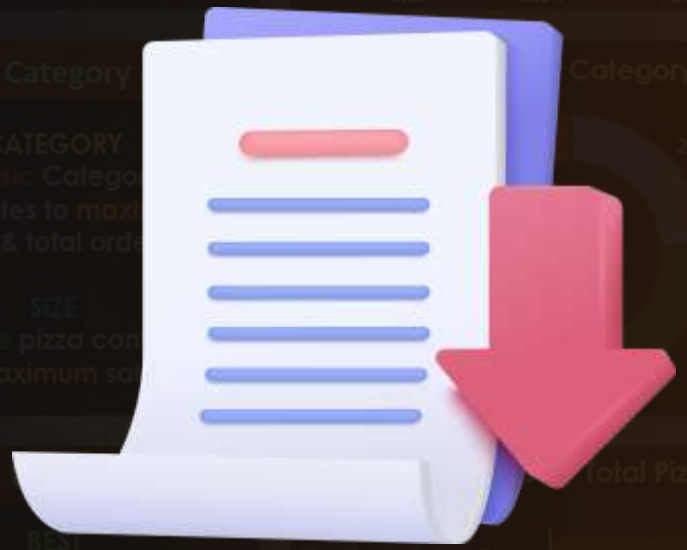
PIZZA SALES DATA ANALYSIS

MS SQL SERVER

CREATING REPORT



PIZZA SALES SQL QUERIES

A. KPI's

1. Total Revenue:

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

Results | Messages

	Avg_order_Value
1	38.3072623343546

3. Total Pizzas Sold

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

Results | Messages

	Total_pizza_sold
1	49574

TABLEAU

DATA PROCESSING

Edit Aliases [Pizza Size]

Member	Has Alia:	Value (Alias)
L	*	Large
M	*	Medium
S	*	Small
XL	*	X - Large
XXL	*	XX - Large

OK

Cancel

Clear Aliases

TABLEAU

DATA VISUALIZATION

PROBLEM STATEMENT

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:

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

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:

1.Hourly Trend for Total Pizzas Sold:

Create a stacked bar chart that displays the hourly trend of total orders over a specific time period. This chart will help us identify any patterns or fluctuations in order volumes on a hourly basis.

2.Weekly Trend for Total Orders:

Create a line chart that illustrates the weekly trend of total orders throughout the year. This chart will allow us to identify peak weeks or periods of high order activity.

3.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.

PROBLEM STATEMENT

CHARTS REQUIREMENT

4.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.

5.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.

6.Top 5 Best Sellers by Revenue, Total Quantity and Total Orders

Create a bar chart highlighting the top 5 best-selling pizzas based on the Revenue, Total Quantity, Total Orders. This chart will help us identify the most popular pizza options.

7. Bottom 5 Best Sellers by Revenue, Total Quantity and Total Orders

Create a bar chart showcasing the bottom 5 worst-selling pizzas based on the Revenue, Total Quantity, Total Orders. This chart will enable us to identify underperforming or less popular pizza options.

TABLEAU

REPORT/ DASHBOARD

PIZZA SALES REPORT

01-01-2015 to 31-12-2015

Pizza Category: (All)

Order Date: 01-01-2015 to 31-12-2015

Home

Best/Worst Sellers

Total Revenue	Avg Order Value	Total Pizzas Sold	Total Orders	Avg Pizzas Per Order
$817.9K	$38.31	49.6K	21.4K	2.32

BUSIEST HOURS & WEEKS

HOURS

Peak Orders are between 12:00 PM and 1:00 PM and in evening from 4:00 PM to 7:00 PM

WEEKS

Significant variations in weekly orders, with highest peak during the 48th week from the month of Dec

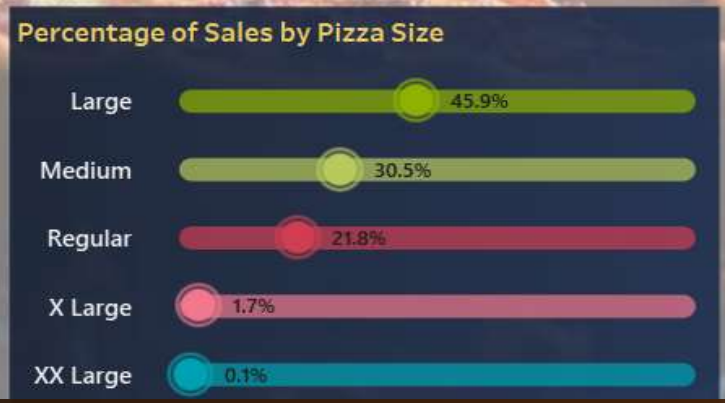
SALES PERFORMANCE

CATEGORY

Classic Category contributes to maximum Sales, Total Orders & Total Pizzas Sold

SIZE

Large Pizza Size contributes to maximum Total Sales



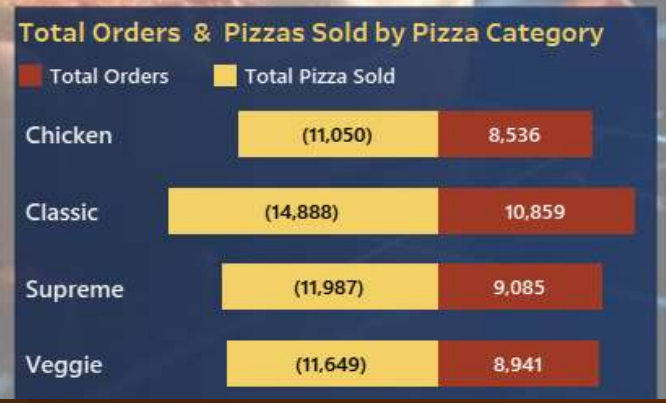
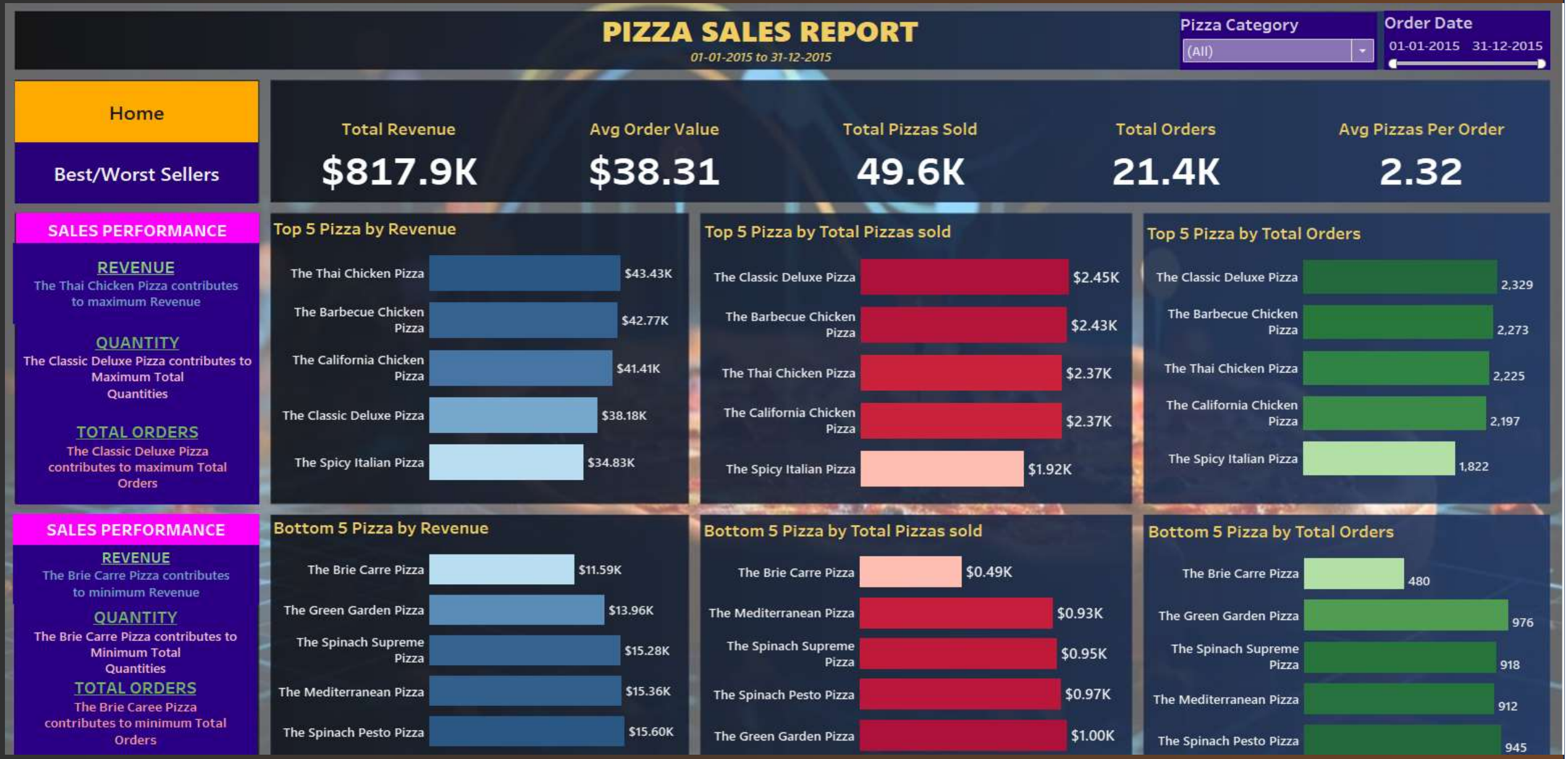


TABLEAU

REPORT/ DASHBOARD