



# CRUNCHY PIZZA DASHBOARD

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# PROBLEM STATEMENTS

## KPI'S REQUIREMENT

We need to analyze key indicators for our pizza sales data to gain insights into our business performance. Specifically, we want to calculate the following metrics:

- **Total Revenue** : The sum of the total price of all pizza orders.
- **Average Order Value** : The average amount spent per order, calculated by dividing the total revenue by the total number of orders.
- **Total Pizzas Sold** : The sum of the quantities of all pizzas sold.
- **Total Orders** : The total number of orders placed.
- **Average Pizzas Per Order** : The average number of pizzas sold per order, calculated by dividing the total number of pizzas sold by the total number of orders.

# PROBLEM STATEMENTS

## CHARTS REQUIREMENT

We would like to visualize various aspects of our pizza sales data to gain insights and understand key trends. We have identified the following requirements for creating charts:

- **Daily Trend for Total Orders** : Create a bar chart that displays the daily trend of total orders over a specific time period. This chart will help us identify any patterns or fluctuations in order volumes on a daily basis.
- **Hourly Trend for Total Orders** : Create a line chart that illustrates the hourly trend of total orders throughout the day. This chart will allow us to identify peak hours or periods of high order activity.
- **Percentage of Sales by Pizza Category** : Create a pie chart that shows the distribution of sales across different pizza categories. This chart will provide insights into the popularity of various pizza categories and their contribution to overall sales

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## CHARTS REQUIREMENT

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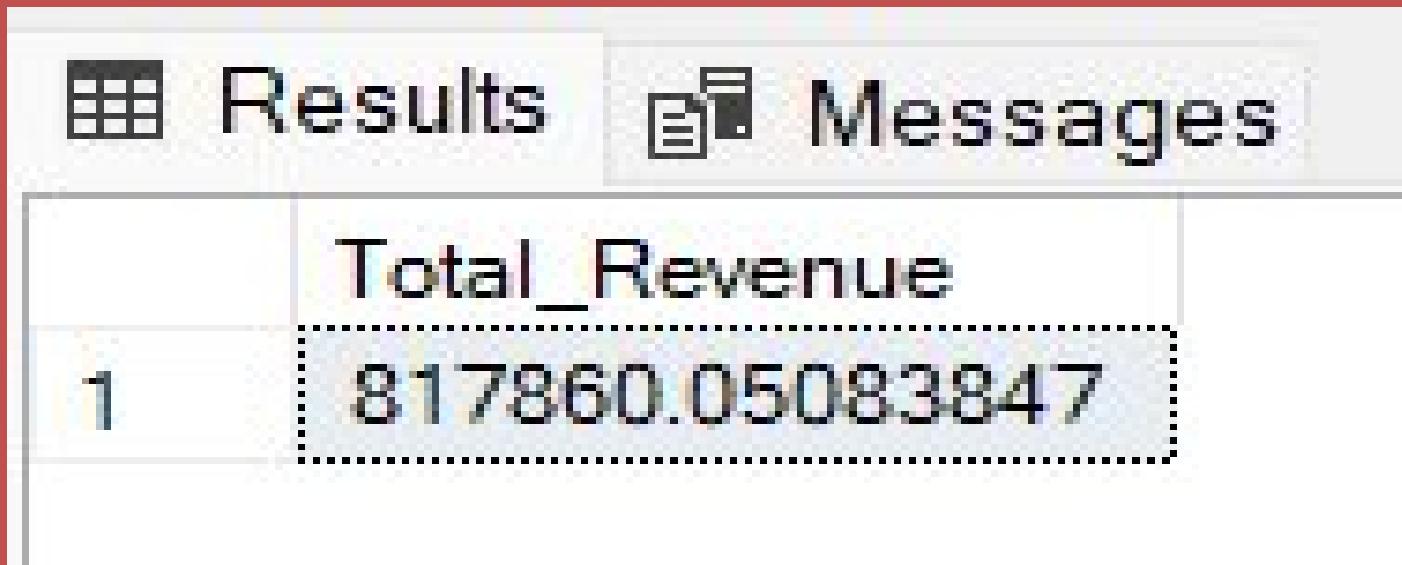
- **Percentage of Sales by Pizza Size** : Generate a pie chart that represents the percentage of sales attributed to different pizza sizes. This chart will help us understand customer preferences for pizza sizes and their impact on sales.
- **Total Pizzas Sold by Pizza Category** : Create a funnel chart that presents the total number of pizzas sold for each pizza category. This chart will allow us to compare the sales performance of different pizza categories.
- **Top 5 Best Sellers by Total Pizzas Sold** : Create a bar chart highlighting the top 5 best-selling pizzas based on the total number of pizzas sold. This chart will help us identify the most popular pizza options.
- **Bottom 5 Worst Sellers by Total Pizzas Sold** : Create a bar chart showcasing the bottom 5 worst-selling pizzas based on the total number of pizzas sold. This chart will enable us to identify underperforming or less popular pizza options.

# 04

## KPI'S

### 1. Total Revenue:

```
SELECT SUM(total_price) AS Total_Revenue FROM pizza_sales;
```

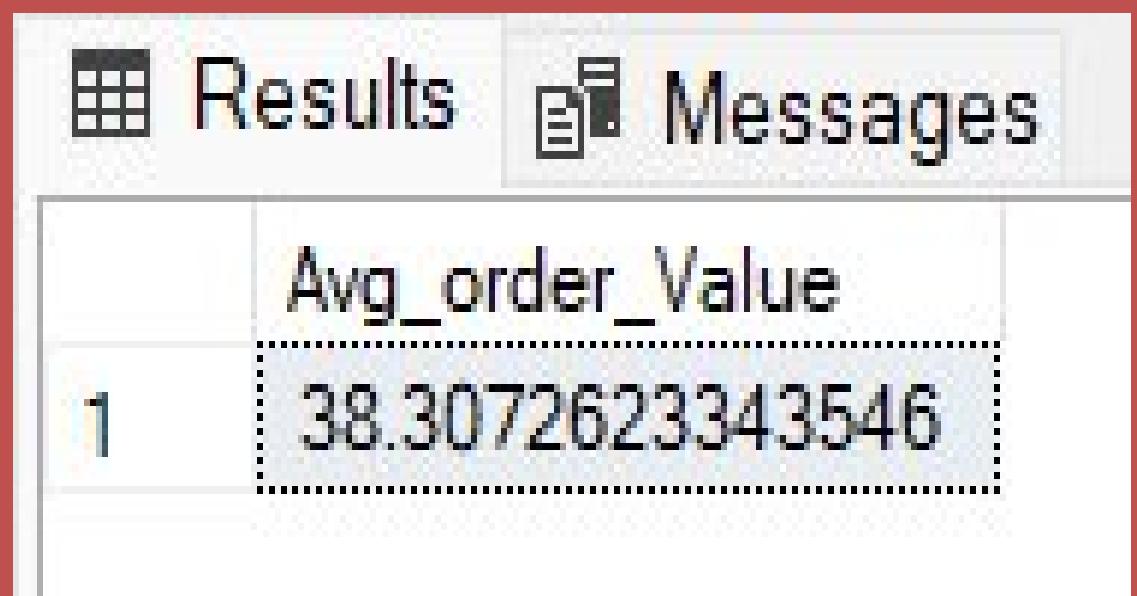


The screenshot shows a SQL query results window with two tabs: "Results" and "Messages". The "Results" tab is selected, displaying a single row of data. The column name is "Total\_Revenue" and the value is "817860.05083847". The "Messages" tab is also visible.

	Total_Revenue
1	817860.05083847

## 2. Average Order Value

```
SELECT (SUM(total_price) / COUNT(DISTINCT order_id)) AS Avg_order_Value FROM pizza_sales
```

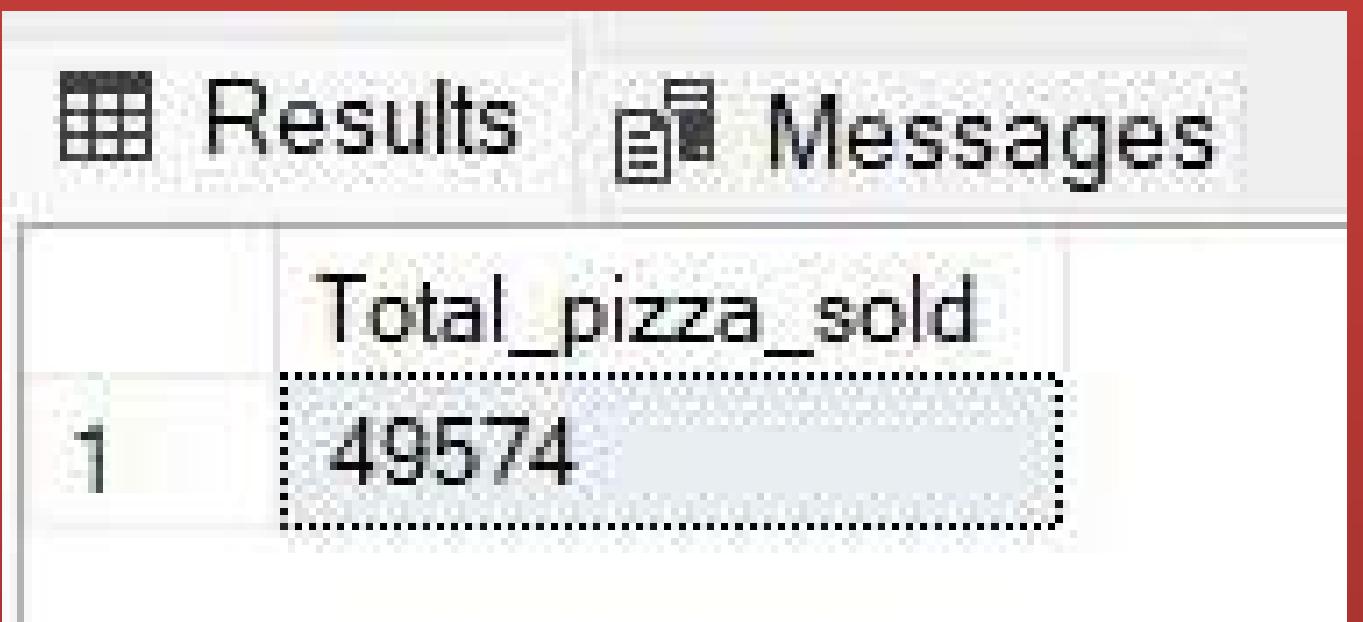


The screenshot shows a database query results window. At the top, there are two tabs: "Results" (selected) and "Messages". The results table has one row with the following data:

	Avg_order_Value
1	38.3072623343546

### 3. Total Pizzas Sold

```
SELECT SUM(quantity) AS Total_pizza_sold FROM pizza_sales
```



The screenshot shows a database query results window. At the top, there are two tabs: "Results" (selected) and "Messages". The results table has one column labeled "Total\_pizza\_sold". There is one row with the value "49574".

	Total_pizza_sold
1	49574

#### 4. Total Orders

```
SELECT COUNT(DISTINCT order_id) AS Total_Orders FROM pizza_sales
```

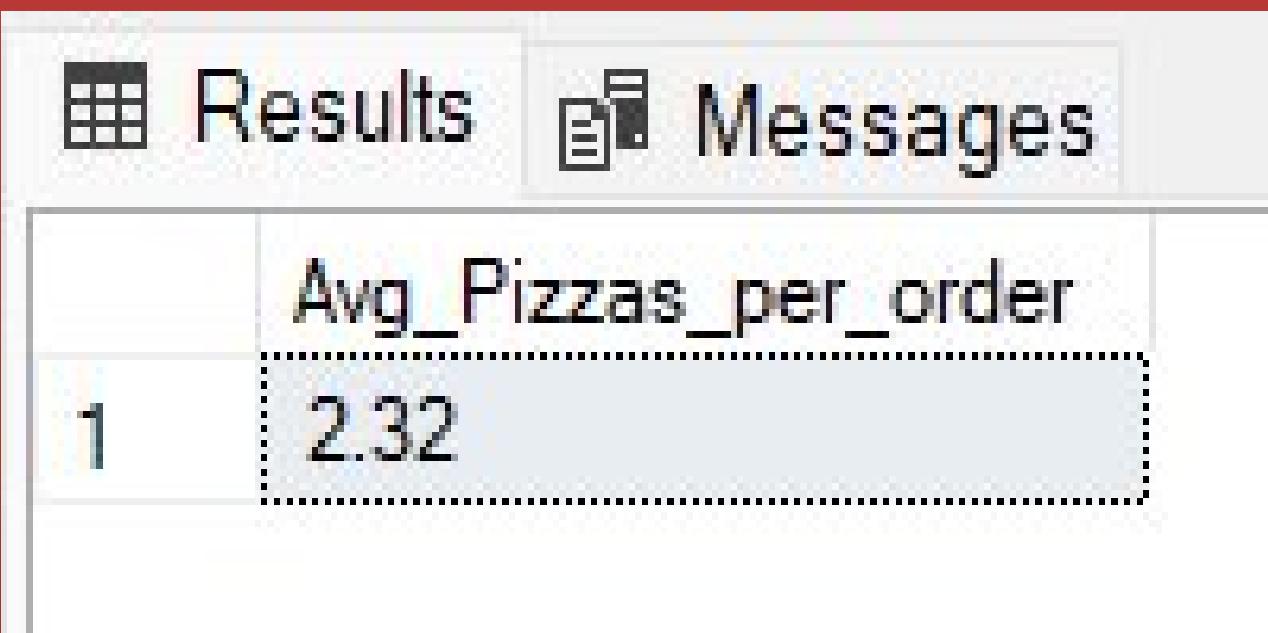


A screenshot of a database results window. At the top, there are two tabs: "Results" (selected) and "Messages". The main area shows a single row of data in a table format. The table has one column labeled "Total\_Orders" with the value "21350".

	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 pizza_sales
```



The screenshot shows a database query results window. At the top, there are two tabs: "Results" (selected) and "Messages". The results table has one row with the following data:

	Avg_Pizzas_per_order
1	2.32



## B. Daily Trend for Total Orders

```
SELECT DATENAME(DW, order_date) AS order_day, COUNT(DISTINCT order_id) AS  
total_orders  
FROM pizza_sales  
GROUP BY DATENAME(DW, order_date)
```

### Output:

	order_day	total_orders
1	Saturday	3158
2	Wednesday	3024
3	Monday	2794
4	Sunday	2624
5	Friday	3538
6	Thursday	3239





### C. Monthly Trend for Orders

```
select DATENAME(MONTH, order_date) as Month_Name, COUNT(DISTINCT order_id) as  
Total_Orders  
from pizza_sales
```

GROUP BY DATENAME(MONTH, order\_date)Output

	Month_Name	Total_Orders
1	February	1685
2	June	1773
3	August	1841
4	April	1799
5	May	1853
6	December	1680
7	January	1845
8	September	1661
9	October	1646
10	July	1935
11	November	1792



### D. % of Sales by Pizza Category

```
SELECT pizza_category, CAST(SUM(total_price) AS DECIMAL(10,2)) as total_revenue,  
CAST(SUM(total_price) * 100 / (SELECT SUM(total_price) from pizza_sales) AS DECIMAL(10,2))  
AS PCT  
FROM pizza_sales  
GROUP BY pizza_category
```

#### Output

	pizza_category	total_revenue	PCT
1	Classic	220053.10	26.91
2	Chicken	195919.50	23.96
3	Veggie	193690.45	23.68
4	Supreme	208197.00	25.46





### E. % of Sales by Pizza Size

```
SELECT pizza_size, CAST(SUM(total_price) AS DECIMAL(10,2)) as total_revenue,  
CAST(SUM(total_price) * 100 / (SELECT SUM(total_price) from pizza_sales) AS  
DECIMAL(10,2)) AS PCT  
FROM pizza_sales  
GROUP BY pizza_size  
ORDER BY pizza_size
```

#### Output

	pizza_size	total_revenue	PCT
1	L	375318.70	45.89
2	M	249382.25	30.49
3	S	178076.50	21.77
4	XL	14076.00	1.72
5	XXL	1006.60	0.12





## F. Total Pizzas Sold by Pizza Category

```
SELECT pizza_category, SUM(quantity) as Total_Quantity_Sold  
FROM pizza_sales  
WHERE MONTH(order_date) = 2  
GROUP BY pizza_category  
ORDER BY Total_Quantity_Sold DESC
```

### Output



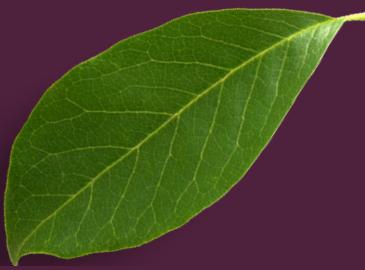
	pizza_category	Total_Quantity_Sold
1	Classic	14888
2	Supreme	11987
3	Veggie	11649
4	Chicken	11050

## G. Top 5 Pizzas by Revenue

```
SELECT Top 5 pizza_name, SUM(total_price) AS Total_Revenue  
FROM pizza_sales  
GROUP BY pizza_name  
ORDER BY Total_Revenue DESC
```

Results Messages

	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



## H. Bottom 5 Pizzas by Revenue

```
SELECT Top 5 pizza_name, SUM(total_price) AS Total_Revenue  
FROM 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





## I. Top 5 Pizzas by Quantity

```
SELECT Top 5 pizza_name, SUM(quantity) AS Total_Pizza_Sold  
FROM pizza_sales  
GROUP BY pizza_name  
ORDER BY Total_Pizza_Sold DESC
```

### Output

	pizza_name	Total_Pizza_Sold
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



### J. Bottom 5 Pizzas by Quantity

```
SELECT TOP 5 pizza_name, SUM(quantity) AS Total_Pizza_Sold  
FROM pizza_sales  
GROUP BY pizza_name  
ORDER BY Total_Pizza_Sold ASC
```

#### Output

	pizza_name	Total_Pizza_Sold
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

## K. Top 5 Pizzas by Total Orders

```
SELECT Top 5 pizza_name, COUNT(DISTINCT order_id) AS Total_Orders  
FROM pizza_sales  
GROUP BY pizza_name  
ORDER BY Total_Orders DESC
```

Results Messages

	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

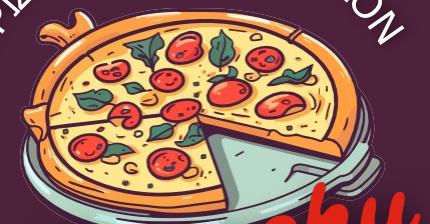
# OVERALL DASHBOARD METRICS (KPIS)

- Total Revenue: **\$817,860**
- Average Order Value: **\$38.31**
- Total Pizzas Sold: **49,574**
- Total Orders: **21,350**
- Avg Pizzas per Order: **2.32**

TOTAL REVENUE	AVG ORDER VALUE	TOTAL PIZZAS SOLD	TOTAL ORDERS	AVG PIZZAS PER ORDERS
<b>\$817,860</b>	<b>\$38.31</b>	<b>49574</b>	<b>21350</b>	<b>2.32</b>



WHERE PIZZA MEETS PERFECTION



Crunchy  
Pizza



THANK  
YOU

