

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



Total Orders Trend by Order Hour



Bottom 5 Worst Sellers by Total Pizzas Sold

The Soppressata Pizza	961
The Spinach Supreme Pizza	950
The Calabrese Pizza	937
The Mediterranean Pizza	934
The Brie Carré Pizza	490

Timeline Slicer/ Filter

order_date

All Periods MONTHS

2015

JAN FEB MAR APR MAY JUN

Timeline Slicer/ Filter

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:

- 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 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

31-12-2015

Home

Best/Worst Sellers

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

Total Revenue

\$817.9K

Avg Order Value

\$38.31

Total Pizzas Sold

49.6K

Total Orders

21.4K

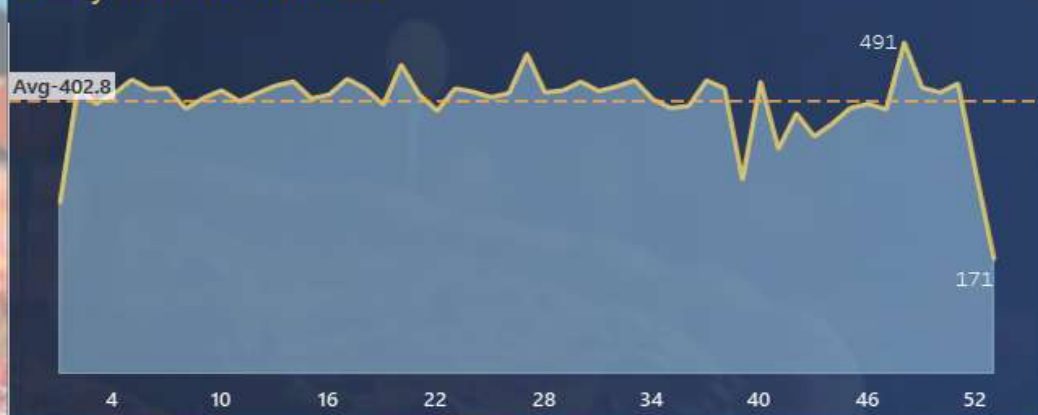
Avg Pizzas Per Order

2.32

Hourly Trend for Pizzas Sold



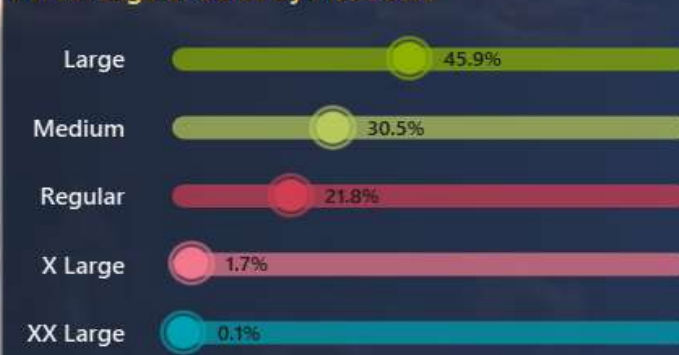
Weekly Trend for Total Orders



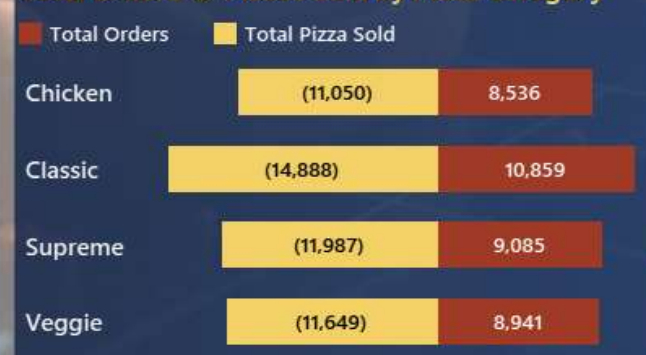
Percentage of Sales by Pizza Category



Percentage of Sales by Pizza Size



Total Orders & Pizzas Sold by Pizza Category



PIZZA SALES REPORT

01-01-2015 to 31-12-2015

Pizza Category

(All)

Order Date

01-01-2015 31-12-2015

Home

Best/Worst Sellers

Total Revenue

\$817.9K

Avg Order Value

\$38.31

Total Pizzas Sold

49.6K

Total Orders

21.4K

Avg Pizzas Per Order

2.32

SALES PERFORMANCE

REVENUE

The Thai Chicken Pizza contributes to maximum Revenue

QUANTITY

The Classic Deluxe Pizza contributes to Maximum Total Quantities

TOTAL ORDERS

The Classic Deluxe Pizza contributes to maximum Total Orders

Top 5 Pizza by Revenue

The Thai Chicken Pizza	\$43.43K
The Barbecue Chicken Pizza	\$42.77K
The California Chicken Pizza	\$41.41K
The Classic Deluxe Pizza	\$38.18K
The Spicy Italian Pizza	\$34.83K

Top 5 Pizza by Total Pizzas sold

The Classic Deluxe Pizza	\$2.45K
The Barbecue Chicken Pizza	\$2.43K
The Thai Chicken Pizza	\$2.37K
The California Chicken Pizza	\$2.37K
The Spicy Italian Pizza	\$1.92K

Top 5 Pizza by Total Orders

The Classic Deluxe Pizza	2,329
The Barbecue Chicken Pizza	2,273
The Thai Chicken Pizza	2,225
The California Chicken Pizza	2,197
The Spicy Italian Pizza	1,822

SALES PERFORMANCE

REVENUE

The Brie Carre Pizza contributes to minimum Revenue

QUANTITY

The Brie Carre Pizza contributes to Minimum Total Quantities

TOTAL ORDERS

The Brie Carre Pizza contributes to minimum Total Orders

Bottom 5 Pizza by Revenue

The Brie Carre Pizza	\$11.59K
The Green Garden Pizza	\$13.96K
The Spinach Supreme Pizza	\$15.28K
The Mediterranean Pizza	\$15.36K
The Spinach Pesto Pizza	\$15.60K

Bottom 5 Pizza by Total Pizzas sold

The Brie Carre Pizza	\$0.49K
The Mediterranean Pizza	\$0.93K
The Spinach Supreme Pizza	\$0.95K
The Spinach Pesto Pizza	\$0.97K
The Green Garden Pizza	\$1.00K

Bottom 5 Pizza by Total Orders

The Brie Carre Pizza	480
The Green Garden Pizza	976
The Spinach Supreme Pizza	918
The Mediterranean Pizza	912
The Spinach Pesto Pizza	945