

## **PIZZA STORE SALES ANALYSIS REPORT**

The project focuses on conducting a comprehensive analysis of sales data from a local pizza store using SQL and Power BI.

By leveraging SQL queries, various analytical operations were performed to identify trends and understand the Key Performance Indicators (KPI). Aggregate functions such as SUM and COUNT and sub queries were used for efficient analysis and to extract relevant data from the store's database, including sales transactions, customer information, and product details. The results obtained were then compared with results of Power BI.

Through meticulous data cleansing and transformation using Power Query, a structured dataset conducive to in-depth analysis and showcasing trends, was obtained. Utilizing Power BI's robust visualization capabilities, insightful reports and dashboards were created to uncover trends, patterns, and key performance indicators (KPIs) in the pizza store's sales operations. This analysis not only provide valuable insights into sales performance but also aid in strategic decision-making, such as optimizing menu offerings, targeting specific customer segments, and enhancing overall business efficiency.

### **TOOLS USED:**

- Ms Excel
- Ms SQL Server and SQL Server Management Studio
- Power BI

### **DATA SOURCE:**

[https://drive.google.com/drive/folders/17U0ah6Q4MJM\\_wIn\\_Xl4fHc-1f06Q4s6z](https://drive.google.com/drive/folders/17U0ah6Q4MJM_wIn_Xl4fHc-1f06Q4s6z)

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## KEY PERFORMANCE INDICATORS (KPI)

1. Total Revenue: Sum of the total price of all pizza orders

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	Total_Revenue
1	817860.05

2. Average Order Value: Average amount spent per order

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	Average_Order_Value
1	38.31

3. Total Pizzas Sold:

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	Total_Pizzas_Sold
1	49574

4. Total Order:

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	Total_Orders
1	21350

5. Average Quantity of Pizzas per order:

O/P:

	Average_Pizzas_per_Order
1	2.32

## 6. Daily Trend for Total Orders:

	Day_of_Week	Order_Count
1	Saturday	3158
2	Wednesday	3024
3	Monday	2794
4	Sunday	2624
5	Friday	3538
6	Thursday	3239
7	Tuesday	2973

O/P:

## 7. Monthly Trend for Total Orders:

	Month	Order_Count
1	February	1666
2	August	1798
3	June	1756
4	January	1828
5	September	1740
6	April	1770
7	December	1798
8	May	1829
9	March	1829
10	November	1740
11	October	1798
12	July	1798

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## 8. Percentage of Sales by Pizza Category:

	pizza_category	Percentage_Sales
1	Classic	26.91
2	Chicken	23.96
3	Veggie	23.68
4	Supreme	25.46

O/P:

### 9. Percentage of Sales by Pizza Size:

	pizza_size	Percentage_Sales
1	L	45.89
2	XXL	0.12
3	M	30.49
4	XL	1.72
5	S	21.77

O/P:

### 10. Total Pizzas sold by Pizza Category:

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

O/P:

### 11. Top 5 Best Sellers by Revenue:

	pizza_name	Total_Revenue
1	The Thai Chicken Pizza	43434.25
2	The Barbecue Chicken Pizza	42768.00
3	The California Chicken Pizza	41409.50
4	The Classic Deluxe Pizza	38180.50
5	The Spicy Italian Pizza	34831.25

O/P:

### 12. Top 5 Best Sellers by Quantity:

	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

O/P:

### 13. Top 5 Best Sellers by Orders:

	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

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### 14. Bottom 5 Best Sellers by Revenue:

	pizza_name	Total_Revenue
1	The Brie Carre Pizza	11588.50
2	The Green Garden Pizza	13955.75
3	The Spinach Supreme Pizza	15277.75
4	The Mediterranean Pizza	15360.50
5	The Spinach Pesto Pizza	15596.00

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### 15. Bottom 5 Best Sellers by Quantity:

	pizza_name	Total_Quantity
1	The Brie Carre Pizza	490
2	The Mediterranean Pizza	934
3	The Calabrese Pizza	937
4	The Spinach Supreme Pizza	950
5	The Soppressata Pizza	961

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### 16. Bottom 5 Best Sellers by Orders:

	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

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## ANALYSIS

- Orders are **highest** on weekends i.e. **Fridays and Saturdays**, hence more quantity of pizzas should be made during the time
- **Maximum** Order are from the month of **July and January**
- **Classic Category** contributes to **maximum** sales and total orders
- **Large size Pizza** contributes to **maximum** sales
- **The Thai Chicken Pizza** contributes to the **maximum** revenue
- **The Classic Deluxe Pizza** contributes to the **maximum** quantity of pizza
- **The Classic Deluxe Pizza** contributes to the **maximum** number of orders
- **The Brie Carre Pizza** contributes to the **minimum** revenue
- **The Brie Carre Pizza** contributes to the **minimum** quantity of pizza
- **The Brie Carre Pizza** contributes to the **minimum** number of orders