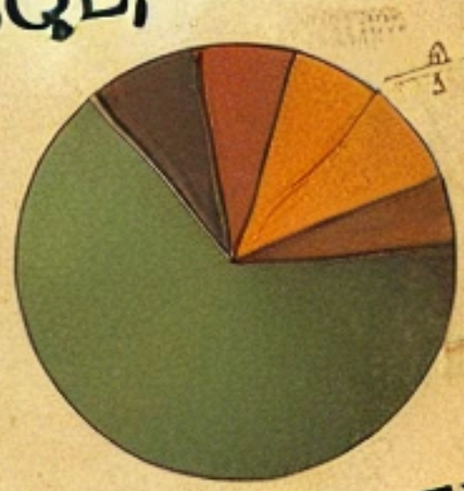
PIZZA SALES ANALYSIS

POWER BI

SQL, EXCEL



SQL, EXCEL

POWER BI

```
1 •  select * from pizza_sales;
2
3
4
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content: | Fetch rows:

pizza_id	order_id	pizza_name_id	quantity	order_date	order_time	unit_price	total_price	pizza_size	pizza_category	pizza_ingredients	pizza_name
1	1	hawaiian_m	1	01-01-2015	11:38:36	13.25	13.25	M	Classic	Sliced Ham, Pineapple, Mozzarella Cheese	The Hawaiian Pizza
2	2	classic_dlx_m	1	01-01-2015	11:57:40	16	16	M	Classic	Pepperoni, Mushrooms, Red Onions, Red Peppe...	The Classic Deluxe Pizza
3	2	five_cheese_l	1	01-01-2015	11:57:40	18.5	18.5	L	Veggie	Mozzarella Cheese, Provolone Cheese, Smoked ...	The Five Cheese Pizza
4	2	ital_supr_l	1	01-01-2015	11:57:40	20.75	20.75	L	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red O...	The Italian Supreme Pizza
5	2	mexicana_m	1	01-01-2015	11:57:40	16	16	M	Veggie	Tomatoes, Red Peppers, Jalapeno Peppers, Re...	The Mexicana Pizza
6	2	thai_ckn_l	1	01-01-2015	11:57:40	20.75	20.75	L	Chicken	Chicken, Pineapple, Tomatoes, Red Peppers, T...	The Thai Chicken Pizza
7	3	ital_supr_m	1	01-01-2015	12:12:28	16.5	16.5	M	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red O...	The Italian Supreme Pizza
8	3	prsc_argla_l	1	01-01-2015	12:12:28	20.75	20.75	L	Supreme	Prosciutto di San Daniele, Arugula, Mozzarella C...	The Prosciutto and Arugula Pizza
9	4	ital_supr_m	1	01-01-2015	12:16:31	16.5	16.5	M	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red O...	The Italian Supreme Pizza
10	5	ital_supr_m	1	01-01-2015	12:21:30	16.5	16.5	M	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red O...	The Italian Supreme Pizza
11	6	bbq_ckn_s	1	01-01-2015	12:29:36	12.75	12.75	S	Chicken	Barbecued Chicken, Red Peppers, Green Peppe...	The Barbecue Chicken Pizza
12	6	the_greek_s	1	01-01-2015	12:29:36	12	12	S	Classic	Kalamata Olives, Feta Cheese, Tomatoes, Garli...	The Greek Pizza
13	7	spinach_supr_s	1	01-01-2015	12:50:37	12.5	12.5	S	Supreme	Spinach, Red Onions, Pepperoni, Tomatoes, Art...	The Spinach Supreme Pizza
14	8	spinach_supr_s	1	01-01-2015	12:51:37	12.5	12.5	S	Supreme	Spinach, Red Onions, Pepperoni, Tomatoes, Art...	The Spinach Supreme Pizza
15	9	classic_dlx_s	1	01-01-2015	12:52:01	12	12	S	Classic	Pepperoni, Mushrooms, Red Onions, Red Peppe...	The Classic Deluxe Pizza
16	9	green_garden_s	1	01-01-2015	12:52:01	12	12	S	Veggie	Spinach, Mushrooms, Tomatoes, Green Olives, ...	The Green Garden Pizza

pizza_sales 1

```sql
-- Rahul Singh
-- Find the Total Revenue grnerated from Pizza Sales
SELECT SUM(total_price) AS Total_Revenue FROM pizza_sales;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

Total_Revenue
817860.049999993

```sql
-- Rahul Singh
-- Find the Average order value
SELECT (SUM(total_price) / COUNT(DISTINCT order_id)) AS Avg_order_Value FROM pizza_sales;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

Avg_order_Value
38.307262295081635

```
15      -- Rahul Singh
16      -- Calculated Total Number Pizza Sold
17 •    select SUM(quantity) AS Total_pizza_sold FROM pizza_sales;
18
19
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

	Total_pizza_sold
▶	49574

```
20      -- Rahul Singh
21      -- Find Total Number of Order Placed
22 •    SELECT COUNT(DISTINCT order_id) AS Total_Orders FROM pizza_sales;
23
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

Total_Orders
21350

```sql
-- Rahul Singh
-- Calculate Average Pizza per Order placed
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 pizza_sales;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

Avg_Pizzas_per_order
2.32

```sql
-- Rahul Singh
-- Daily Trends For Total Orders
SELECT
    DAYNAME(STR_TO_DATE(order_date, '%Y-%m-%d')) AS weekday,
    COUNT(DISTINCT order_id) AS total_orders
FROM pizza_sales
WHERE DAYOFWEEK(STR_TO_DATE(order_date, '%Y-%m-%d')) BETWEEN 2 AND 6
GROUP BY DAYOFWEEK(STR_TO_DATE(order_date, '%Y-%m-%d')), weekday
ORDER BY DAYOFWEEK(STR_TO_DATE(order_date, '%Y-%m-%d'));
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

weekday	total_orders
Monday	3096
Tuesday	3087
Wednesday	3078
Thursday	3017
Friday	2990

```
48    -- Rahul Singh
49    -- Find Percentage of Sales of Pizza Category
50 •  select pizza_category, sum(total_price) as Total_Sales, sum(total_price)* 100 /
51    (select sum(total_price) from pizza_sales) as Sales_Percentage
52    from pizza_sales
53    group by pizza_category;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

pizza_category	Total_Sales	Sales_Percentage
Classic	220053.1000000001	26.9059602556699
Veggie	193690.45000000298	23.682590927384783
Supreme	208196.99999999822	25.45631126009884
Chicken	195919.5	23.955137556847493

```sql
-- Rahul Singh
-- Precentage 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 Sales_Percentage
from pizza_sales
group by pizza_size;

```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

pizza_size	Total_sales	Sales_Percentage
M	249382.25	30.492044451859723
L	375318.7000000087	45.8903329487743
S	178076.49999999843	21.773468455880682
XL	14076	1.7210768517181052
XXL	1006.6000000000005	0.12307729176892906

PIZZA SALES

Total Revenue	Avg Order Value	Total Pizzas Sold	Total Orders	Avg Pizzas Per Order
$8,17,860	$38.31	49574	21350	2.32

Busiest Days and Times

DAYS
Orders are highest on weekends, Friday/Saturday evenings.

TIMES
There are maximum orders from 12-01pm & after 4 - 8pm.

Daily Trend for Total Orders

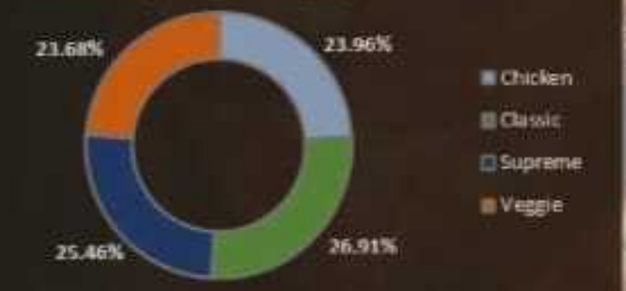
Hourly Trend for Total Orders

Sales by Category & Size

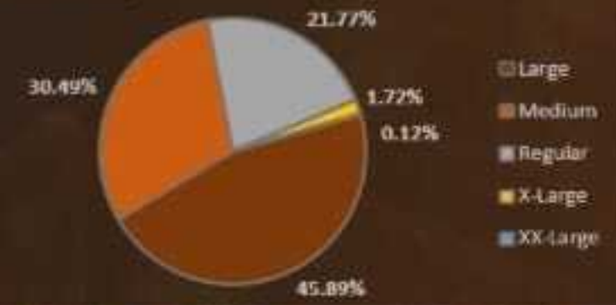
CATEGORY
Classic Category contrbutes to maximum sales & total orders.

SIZE
Large size pizza contribute to maximum sales

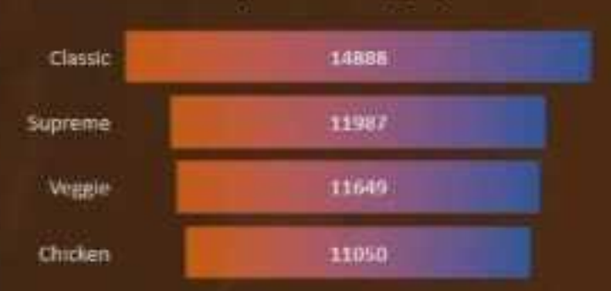
% of Sales by Pizza Category



% of Sales by Pizza Size



Total Pizzas Sold by Pizza Category



Best & Worst Sellers

BEST
Classic Deluxe & Chicken pizzas are the sellers and revenue generators.

WORST
The Brie Carre is at the bottom in both orders and revenue.

Top 5 Best Sellers by Total Pizzas Sold

Bottom 5 Worst Sellers by Total Pizzas Sold