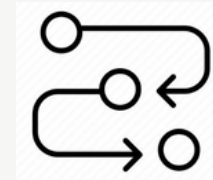# PIZZA SALES REPORT 🍕

PRESENTED BY
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PROJECT REQUIREMENTS

- KPIs: Calculated Total Revenue, Average Order Value, Total Pizzas Sold, Total Orders, and Average Pizzas Per Order.

- Visualizations: Created daily and hourly trend analysis, percentage of sales by pizza category and size, and identified top/bottom 5 best sellers using bar charts, pie charts, and funnel charts

- I first analyzed the data in SQL, then performed the analysis in Power BI, and finally compared the results

KPI's REQUIREMENT

- **TOTAL REVENUE**
- **AVERAGE ORDER VALUE**
- **TOTAL PIZZAS SOLD**
- **TOTAL ORDERS**
- **AVERAGE PIZZA PER ORDER**

CHARTS REQUIREMENT

- **DAILY TREND FOR TOTAL ORDERS**
- **HOURLY TREND FOR TOTAL ORDERS**
- **% SALES OF PIZZA CATEGORY**
- **% SALES OF PIZZA SIZE**
- **TOTAL PIZZA SOLD BY PIZZA CATEGORY**
- **TOP 5 BEST SELLERS BY REVENUE, ORDERS, QUANTITY**
- **BOTTOM 5 WORST SELLERS BY REVENUE, ORDERS, QUANTITY**

KPI's REQUIREMENT

1. TOTAL REVENUE

SELECT
  SUM(total_price) AS total_revenue
FROM
  pizza_sales;

total_revenue
817860.0508384705

2. AVERAGE ORDER VALUE

SELECT
  SUM(total_price) / COUNT(DISTINCT order_id) AS
avg_order_value
FROM
  pizza_sales;

avg_order_value
38.30726233435459

3. Total pizzas sold

SELECT
   SUM(quantity) AS total_pizza_sold
FROM
   pizza_sales;

total_pizza_sold
49574

4. TOTAL Order Placed

SELECT
   COUNT(DISTINCT order_id) AS total_orders
FROM
   pizza_sales;

total_orders
21350

5. Average pizzas per order

```
 SELECT
      SUM(quantity) / COUNT(DISTINCT
order_id) AS avg_pizza_perorder
FROM
   pizza_sales;
```

avg_pizza_perorder
2.3220

PROBLEM STATMENTS

1.DAILY TREND FOR TOTAL ORDERS

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

order_day	total_orders
Friday	3538
Monday	2794
Saturday	3158
Sunday	2624
Thursday	3239
Tuesday	2973
Wednesday	3024

2.MONTHLY TRENDS FOR TOTAL ORDERS

```
SELECT
    MONTHNAME(order_date) AS month_name,
    COUNT(DISTINCT order_id) AS total_orders
FROM
    pizza_sales
GROUP BY MONTHNAME(order_date)
order by total_orders desc;
```

month_name	total_orders
July	1935
May	1853
January	1845
August	1841
March	1840
April	1799
November	1792
June	1773
February	1685
December	1680
September	1661
October	1646

3. % OF SALES BY PIZZA CATEGORY

```
SELECT
    pizza_category,
    SUM(total_price) * 100 / (SELECT
            SUM(total_price)
        FROM
            pizza_sales) AS sales_by_category
FROM
    pizza_sales
GROUP BY pizza_category;
```

pizza_category	sales_by_category
Classic	26.905960230697634
Veggie	23.682591025867666
Supreme	25.456311211146232
Chicken	23.95513753228847

SALES FOR ONLY THE MONTH OF JANUARY:

```
SELECT
    pizza_category, SUM(total_price) as total_sales,
    SUM(total_price) * 100 / (SELECT
            SUM(total_price)
        FROM
            Pizza_sales
WHERE
 month(order_date)=1 ) AS sales_by_category
FROM
    pizza_sales
WHERE
 month(order_date)=1
GROUP BY pizza_category;
```

pizza_category	total_sales	sales_by_category
Classic	18619.40000152588	26.67791891760381
Veggie	17055.400077819824	24.437016248970597
Supreme	17929.74998664856	25.689786798582062
Chicken	16188.75	23.195278034843525

4. % OF SALES BY PIZZA SIZE

```sql
SELECT
    pizza_size, SUM(total_price) as total_sales,
    SUM(total_price) * 100 / (SELECT
            SUM(total_price)
        FROM
            pizza_sales) AS sales_by_size
FROM
    pizza_sales
GROUP BY pizza_size;
```

pizza_size	total_sales	sales_by_size
M	249382.25	30.49204420599004
L	375318.7010040283	45.8903330244889
S	178076.49981307983	21.77346841070373
XL	14076	1.7210768499536417
XXL	1006.6000213623047	0.12307729425472462

5.TOP 5 BEST SELLING PIZZA By REVENUE, ORDERS, QUANtity

BY REVENUE

```
SELECT
    pizza_name, SUM(total_price) AS Total_Revenue
FROM
    pizza_sales
GROUP BY pizza_name
order by Total_Revenue desc
limit 5;
```

pizza_name	Total_Revenue
The Thai Chicken Pizza	43434.25
The Barbecue Chicken Pizza	42768
The California Chicken Pizza	41409.5
The Classic Deluxe Pizza	38180.5
The Spicy Italian Pizza	34831.25

5.TOP 5 BEST SELLING PIZZA By REVENUE, ORDERS, QUANtity

BY ORDERS

```
SELECT
   pizza_name, SUM(distinct order_id) AS Total_order
FROM
   pizza_sales
GROUP BY pizza_name
order by Total_order desc
limit 5;
```

pizza_name	Total_order
The Classic Deluxe Pizza	25466343
The Hawaiian Pizza	24688815
The Thai Chicken Pizza	24225562
The Pepperoni Pizza	24138671
The Barbecue Chicken Pizza	23888817

5.TOP 5 BEST SELLING PIZZA By REVENUE, ORDERS, QUANtity

BY QUANTITY

```
SELECT
    pizza_name, SUM(quantity) AS Total_quantity
FROM
    pizza_sales
GROUP BY pizza_name
order by Total_quantity desc
limit 5;
```

pizza_name	Total_quantity
The Classic Deluxe Pizza	2453
The Barbecue Chicken Pizza	2432
The Hawaiian Pizza	2422
The Pepperoni Pizza	2418
The Thai Chicken Pizza	2371

BOTTOM 5 BEST SELLING PIZZA BY REVENUE
BY REVENUE

```
SELECT
    pizza_name, SUM(total_price) AS Total_Revenue
FROM
    pizza_sales
GROUP BY pizza_name
order by Total_Revenue ASC
limit 5;
```

pizza_name	Total_Revenue
The Brie Carre Pizza	11588.499813079834
The Green Garden Pizza	13955.75
The Spinach Supreme Pizza	15277.75
The Mediterranean Pizza	15360.5
The Spinach Pesto Pizza	15596

BOTTOM 5 BEST SELLING PIZZA BY REVENUE BY QUANTITY

```sql
SELECT
    pizza_name, SUM(quantity) AS Total_quantity
FROM
    pizza_sales
GROUP BY pizza_name
order by Total_quantity ASC
limit 5;
```

pizza_name	Total_Revenue
The Brie Carre Pizza	11588.499813079834
The Green Garden Pizza	13955.75
The Spinach Supreme Pizza	15277.75
The Mediterranean Pizza	15360.5
The Spinach Pesto Pizza	15596

BOTTOM 5 BEST SELLING PIZZA BY REVENUE
BY QUANTITY

```
SELECT
    pizza_name, SUM(quantity) AS Total_quantity
FROM
    pizza_sales
GROUP BY pizza_name
order by Total_quantity ASC
limit 5;
```

pizza_name	Total_quantity
The Brie Carre Pizza	490
The Mediterranean Pizza	934
The Calabrese Pizza	937
The Spinach Supreme Pizza	950
The Soppressata Pizza	961

BOTTOM 5 BEST SELLING PIZZA BY REVENUE BY QUANTITY

```
SELECT
    pizza_name, SUM(quantity) AS Total_quantity
FROM
    pizza_sales
GROUP BY pizza_name
order by Total_quantity ASC
limit 5;
```

pizza_name	Total_quantity
The Brie Carre Pizza	490
The Mediterranean Pizza	934
The Calabrese Pizza	937
The Spinach Supreme Pizza	950
The Soppressata Pizza	961