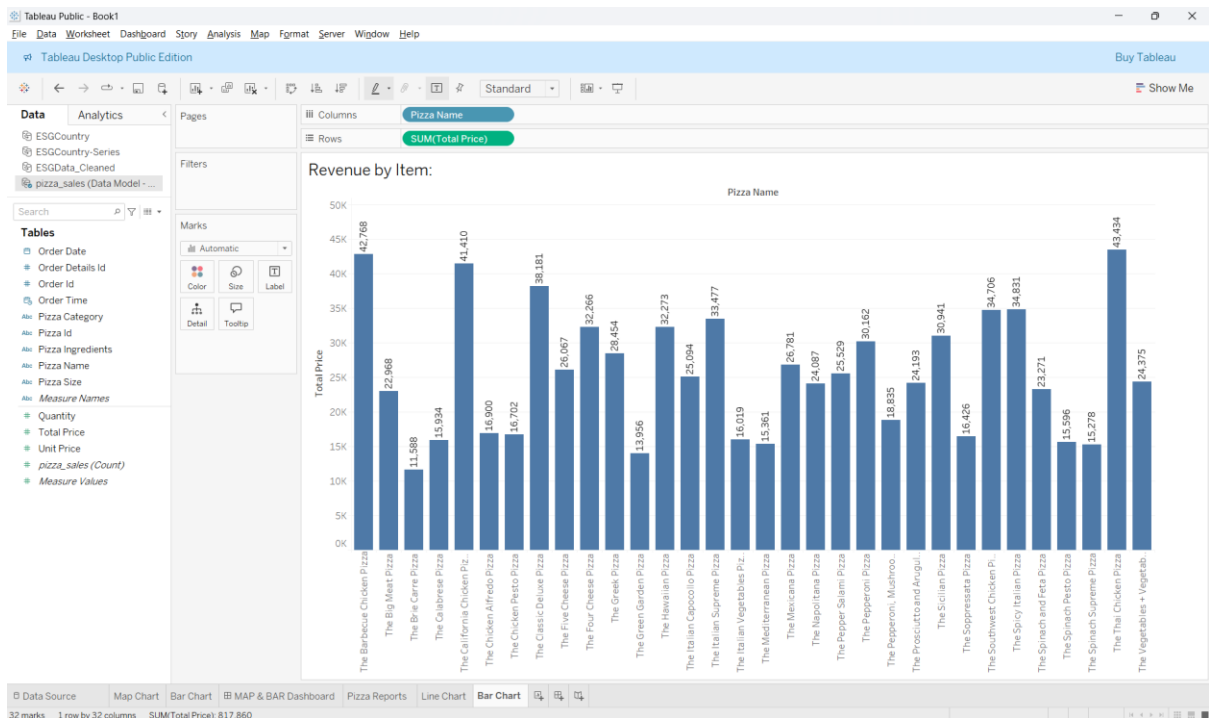
Project Overview
Objective: To analyze pizza sales revenue, identify trends, and provide insights to improve sales
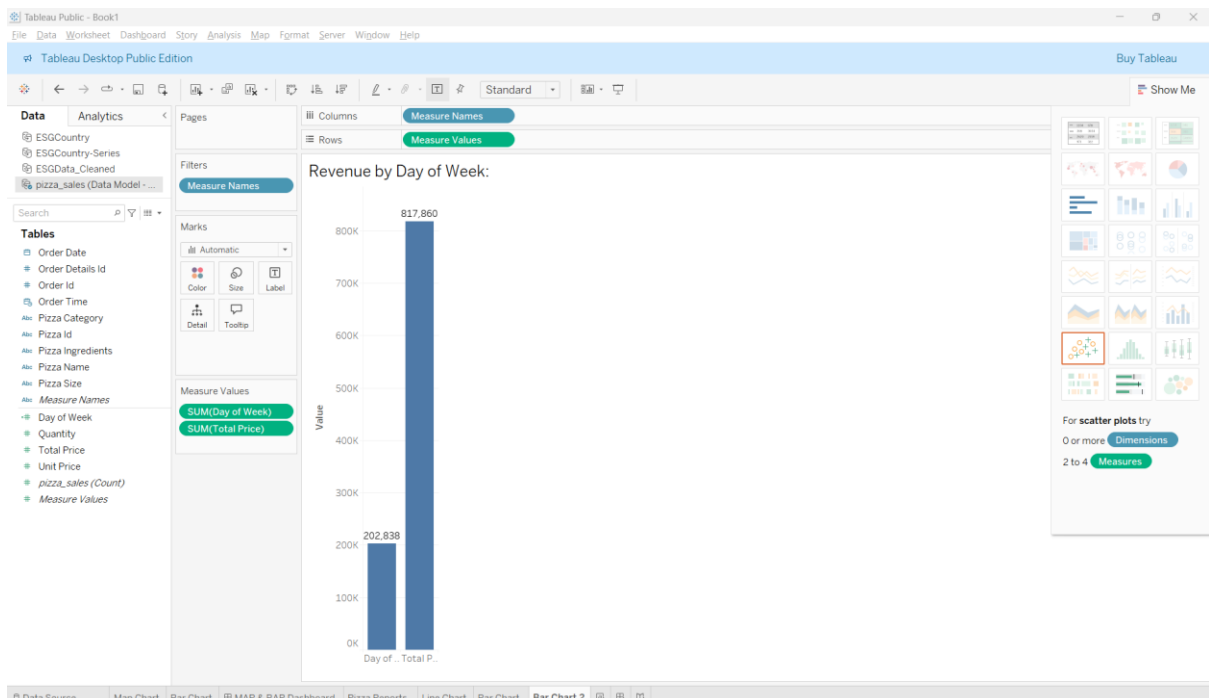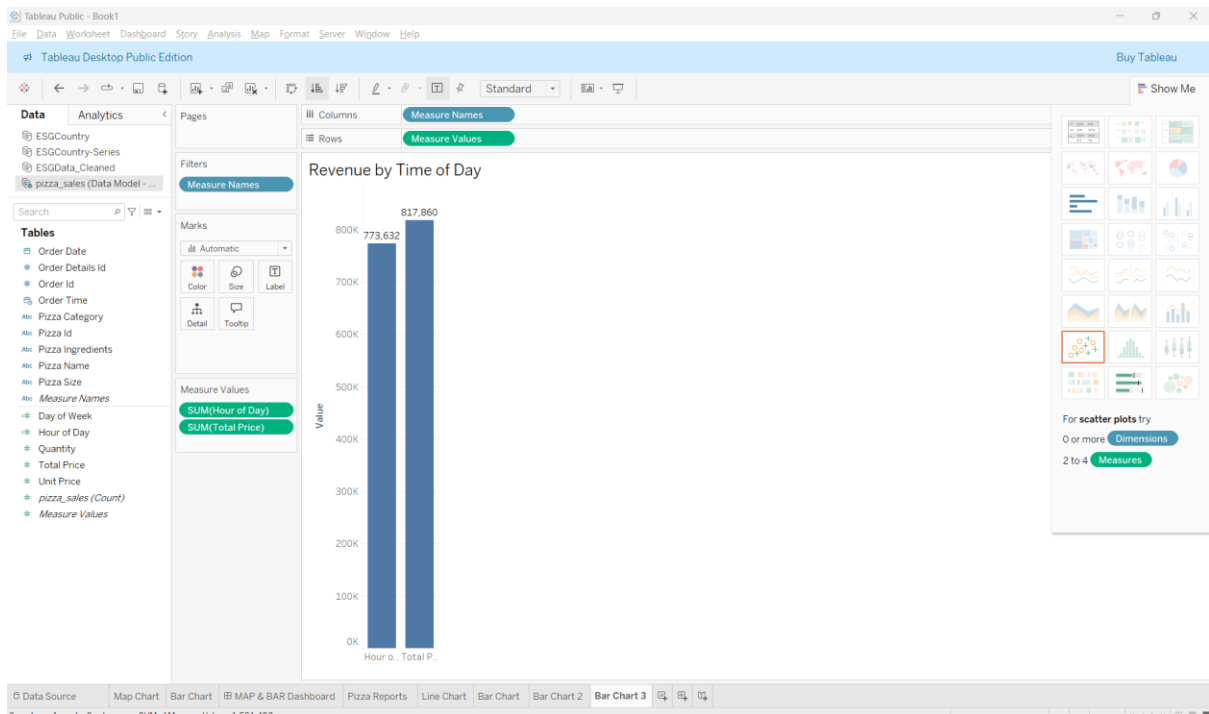
1) Line Chart: Total Revenue Over Time
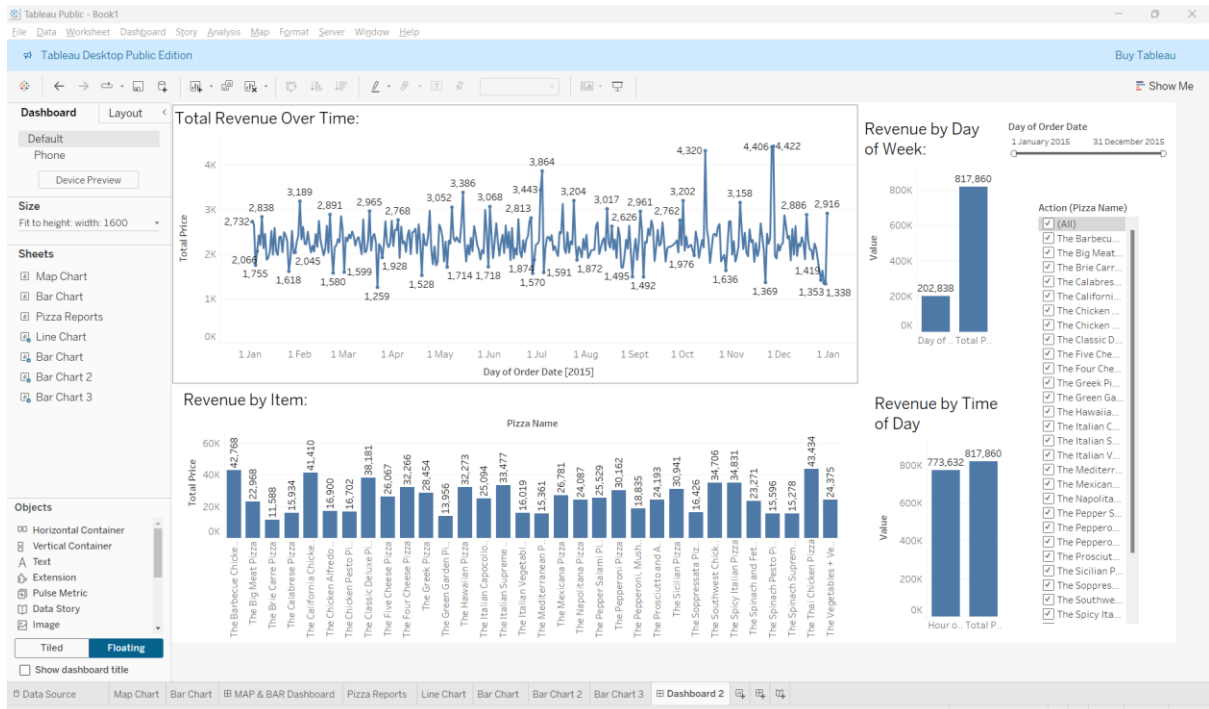

2) Bar Chart: Revenue by Item

3) Bar Chart: Revenue by Day of Week

4) Bar Chart: Revenue by Time of Day

5) Dashboard with Filters & Interactions

6) Upload Pizza Sales Database CSV file to MSSQL

A. KPI's

1. **Total Revenue**

   Select sum(total_price) as Total_Revenue from [Data Model - Pizza Sales]

2. **Average Order Value**

   select SUM(total_price) / COUNT(distinct order_id) as avg_order_value from [Data Model - Pizza Sales]

3. **Total Pizza Sold**

   Select sum(quantity) as Total_Pizza_Sold from [Data Model - Pizza Sales]

4. **Total Orders**

   Select COUNT(Distinct order_id) as Total_Orders from [Data Model - 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 decimal (10,2)) as avg_pizzas_per_order from [Data Model - Pizza Sales]

	avg_pizzas_per_order
1	2.32

B. **Hourly Trend for Total Pizzas Sold**

   select DATEPART(Hour, order_time) as order_hour, sum(quantity) as

   Total_Pizzas_Sold from [Data Model - Pizza Sales]

   GROUP BY DATEPART(Hour, order_time)

   order BY DATEPART(Hour, order_time)

	order_hour	Total_Pizzas_Sold
1	9	4
2	10	18
3	11	2728
4	12	6776
5	13	6413
6	14	3613
7	15	3216
8	16	4239
9	17	5211
10	18	5417
11	19	4406
12	20	3534
13	21	2545
14	22	1386
15	23	68

C. **Weekly Trend for Total Orders**

   ```sql
   select DATEPART(iso_week, order_date) as week_number, year(order_date) as
   order_year, COUNT(distinct order_id) as Total_Orders from [Data Model - Pizza
   Sales]
   group by DATEPART(iso_week, order_date), year(order_date)
   order by DATEPART(iso_week, order_date), year(order_date)
   ```

	week_number	order_year	Total_Orders
1	1	2015	254
2	2	2015	427
3	3	2015	400
4	4	2015	415
5	5	2015	436
6	6	2015	422
7	7	2015	423
8	8	2015	393
9	9	2015	409
10	10	2015	420
11	11	2015	404
12	12	2015	416
13	13	2015	427
14	14	2015	433
15	15	2015	408
16	16	2015	414
17	17	2015	437

	week_number	order_year	Total_Orders
18	18	2015	423
19	19	2015	399
20	20	2015	458
21	21	2015	414
22	22	2015	390
23	23	2015	423
24	24	2015	418
25	25	2015	410
26	26	2015	416
27	27	2015	474
28	28	2015	417
29	29	2015	420
30	30	2015	433
31	31	2015	419
32	32	2015	426
33	33	2015	435
34	34	2015	407

	week_number	order_year	Total_Orders
35	35	2015	394
36	36	2015	397
37	37	2015	435
38	38	2015	423
39	39	2015	288
40	40	2015	433
41	41	2015	334
42	42	2015	386
43	43	2015	352
44	44	2015	371
45	45	2015	394
46	46	2015	400
47	47	2015	392
48	48	2015	491
49	49	2015	424
50	50	2015	417
51	51	2015	430

50	50	2015	417
51	51	2015	430
52	52	2015	298
53	53	2015	171

D. Percentage of Sales by Pizza Category

```
select pizza_category, sum(total_price)*100 / (select sum(total_price) from
[Data Model - Pizza Sales]) as PCT from [Data Model - Pizza Sales]
Group by pizza_category
```

	pizza_category	PCT
1	Classic	26.9059602306976
2	Chicken	23.9551375322885
3	Veggie	23.6825910258677
4	Supreme	25.4563112111462

E. Total Pizzas Sold by Pizza Category

```
SELECT pizza_category, SUM(quantity) AS Total_Quantity_Sold
FROM [Data Model - Pizza Sales]
GROUP BY pizza_category
ORDER BY Total_Quantity_Sold DESC
```

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

F. Top 5 Pizzas by Revenue

```
SELECT Top 5 pizza_name, SUM(total_price) as Total_Revenue from [Data Model -
Pizza Sales]
Group by pizza_name
order by Total_Revenue desc
```

	pizza_name	Total_Revenue
1	The Thai Chicken Pizza	43434.25
2	The Barbecue Chicken Pizza	42768
3	The California Chicken Pizza	41409.5
4	The Classic Deluxe Pizza	38180.5
5	The Spicy Italian Pizza	34831.25

G. Bottom 5 Pizzas by Revenue

```
SELECT Top 5 pizza_name, SUM(total_price) as Total_Revenue from [Data Model -
Pizza Sales]
Group by pizza_name
order by Total_Revenue ASC
```

	pizza_name	Total_Revenue
1	The Brie Carre Pizza	11588.4998130798
2	The Green Garden Pizza	13955.75
3	The Spinach Supreme Pizza	15277.75
4	The Mediterranean Pizza	15360.5
5	The Spinach Pesto Pizza	15596

H. Top 5 Pizzas by Quantity

```
Select Top 5 pizza_name, sum(quantity) as Total_Quantity from [Data Model -
Pizza Sales]
Group by pizza_name
order by Total_Quantity DESC
```

	pizza_name	Total_Quantity
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

I. Top 5 Pizza Orders Sold

```
select Top 5 pizza_name, COUNT(Distinct order_id) as Total_Orders from [Data
Model - Pizza Sales]
Group by pizza_name
order by Total_Orders Desc
```

	pizza_name	Total_Orders
1	The Classic Deluxe Pizza	2329
2	The Hawaiian Pizza	2280
3	The Pepperoni Pizza	2278
4	The Barbecue Chicken Pizza	2273
5	The Thai Chicken Pizza	2225

J. Bottom 5 Pizza Orders Sold

```
select Top 5 pizza_name, COUNT(Distinct order_id) as Total_Orders from [Data
Model - Pizza Sales]
Group by pizza_name
order by Total_Orders ASC
```

	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

Create Calculated Fields

1. Total Revenue

Total Revenue	pizza_sales (Data Model - Pizza Sales)	✕

SUM([Total Price])

The calculation is valid. Apply OK

2. Total Orders

Total Orders	pizza_sales (Data Model - Pizza Sales)	✕

COUNTD([Order Id])

The calculation is valid. Apply OK

3. Average Order Value

Average Order Value	pizza_sales (Data Model - Pizza Sales)	✕

[Total Revenue] / [Total Orders]

The calculation is valid. Apply OK

4. Total Pizzas Sold

Total Pizzas Sold	🗐 pizza_sales (Data Model - Pizza Sales)	✕

SUM([Quantity])

The calculation is valid. [Apply] [OK]

5. Average Pizzas Per Order

Average Pizzas Per Orde	🗐 pizza_sales (Data Model - Pizza Sales)	✕

[Total Pizzas Sold] / [Total Orders]

The calculation is valid. [Apply] [OK]

Abc *Measure Names*
=# Average Order Value
=# **Average Pizzas Per Order**
=# Day of Week
=# Hour of Day
Quantity
=# Total Orders
=# Total Pizzas Sold
Total Price
=# Total Revenue
Unit Price
pizza_sales (Count)
Measure Values

1. KPI Banner
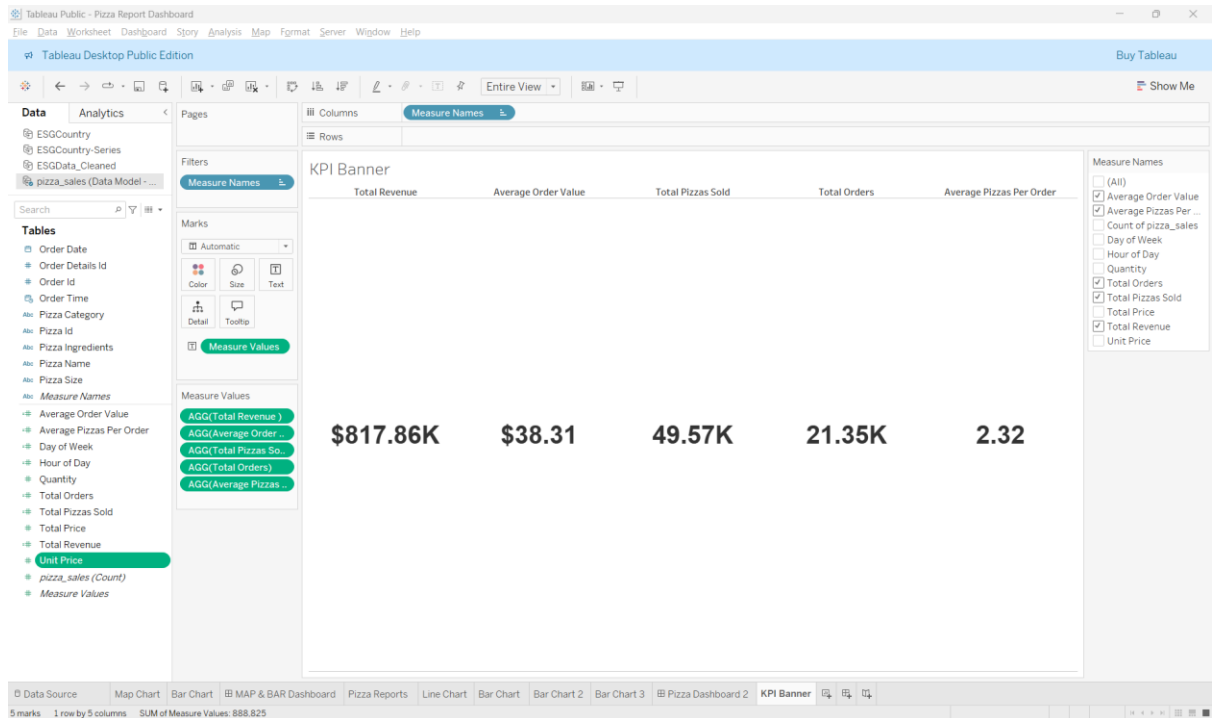
2. Add image to Dashboard
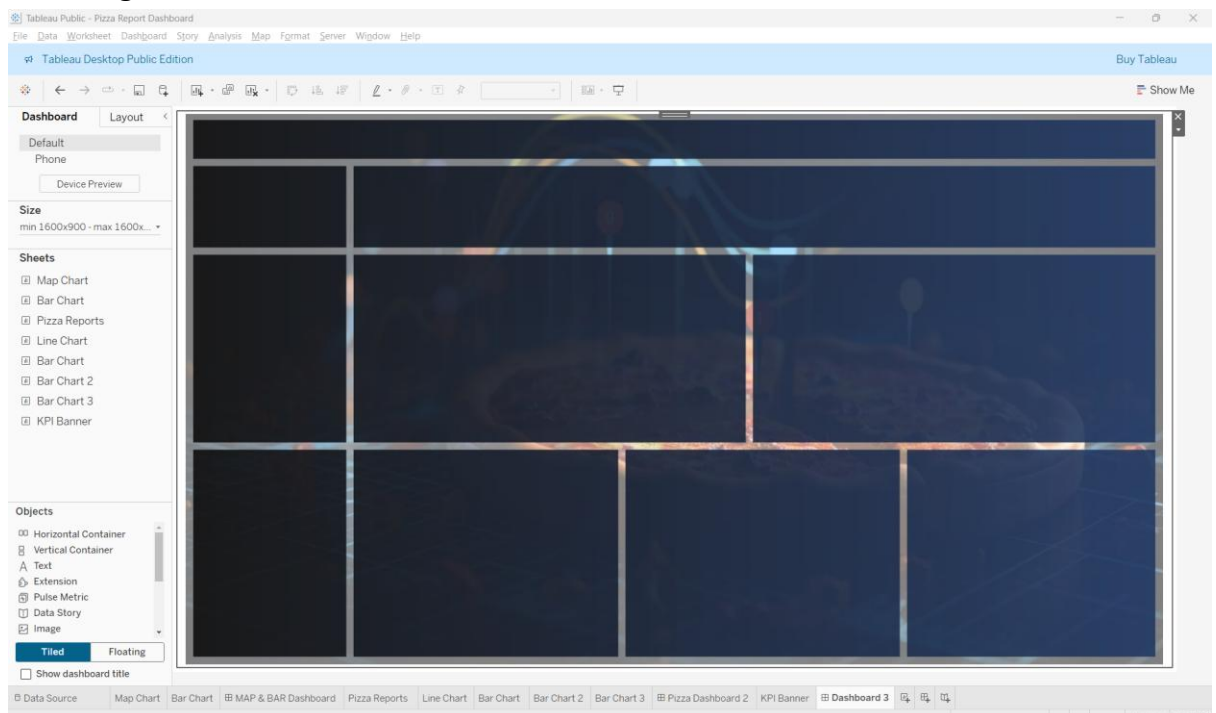
3. Hourly Trend for Total Pizzas Sold
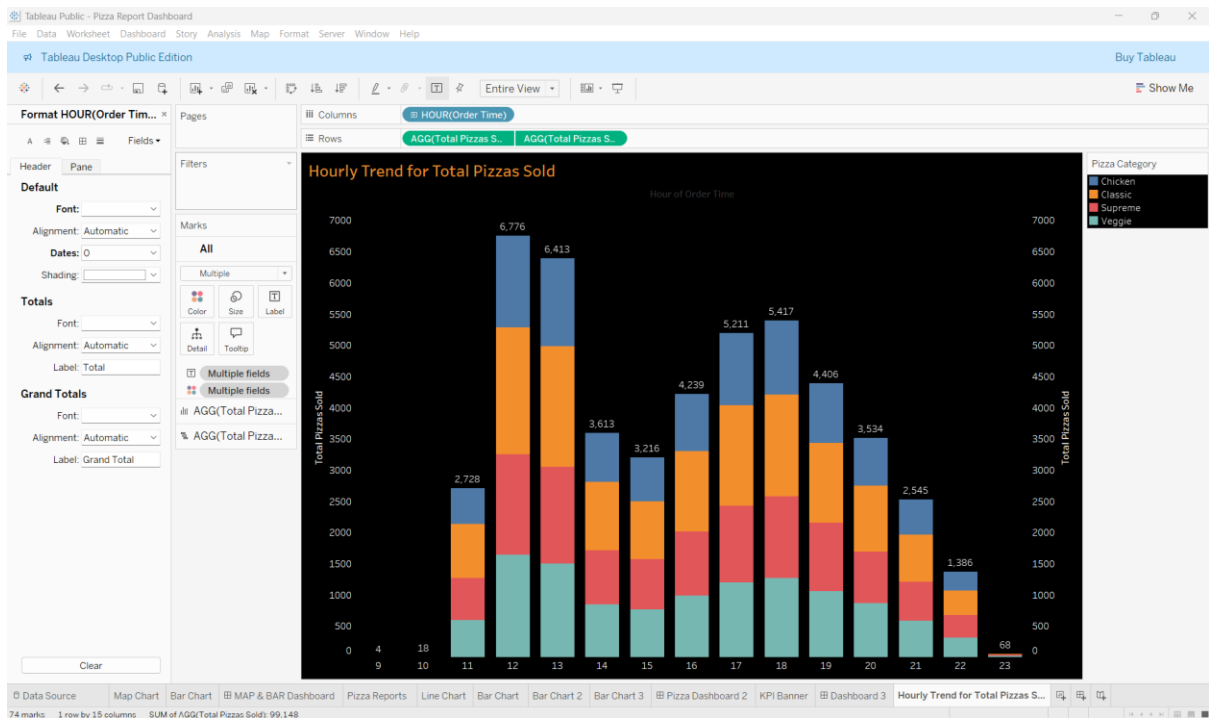
4. Weekly Trend for Total Orders
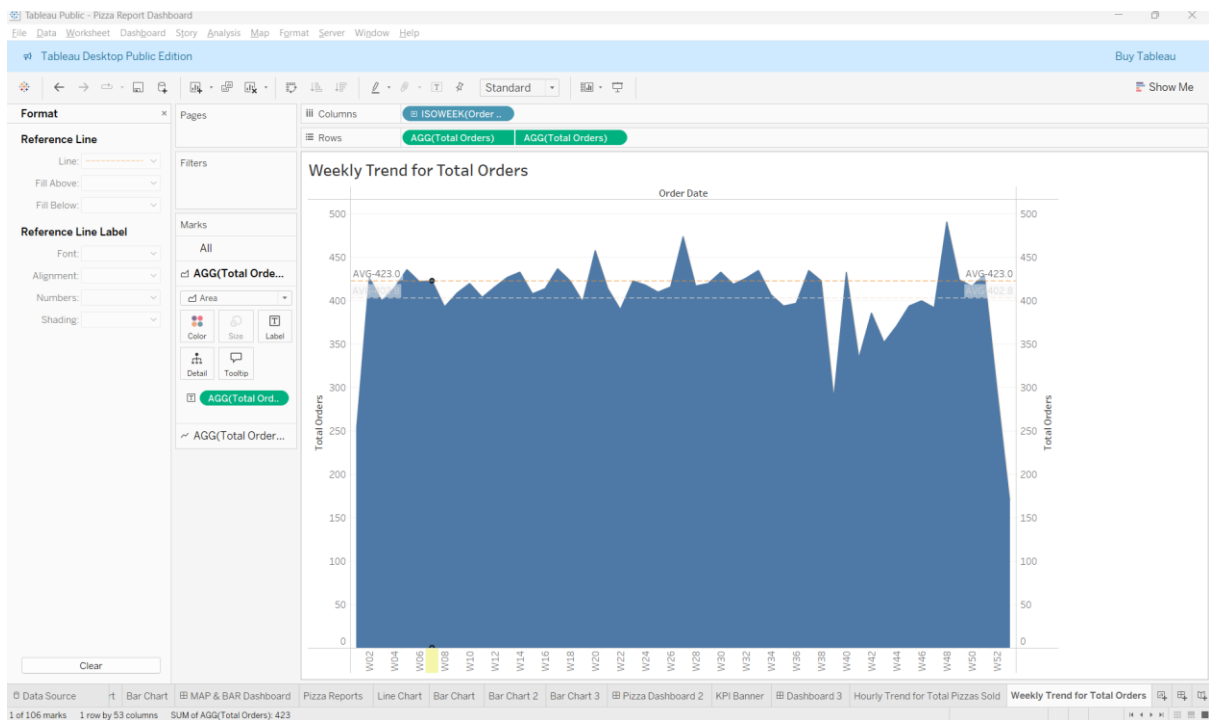
5. Percentage of Sales by Pizza Category
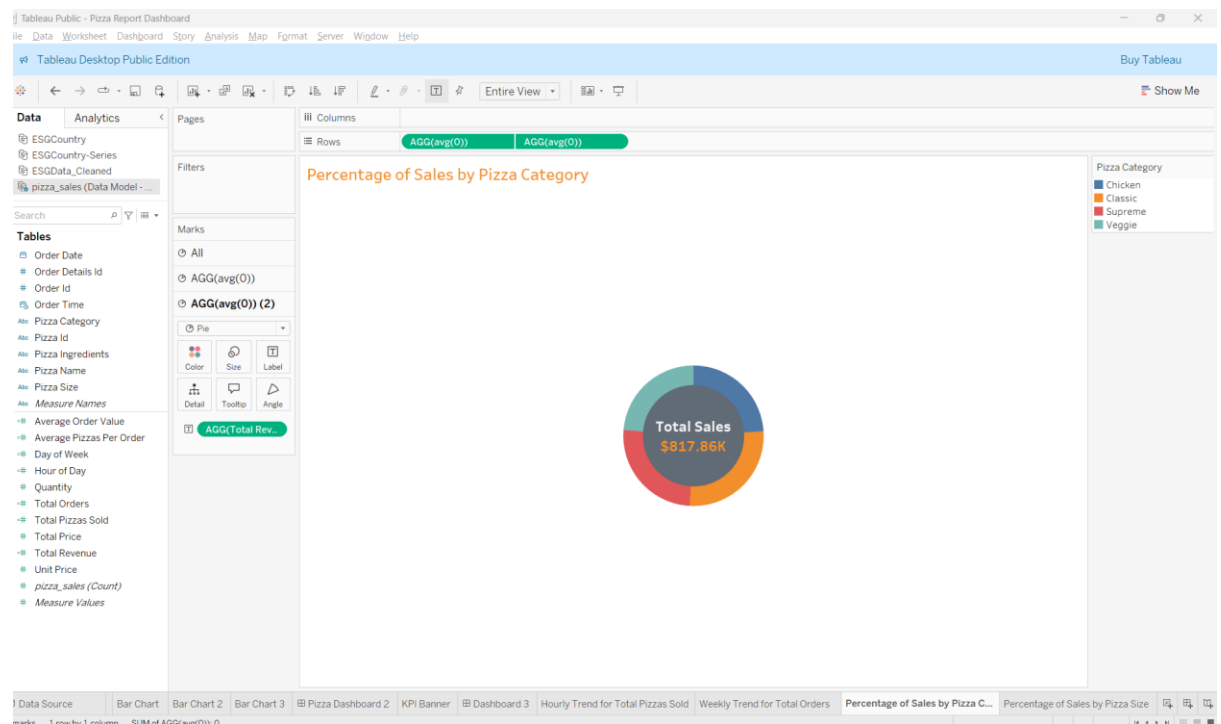
6. Percentage of Sales by Pizza Size
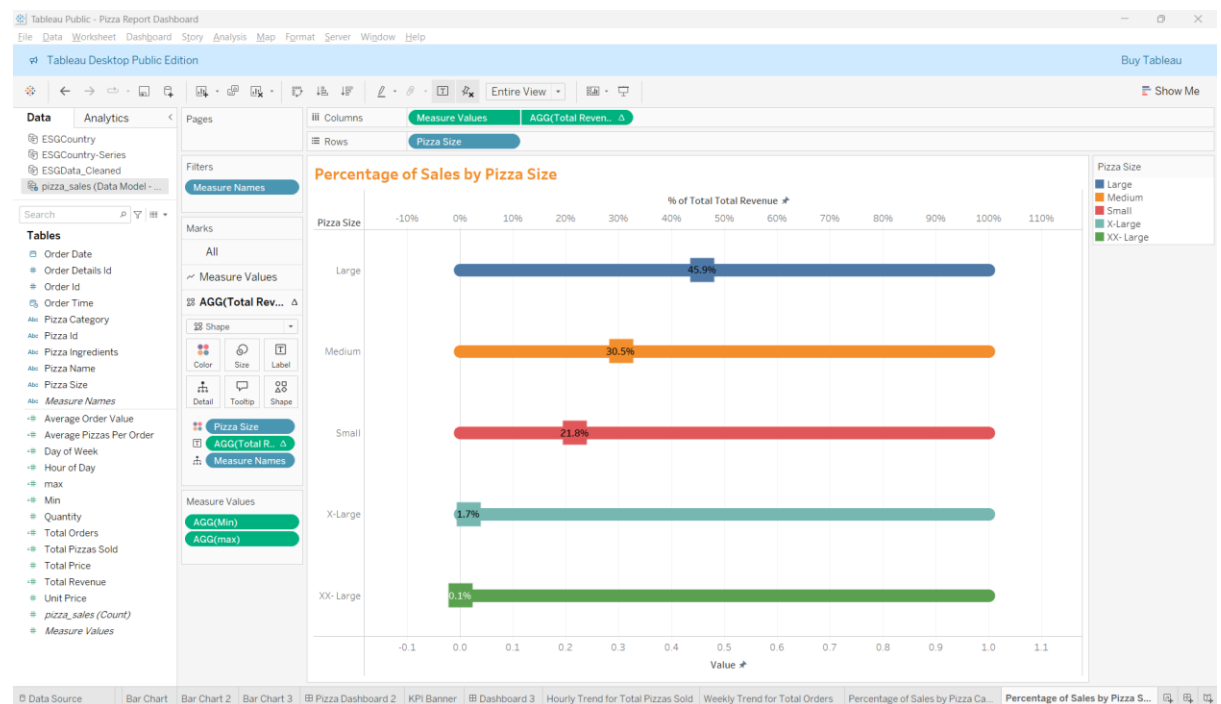
7. Total Orders & Pizzas Sold by Category
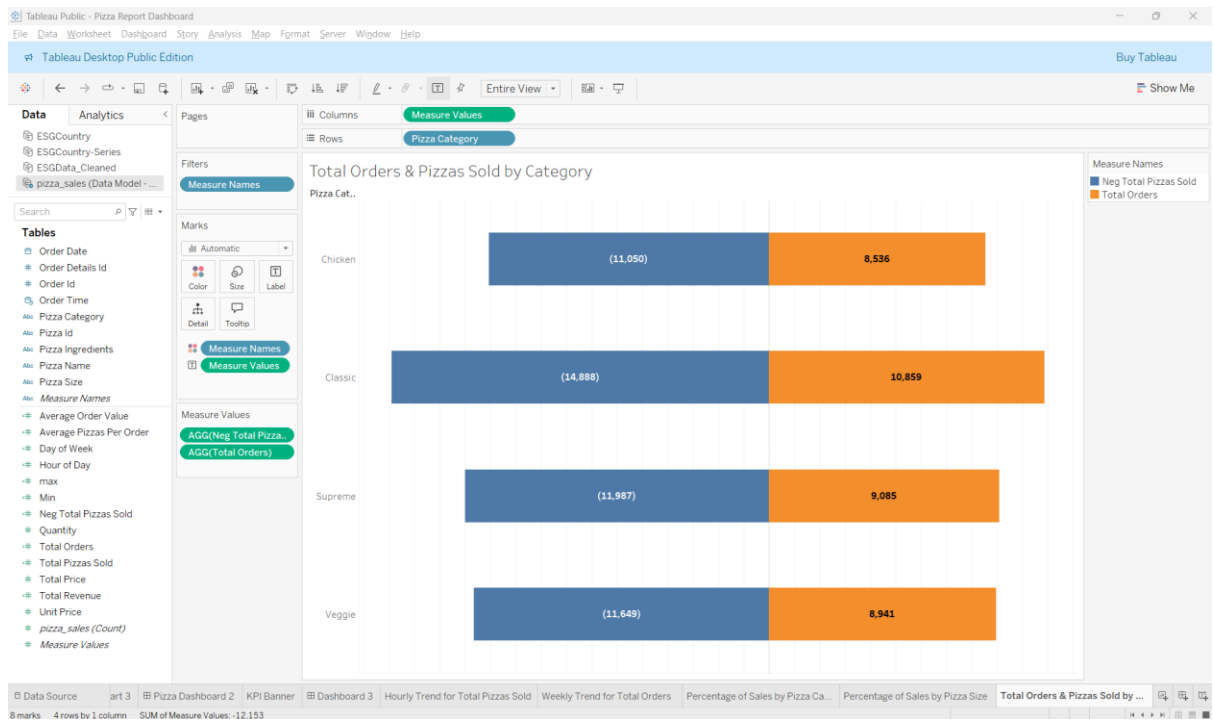
8. Date Range

9. Top 5 Pizzas by Revenue

10. Bottom 5 Pizzas by Revenue
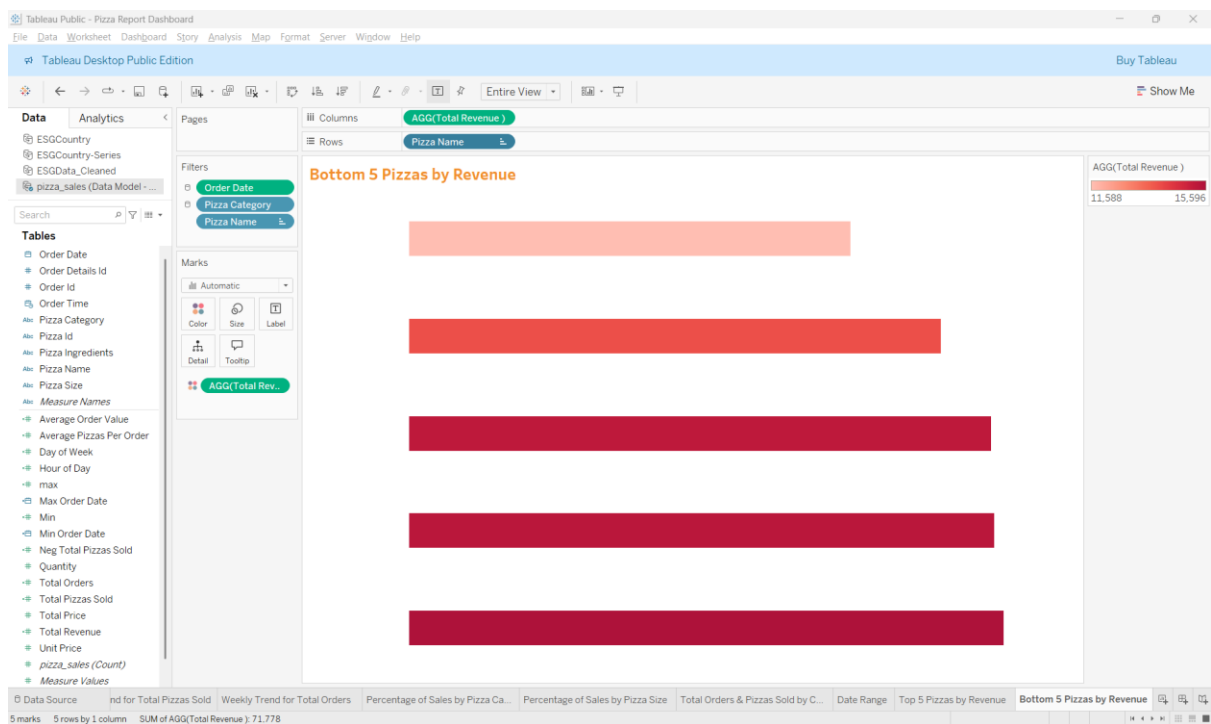
11. Top 5 Pizzas by Total Pizzas Sold
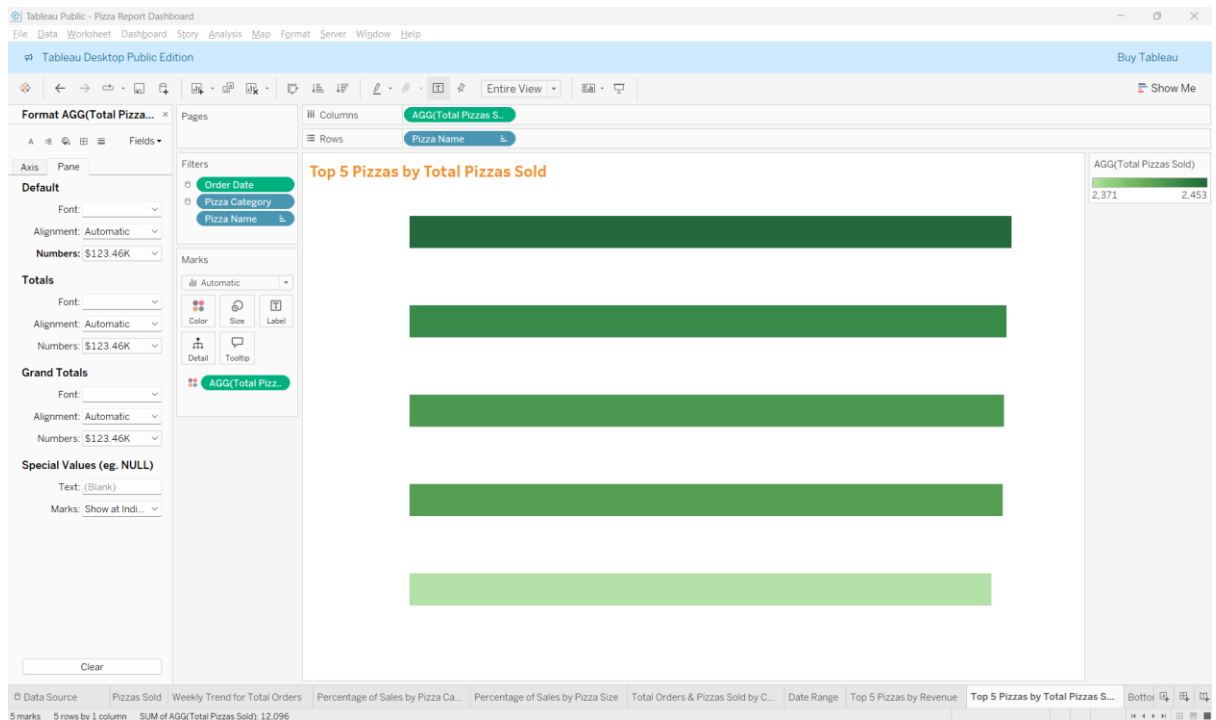
12. Bottom 5 Pizzas by Total Pizzas Sold
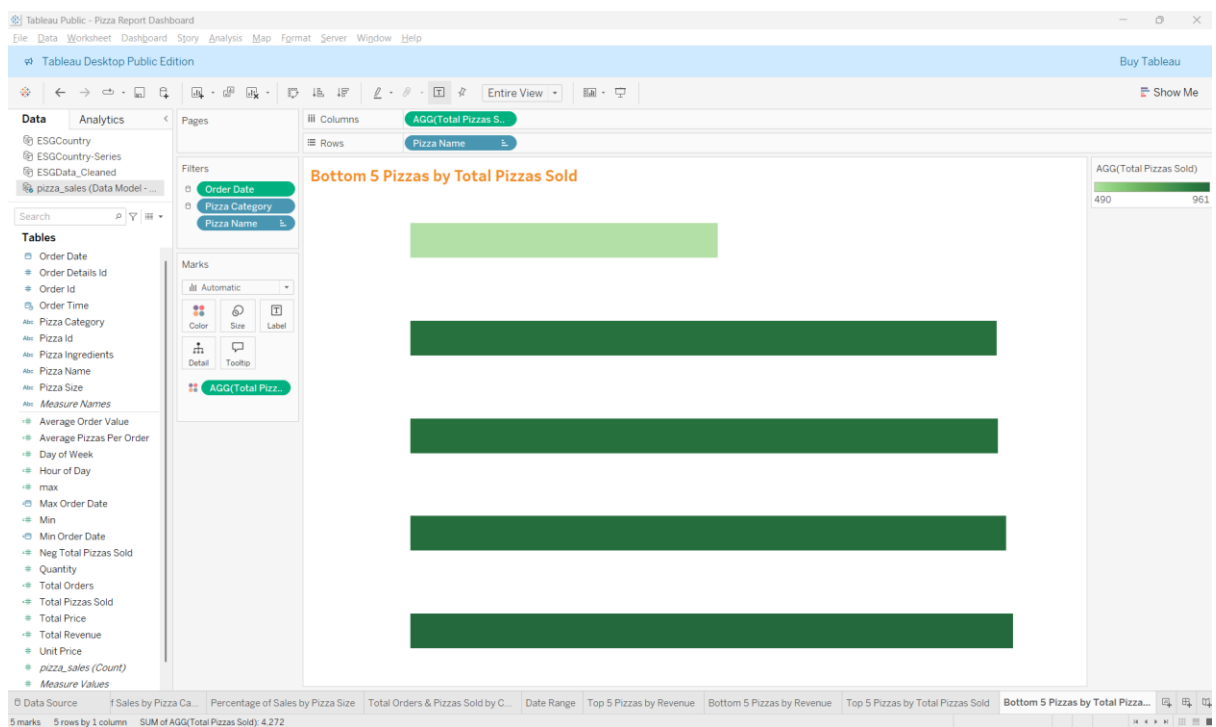
13. Top 5 Pizzas by Total Orders

14. Bottom 5 Pizzas by Total Orders

15. Add Navigation buttons

16. Home, Best/Worst Sellers Dashboards

PIZZA SALES REPORT
01-01-2015 to 31-12-2015

Pizza Category
☑ Classic

Order Date
01-01-2015 31-12-2015

	Total Revenue	Average Order Value	Total Pizzas Sold	Total Orders	Average Pizzas Per Order
HOME	$817.86K	$38.31	49.57K	21.35K	2.32

Best/Worst Sellers

BUSIEST HOURS & WEEKS

REVENUE
The thai chicken pizza contributes to maximum revenue.

QUANTITY
The classic deluxe pizza contributes to maximum total quantities.

TOTAL ORDERS
The classic deluxe pizza contributes to maximum total orders

SALES PERFORMANCE
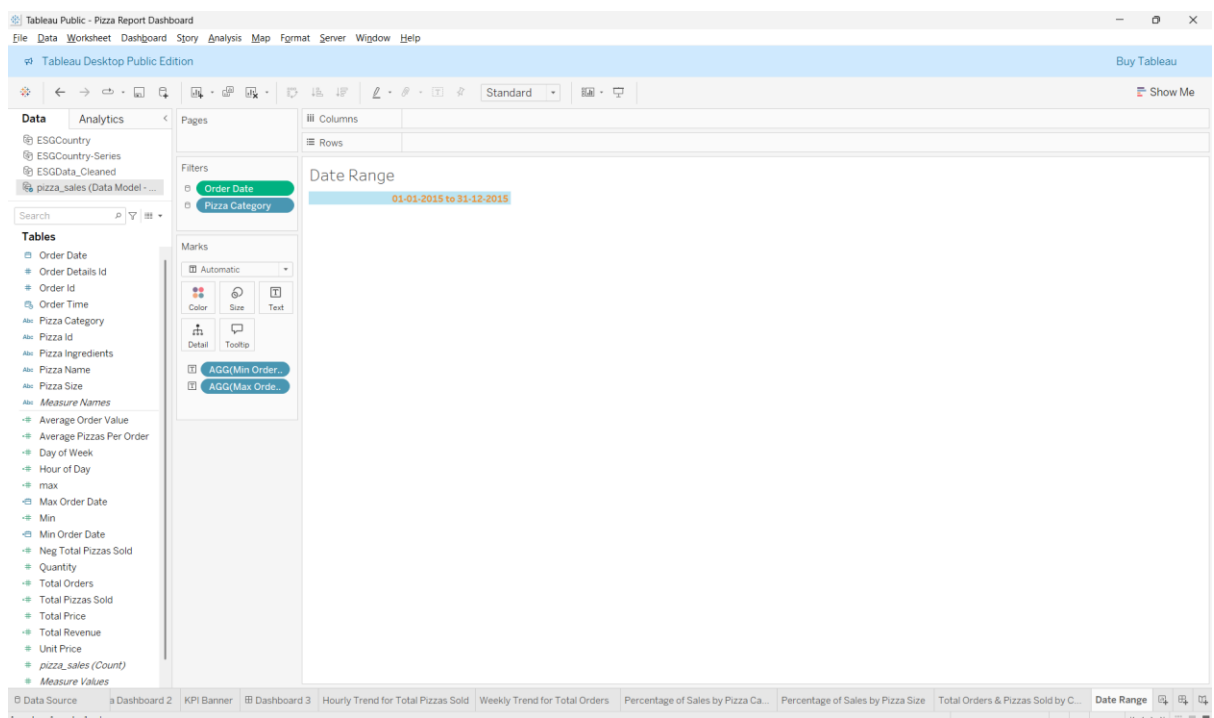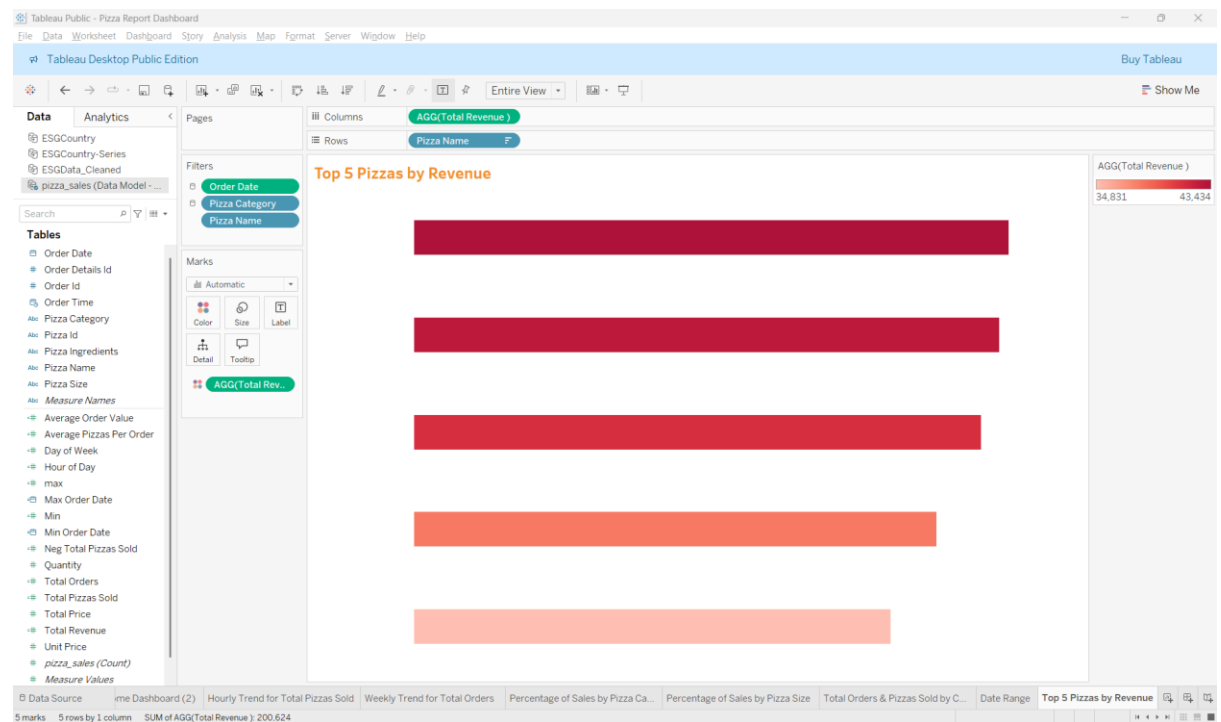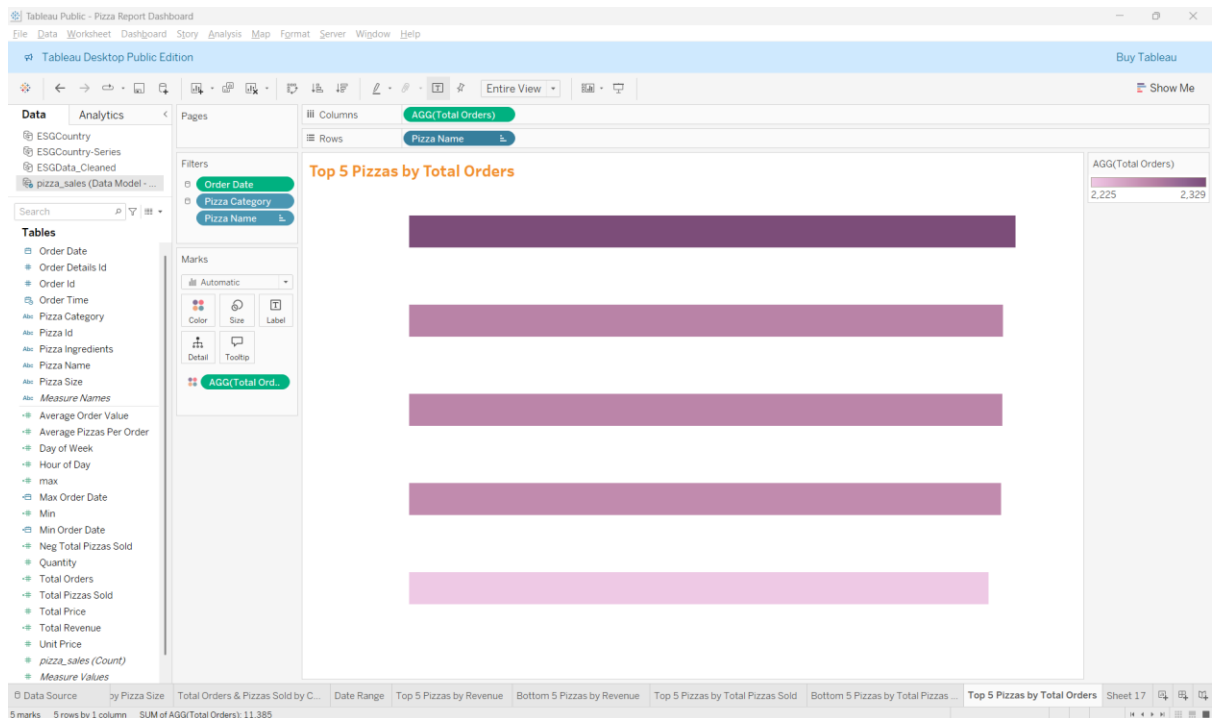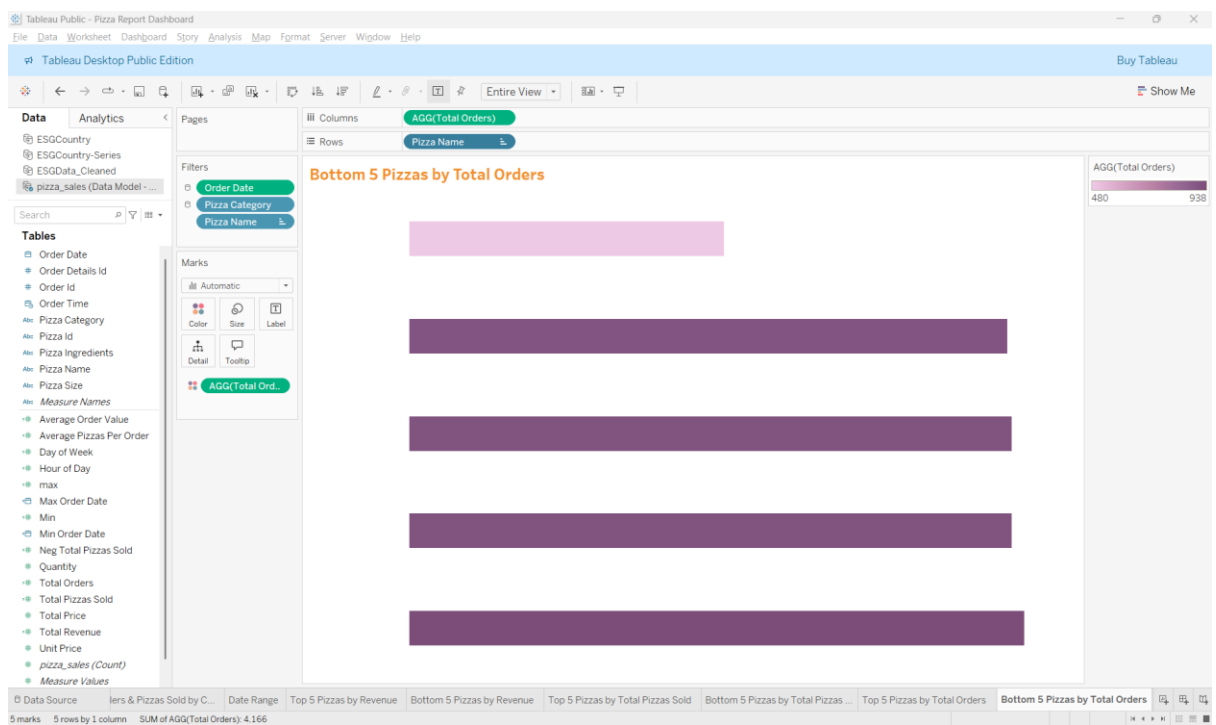
REVENUE
The Brie Carre Pizza contributes to Minimum revenue

QUANTITY
The Brie Carre Pizza contributes to Minimum total quantities.

Total Orders
The Brie Carre Pizza contributes to Minimum total orders.

Top 5 Pizzas by Revenue

The Thai Chicken Pizza	$ 43.43K
The Barbecue Chicken Pizza	$ 42.77K
The California Chicken Pizza	$ 41.41K
The Classic Deluxe Pizza	$ 38.18K
The Spicy Italian Pizza	$ 34.83K

Top 5 Pizzas by Total Pizzas Sold

The Classic Deluxe Pizza	2.45K
The Barbecue Chicken Pizza	2.43K
The Hawaiian Pizza	2.42K
The Pepperoni Pizza	2.42K
The Thai Chicken Pizza	2.37K

Top 5 Pizzas by Total Orders

The Classic Deluxe Pizza	2,329
The Hawaiian Pizza	2,280
The Pepperoni Pizza	2,278
The Barbecue Chicken Pizza	2,273
The Thai Chicken Pizza	2,225

Bottom 5 Pizzas by Revenue

The Brie Carre Pizza	$ 11.59K
The Green Garden Pizza	$ 13.96K
The Spinach Supreme Pizza	$ 15.28K
The Mediterranean Pizza	$ 15.36K
The Spinach Pesto Pizza	$ 15.60K

Bottom 5 Pizzas by Total Pizzas Sold

The Brie Carre Pizza	490.00
The Mediterranean Pizza	934.00
The Calabrese Pizza	937.00
The Spinach Supreme Pizza	950.00
The Soppressata Pizza	961.00

Bottom 5 Pizzas by Total Orders

The Brie Carre Pizza	480
The Mediterranean Pizza	912
The Calabrese Pizza	918
The Spinach Supreme Pizza	918
The Chicken Pesto Pizza	938