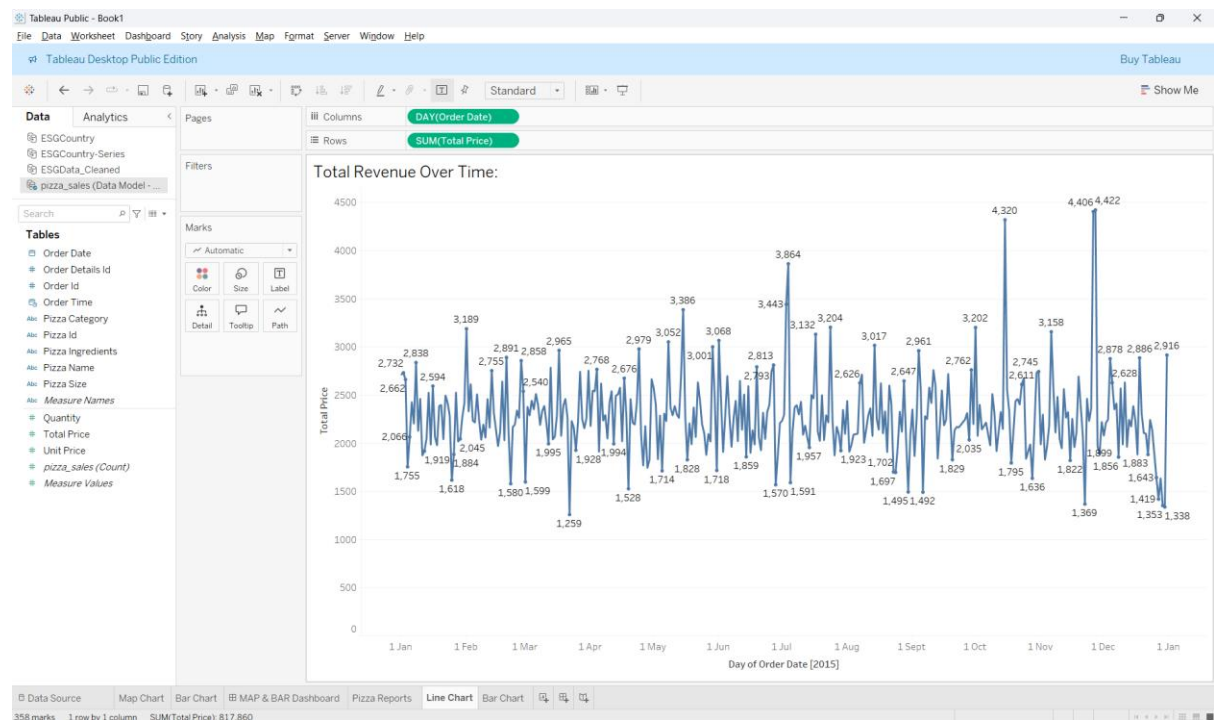


Tableau Project: Pizza Sales Analysis

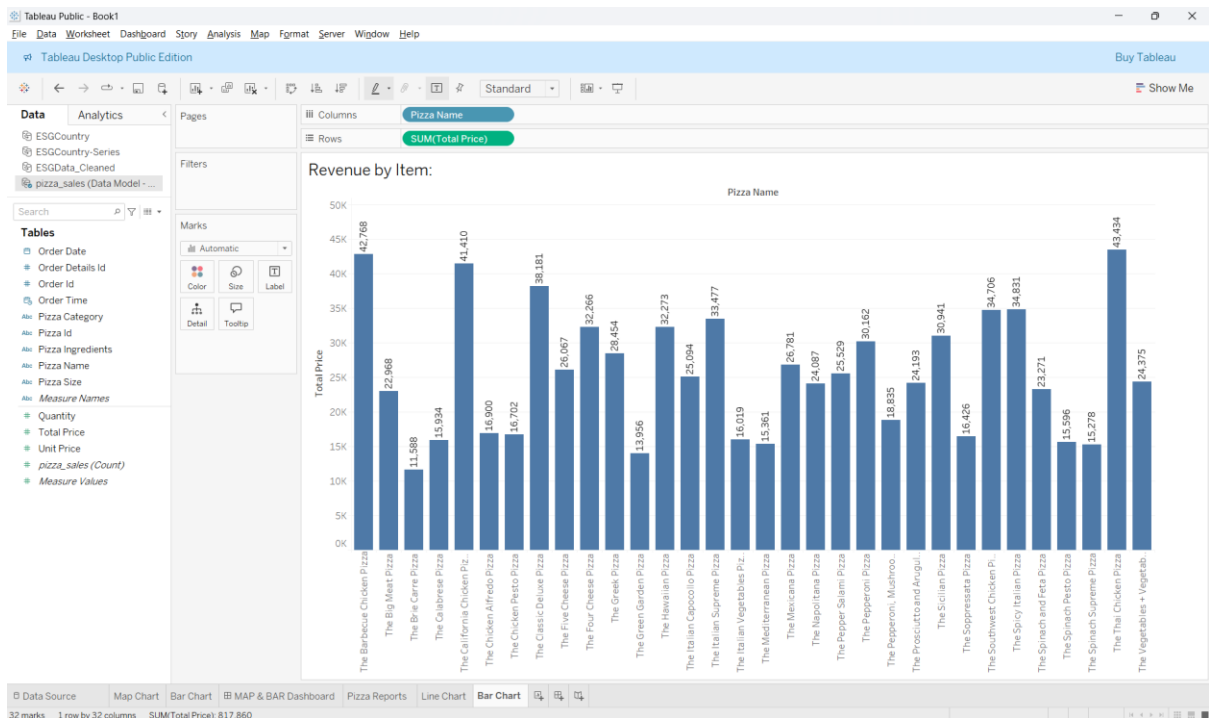
Project Overview

Objective: To analyze pizza sales revenue, identify trends, and provide insights to improve sales

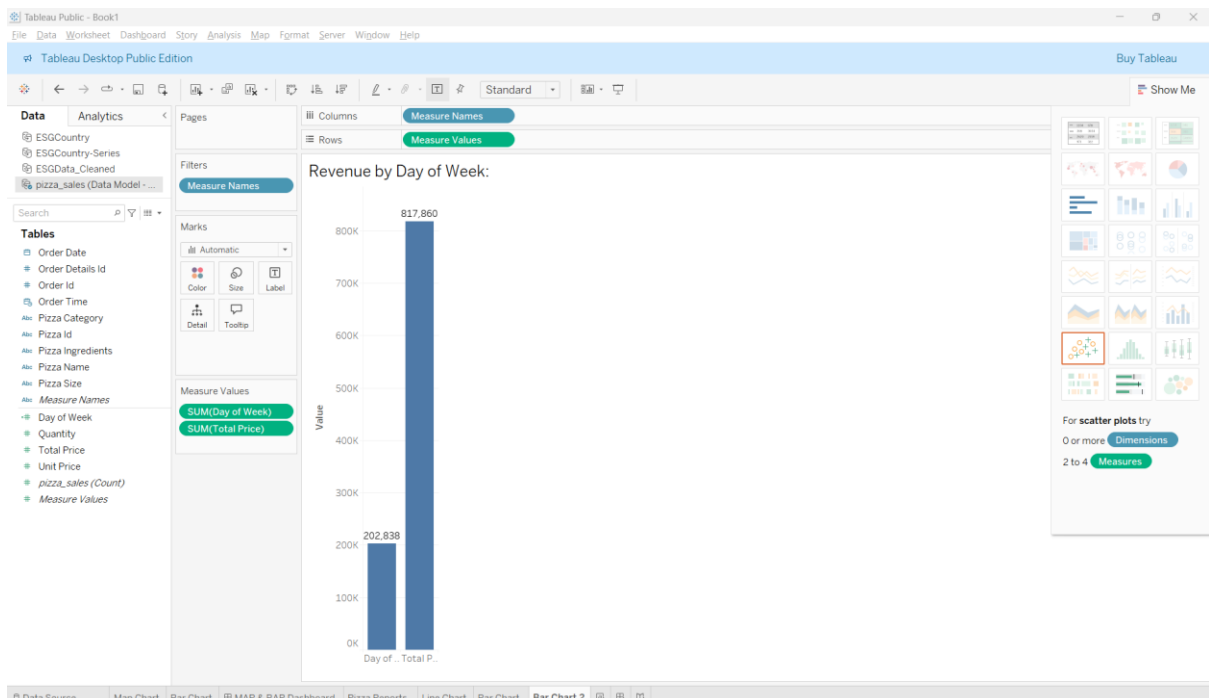
1) Line Chart: Total Revenue Over Time



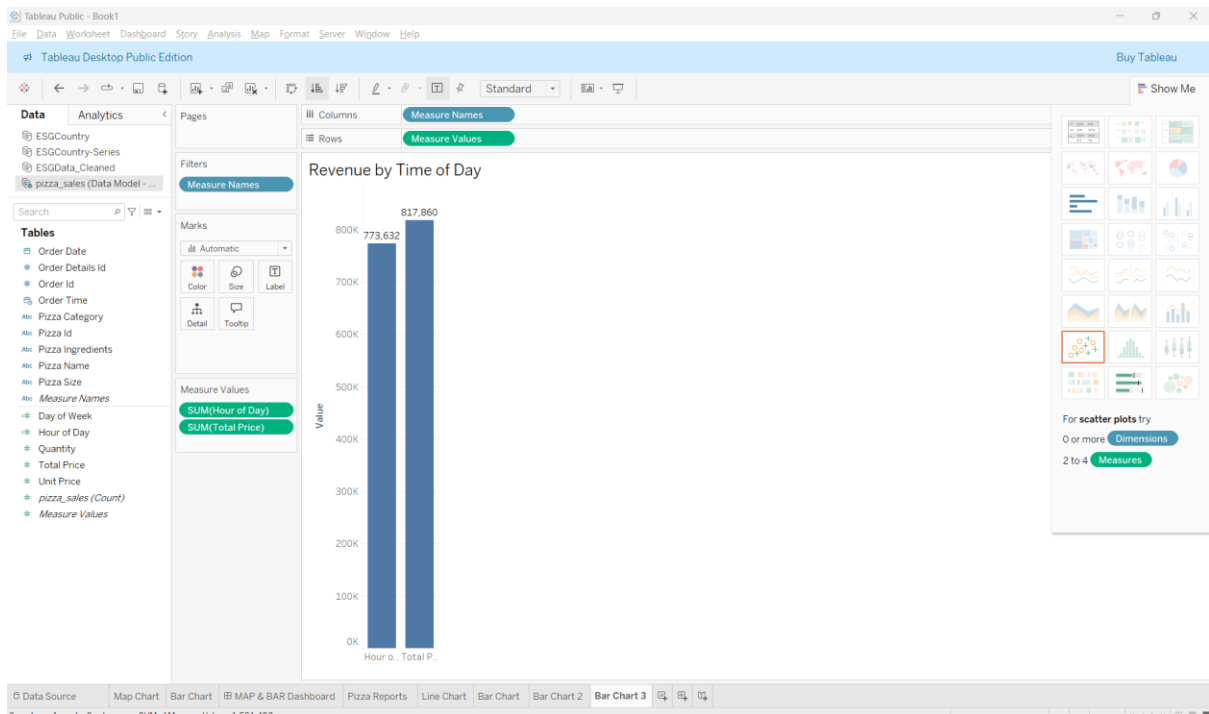
2) Bar Chart: Revenue by Item



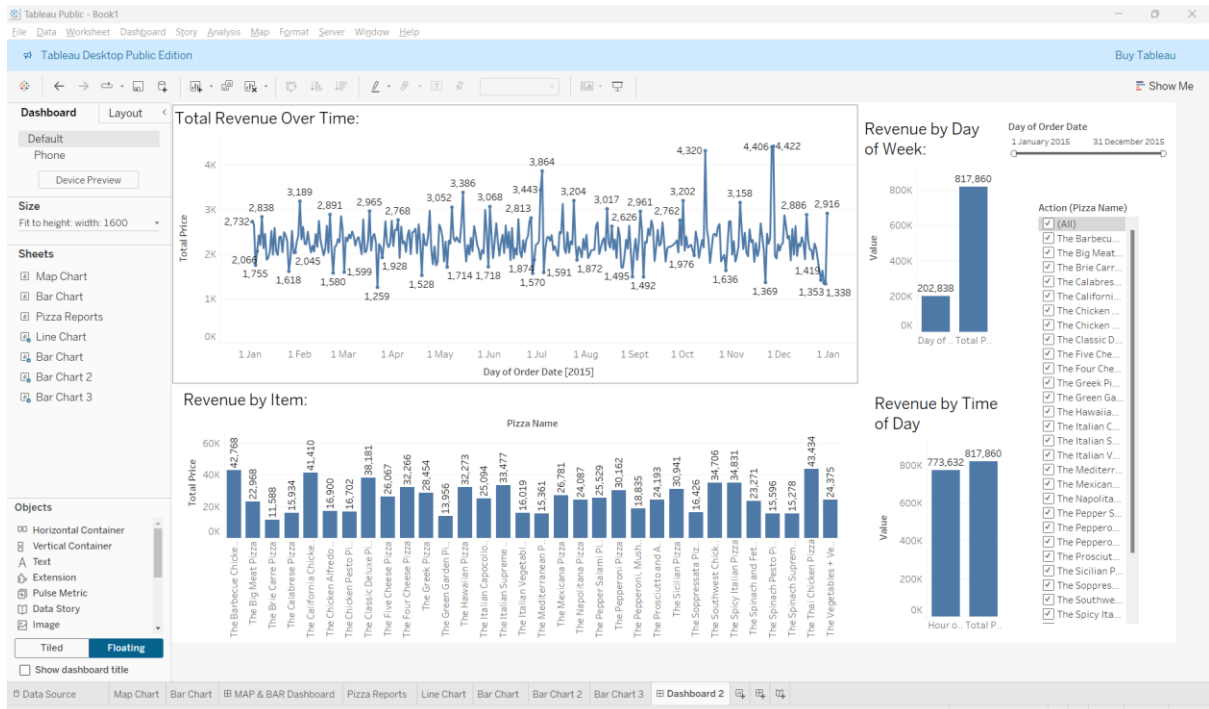
3) Bar Chart: Revenue by Day of Week



4) Bar Chart: Revenue by Time of Day



5) Dashboard with Filters & Interactions



6) Upload Pizza Sales Database CSV file to MSSQL

The screenshot shows the SQL Server Enterprise Manager interface. The 'Object Explorer' on the left shows the 'Pizza DB' database. The 'Query Editor' window shows a query: `select * from [Data Model - Pizza Sales]`. The 'Results' pane displays a table with 19 columns: `order_details_id`, `order_id`, `pizza_id`, `quantity`, `order_date`, `order_time`, `unit_price`, `total_price`, `pizza_size`, `pizza_category`, `pizza_ingredients`, and `pizza_name`. The table contains 48,620 rows of data.

order_details_id	order_id	pizza_id	quantity	order_date	order_time	unit_price	total_price	pizza_size	pizza_category	pizza_ingredients	pizza_name
1	1	hawaiian_m	1	2015-01-01	11:36:36.0000000	13.25	13.25	M	Classic	Sliced Ham, Pineapple, Mozzarella Cheese	The Hawaiian Pizza
2	2	classic_dli_m	1	2015-01-01	11:57:40.0000000	16	16	M	Classic	Pepperoni, Mushrooms, Red Onions, Red Peppers, B...	The Classic Deluxe Pizza
3	3	five_cheese_l	1	2015-01-01	11:57:40.0000000	18.5	18.5	L	Veggie	Mozzarella Cheese, Provolone Cheese, Smoked Goud...	The Five Cheese Pizza
4	4	ital_supr_l	1	2015-01-01	11:57:40.0000000	20.75	20.75	L	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, ...	The Italian Supreme Pizza
5	5	mexicana_m	1	2015-01-01	11:57:40.0000000	16	16	M	Veggie	Tomatoes, Red Peppers, Jalapeno Peppers, Red Onio...	The Mexicana Pizza
6	6	thai_dli_l	1	2015-01-01	11:57:40.0000000	20.75	20.75	L	Chicken	Chicken, Pineapple, Tomatoes, Red Peppers, Thai Sa...	The Thai Chicken Pizza
7	7	ital_supr_m	1	2015-01-01	12:12:28.0000000	16.5	16.5	M	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, ...	The Italian Supreme Pizza
8	8	prosciutto_l	1	2015-01-01	12:12:28.0000000	20.75	20.75	L	Supreme	Prosciutto di San Daniele, Arugula, Mozzarella Cheese	The Prosciutto and Arugula Pizza
9	9	ital_supr_m	1	2015-01-01	12:16:31.0000000	16.5	16.5	M	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, ...	The Italian Supreme Pizza
10	10	ital_supr_m	1	2015-01-01	12:21:30.0000000	16.5	16.5	M	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, ...	The Italian Supreme Pizza
11	11	thai_dli_l	1	2015-01-01	12:29:36.0000000	12.75	12.75	S	Chicken	Barbecued Chicken, Red Peppers, Green Peppers, To...	The Barbecue Chicken Pizza
12	12	thai_greel_s	1	2015-01-01	12:29:36.0000000	12	12	S	Classic	Kalamata Olives, Feta Cheese, Tomatoes, Garlic, Beef...	The Greek Pizza
13	13	spinach_supr_s	1	2015-01-01	12:50:37.0000000	12.5	12.5	S	Supreme	Spinach, Red Onions, Pepperoni, Tomatoes, Artichoke...	The Spinach Supreme Pizza
14	14	spinach_supr_s	1	2015-01-01	12:51:37.0000000	12.5	12.5	S	Supreme	Spinach, Red Onions, Pepperoni, Tomatoes, Artichoke...	The Spinach Supreme Pizza
15	15	classic_dli_s	1	2015-01-01	12:52:01.0000000	12	12	S	Classic	Pepperoni, Mushrooms, Red Onions, Red Peppers, B...	The Classic Deluxe Pizza
16	16	green_garden_s	1	2015-01-01	12:52:01.0000000	12	12	S	Veggie	Spinach, Mushrooms, Tomatoes, Green Olives, Feta C...	The Green Garden Pizza
17	17	ital_supr_l	1	2015-01-01	12:52:01.0000000	20.5	20.5	L	Classic	Capocollo, Red Peppers, Tomatoes, Goat Cheese, Gar...	The Italian Capocollo Pizza
18	18	ital_supr_l	1	2015-01-01	12:52:01.0000000	20.75	20.75	L	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, ...	The Italian Supreme Pizza
19	19	ital_supr_s	1	2015-01-01	12:52:01.0000000	12.5	12.5	S	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, ...	The Italian Supreme Pizza

A. KPI's

1. Total Revenue

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

Results		Messages	
Total_Revenue			
1	817860.05083847		

2. Average Order Value

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

avg_order_value	
1	38.3072623343546

3. Total Pizza Sold

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

Total_Pizza_Sold	
1	49574

4. Total Orders

Select COUNT(Distinct order_id) as Total_Orders from [Data Model - Pizza Sales]

Total_Orders	
1	21350

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

```
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

pizza_sales (Data Model - Pizza Sales) ×

`SUM([Quantity])`

The calculation is valid.

5. Average Pizzas Per Order

pizza_sales (Data Model - Pizza Sales) ×

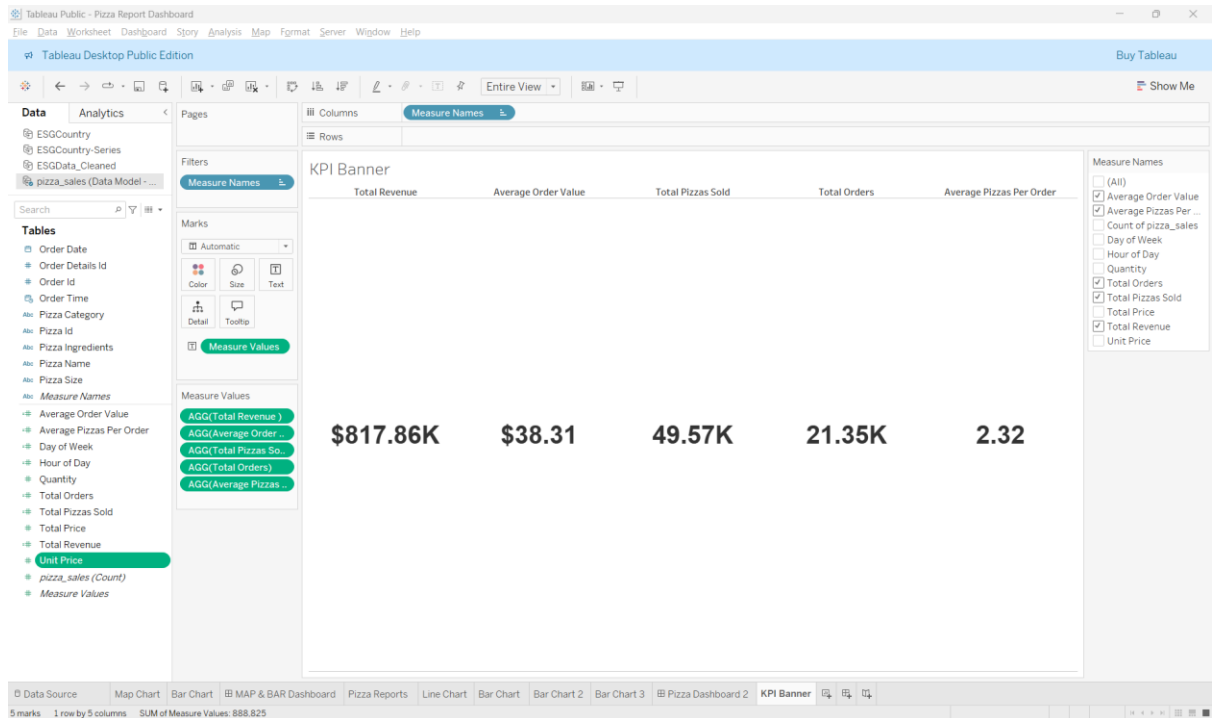
`[Total Pizzas Sold] / [Total Orders]`

The calculation is valid.

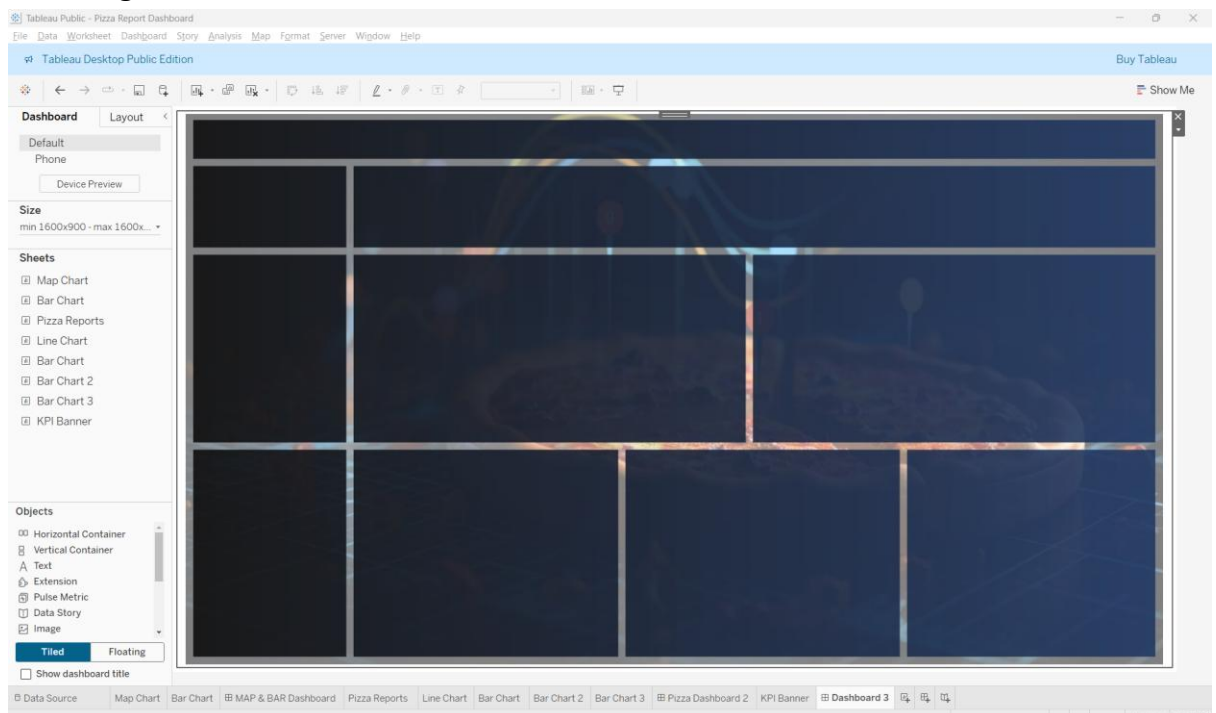
Abc Measure Names

- ≡ 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

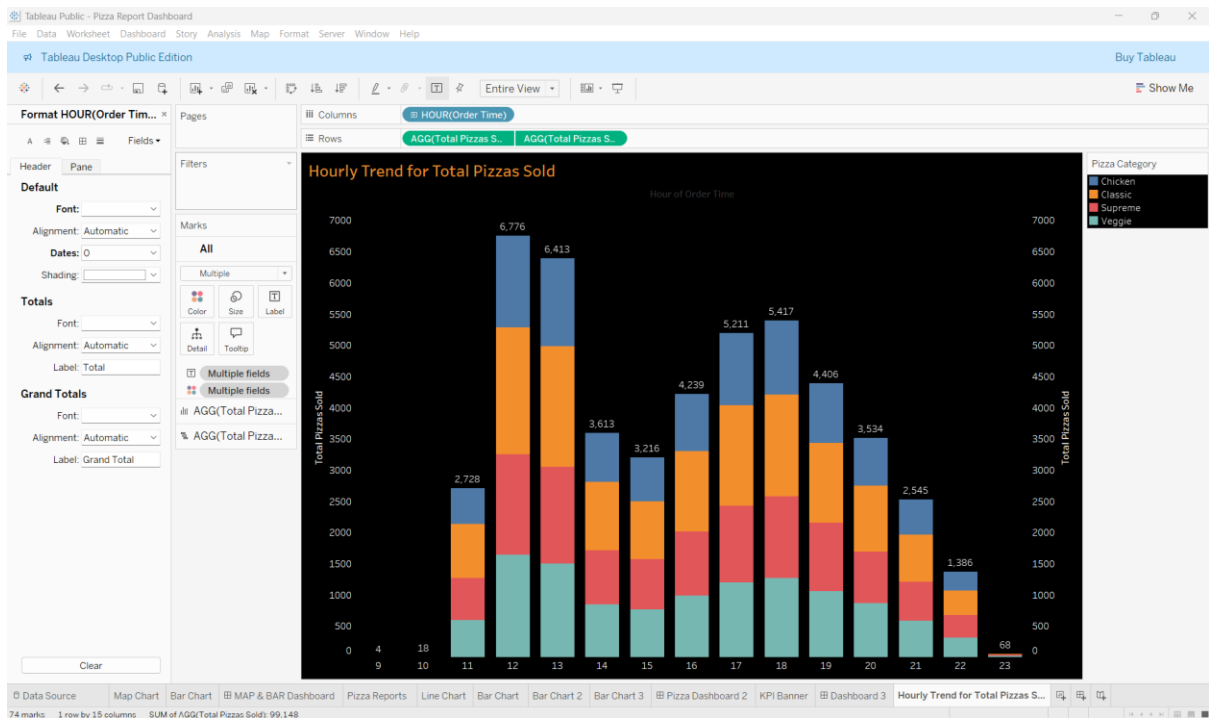
1. KPI Banner



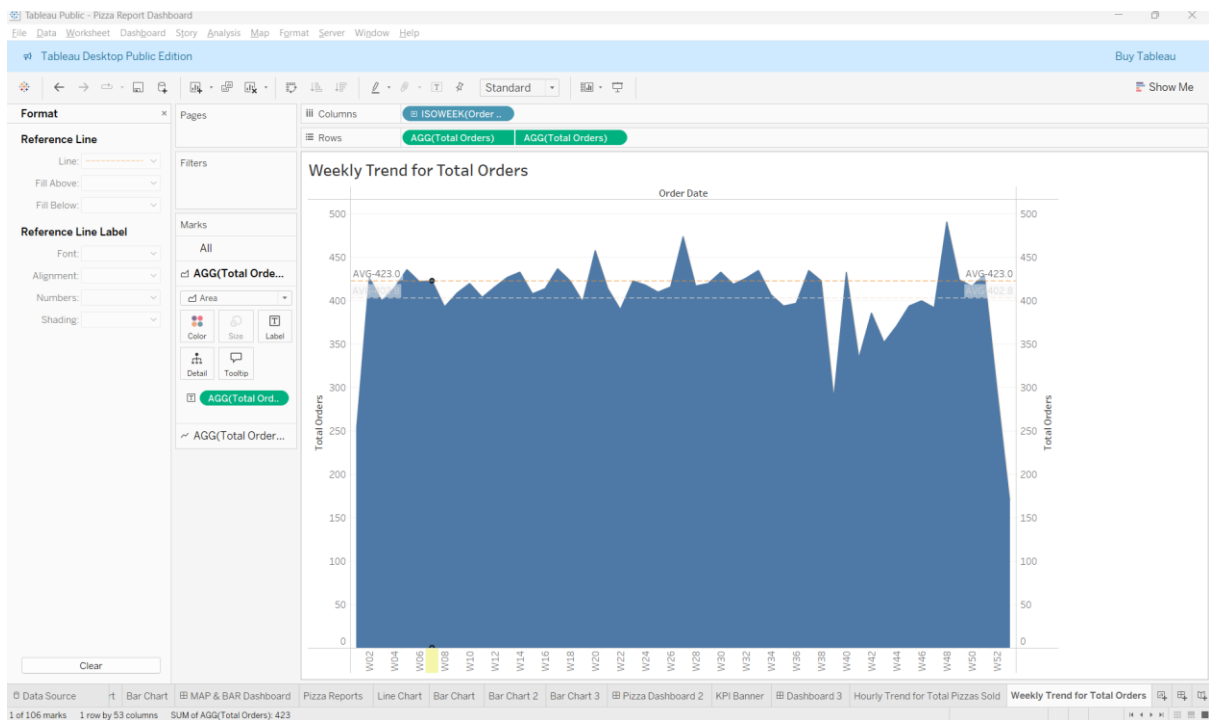
2. Add image to Dashboard



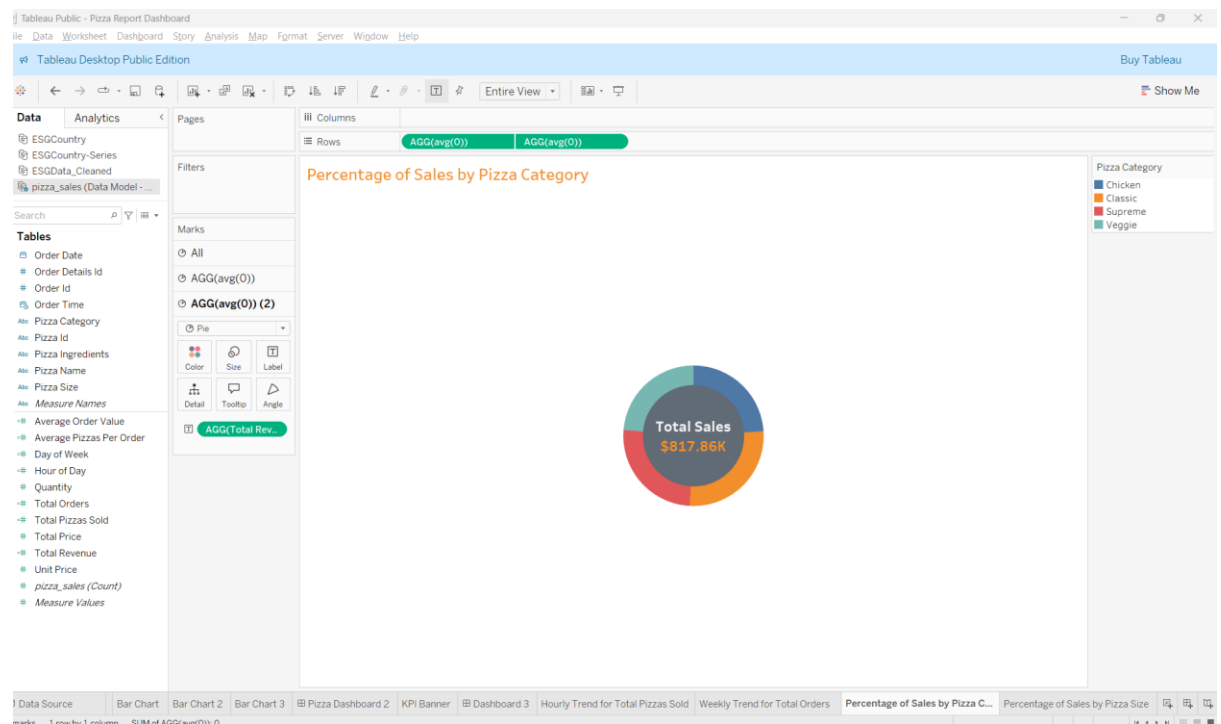
3. Hourly Trend for Total Pizzas Sold



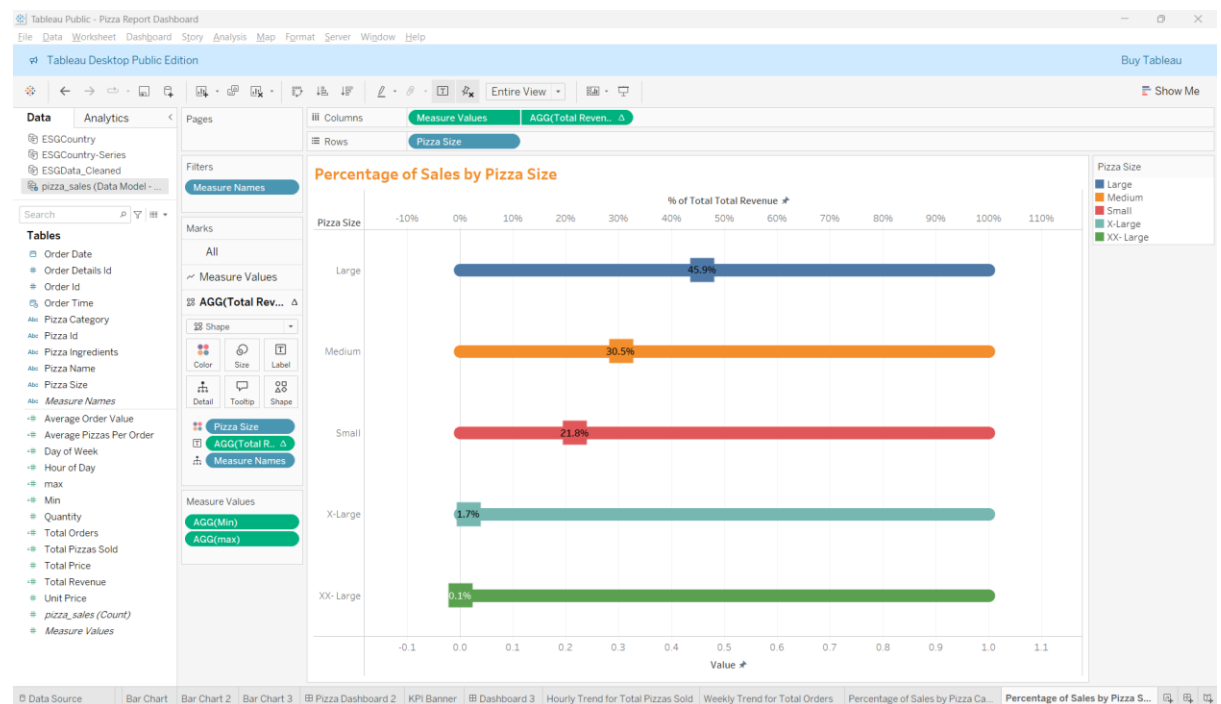
4. Weekly Trend for Total Orders



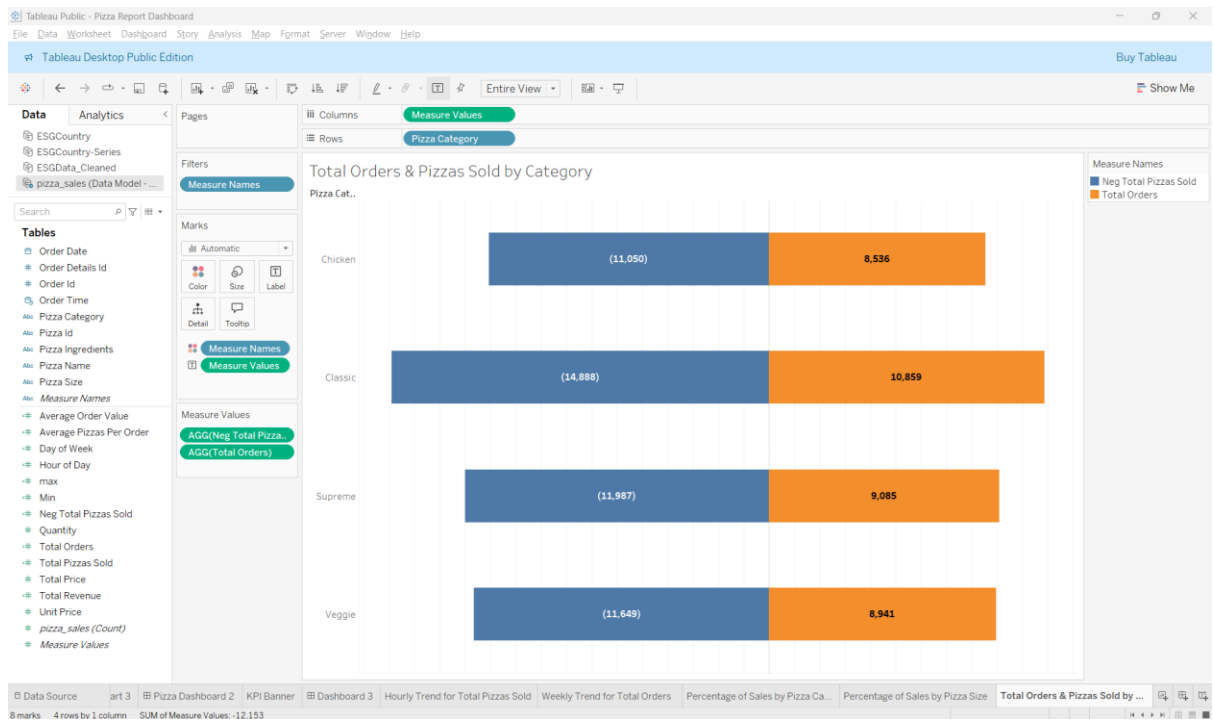
5. Percentage of Sales by Pizza Category



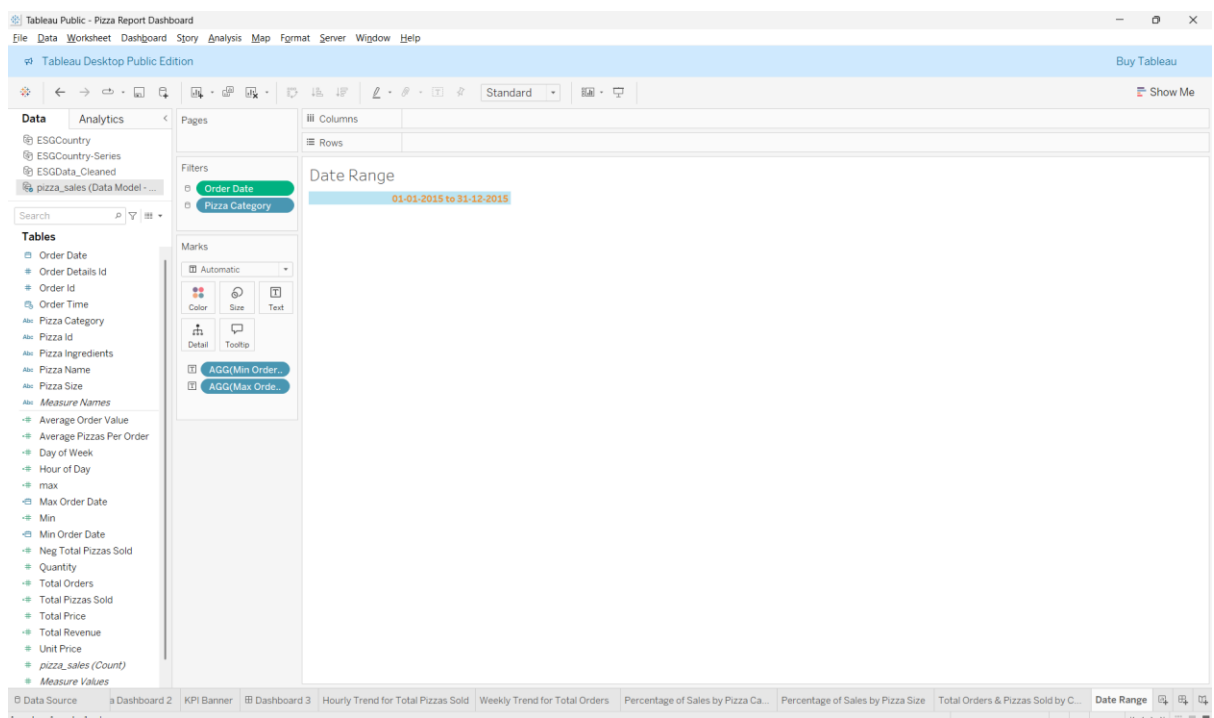
6. Percentage of Sales by Pizza Size



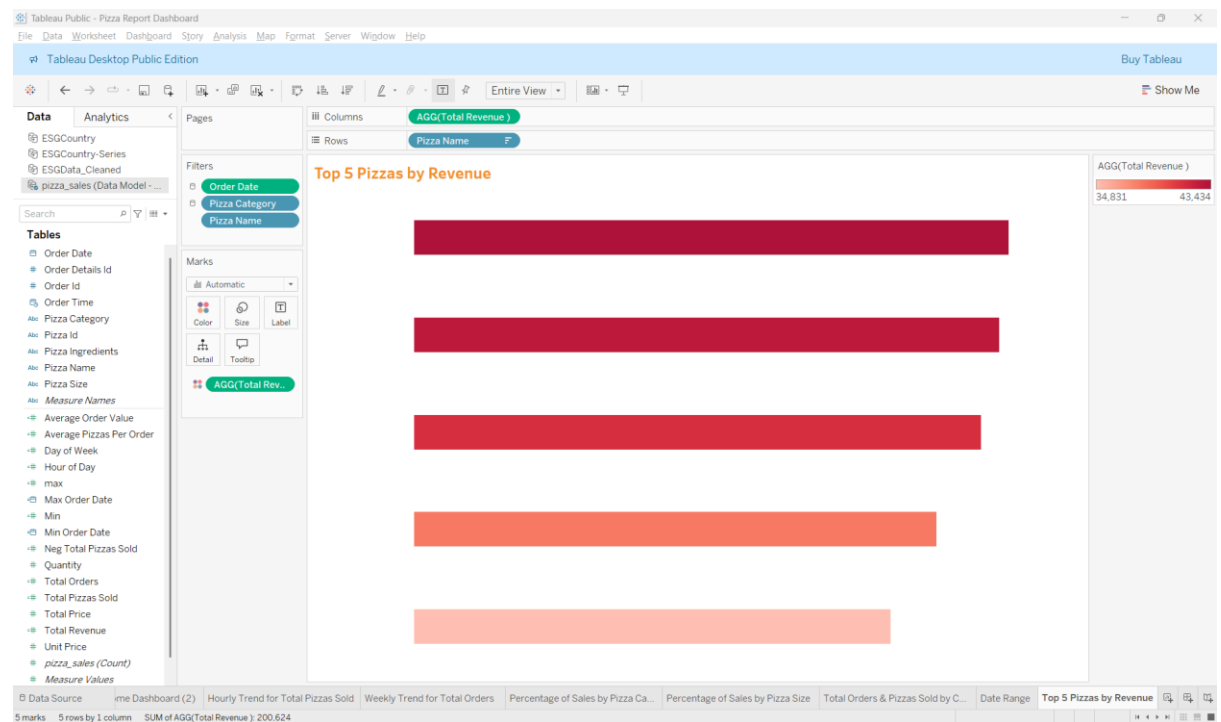
7. Total Orders & Pizzas Sold by Category



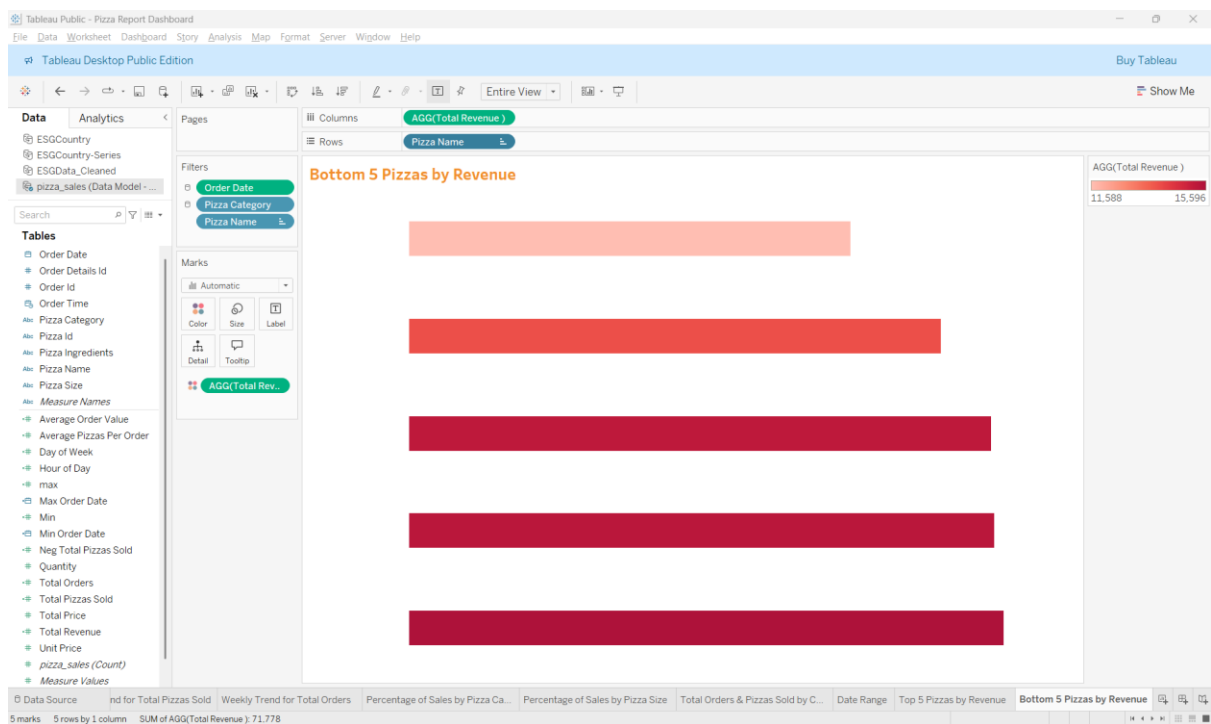
8. Date Range



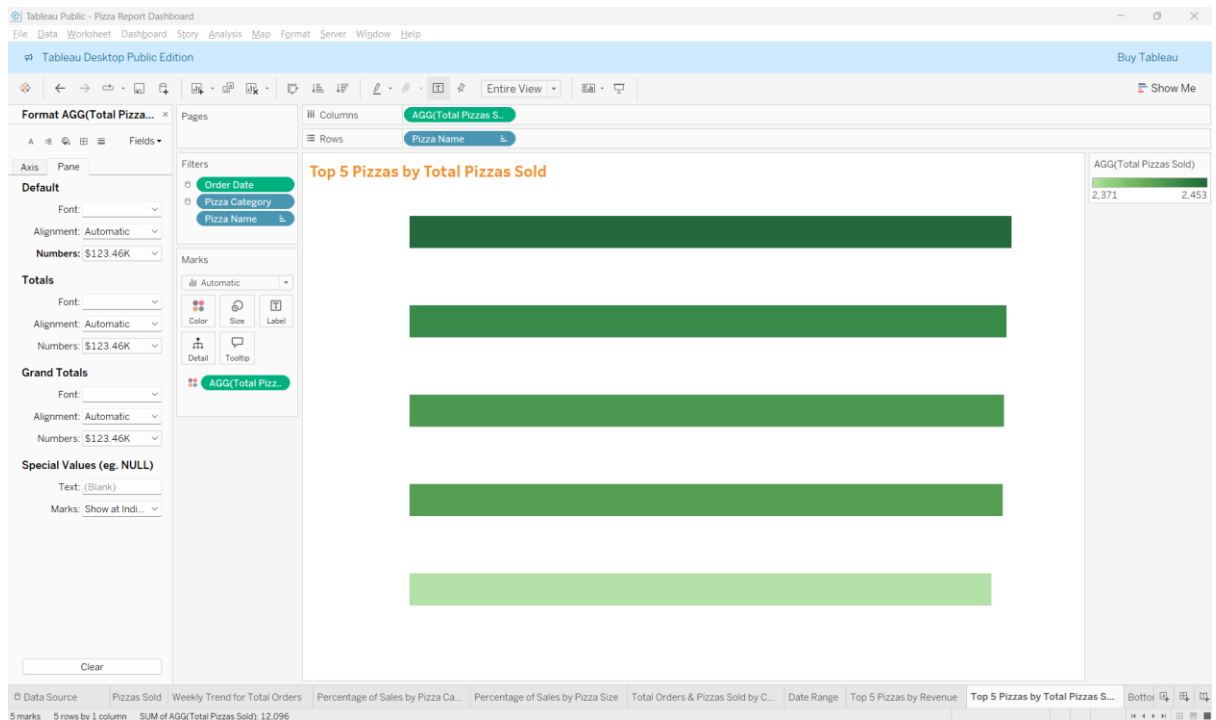
9. Top 5 Pizzas by Revenue



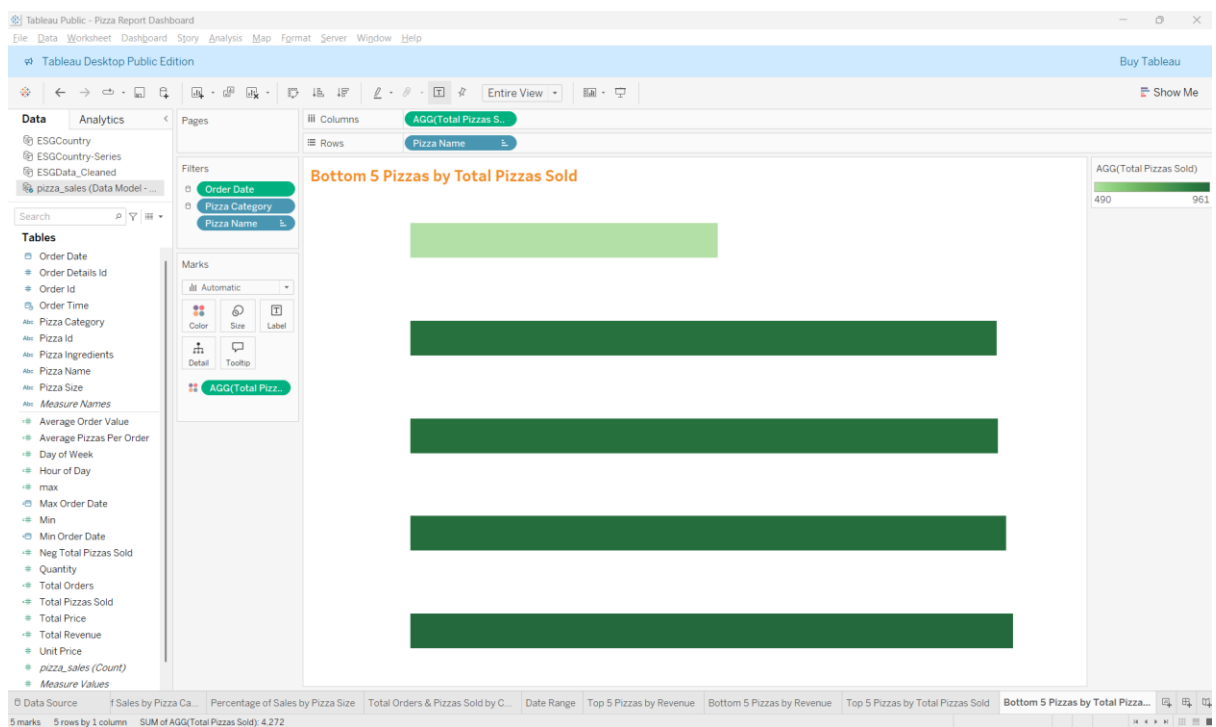
10. Bottom 5 Pizzas by Revenue



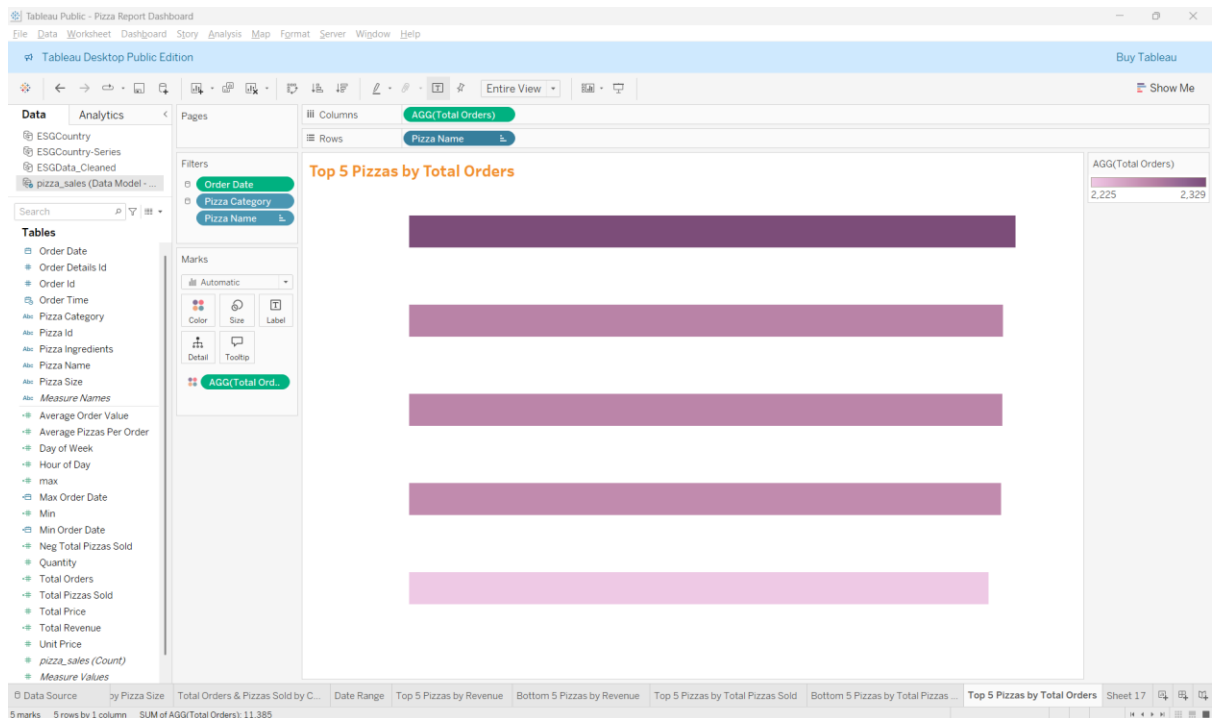
11. Top 5 Pizzas by Total Pizzas Sold



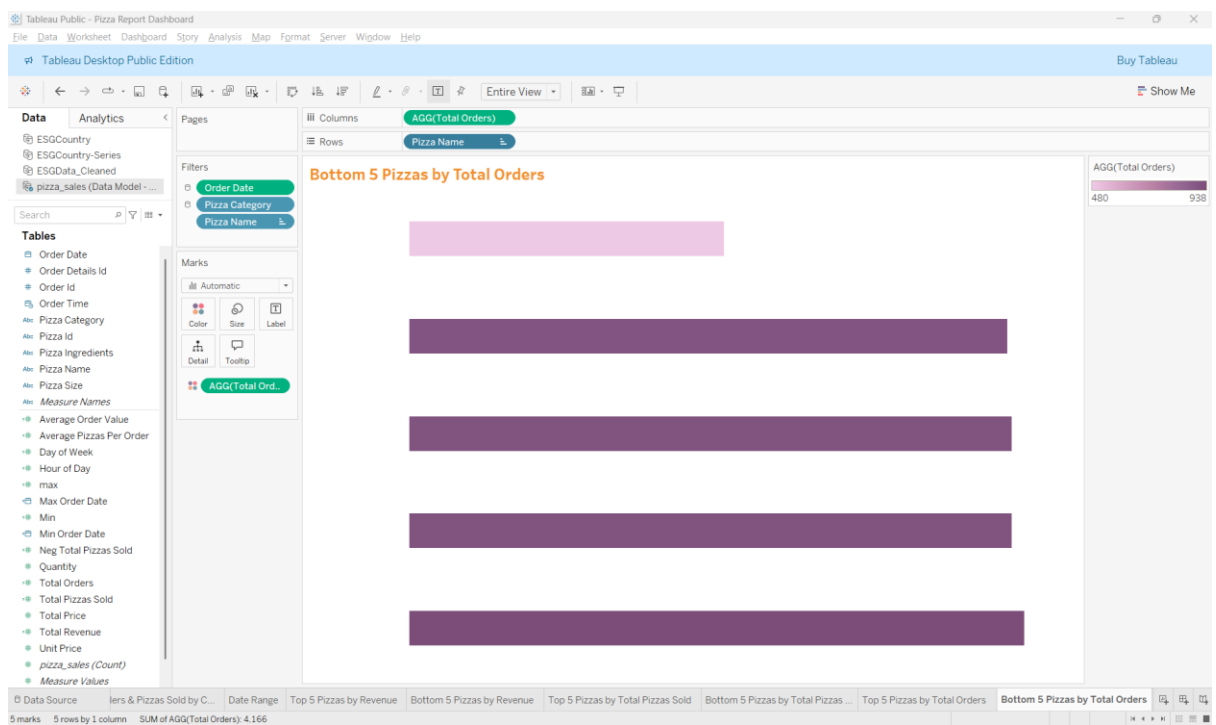
12. Bottom 5 Pizzas by Total Pizzas Sold



13. Top 5 Pizzas by Total Orders



14. Bottom 5 Pizzas by Total Orders



15. Add Navigation buttons

Edit Button



Navigate to

Best/Worst Sellers Dashboard



Button Style

☒ Text

☐ Image

Title

Best/Worst Sellers

Font

Tableau Bold



18/80 characters

Border

None



Background

100%



Tooltip

Enter optional tooltip text

0/80 characters

Apply

OK

16. Home, Best/Worst Sellers Dashboards

Tableau Desktop Public Edition

Buy Tableau

