



Pizza Sales Dashboard

Chicken

Classic

Supreme

Veggie

01-01-2015

31-12-2015



Dashboard



Details

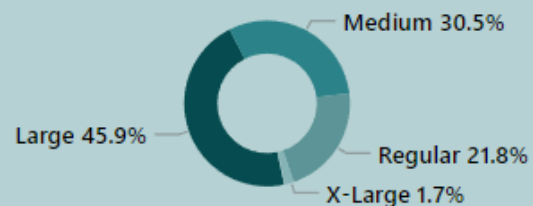


Insights

Category Wise Sales %



Size Wise Sales %



Total Sales
817.86K

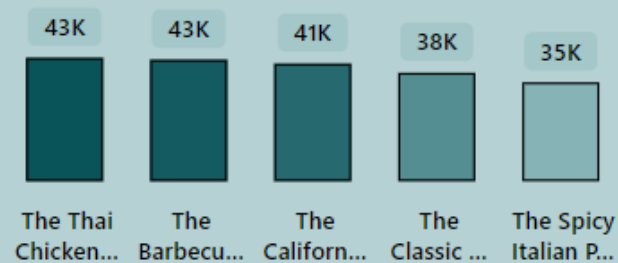


Total Orders
21K

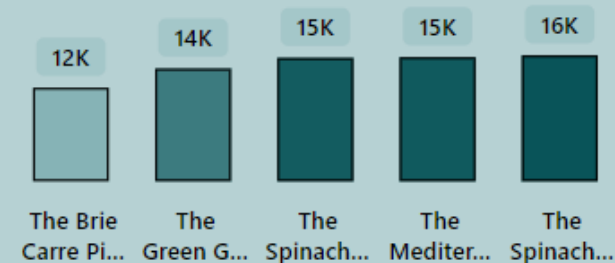


Total Pizza Sold
50K

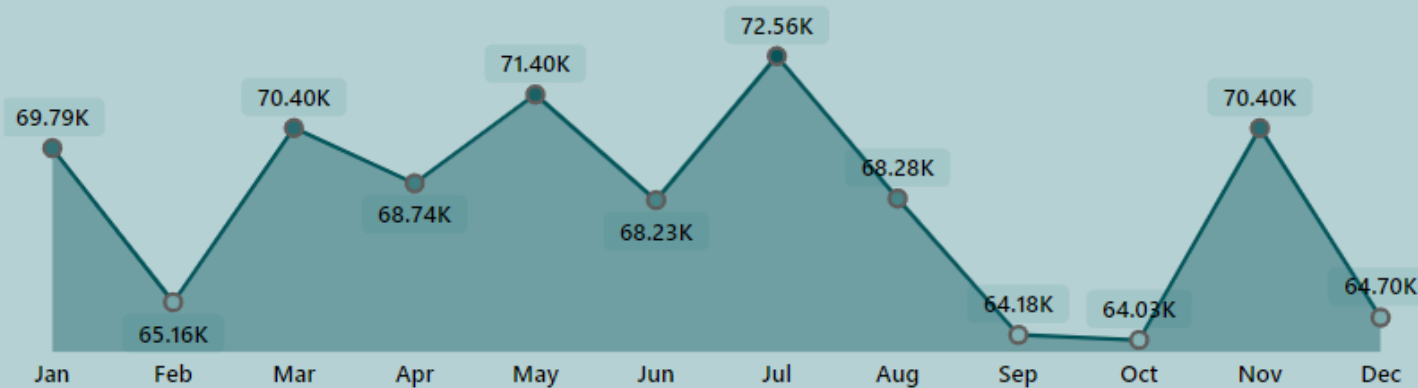
Top 5 Pizzas Sales



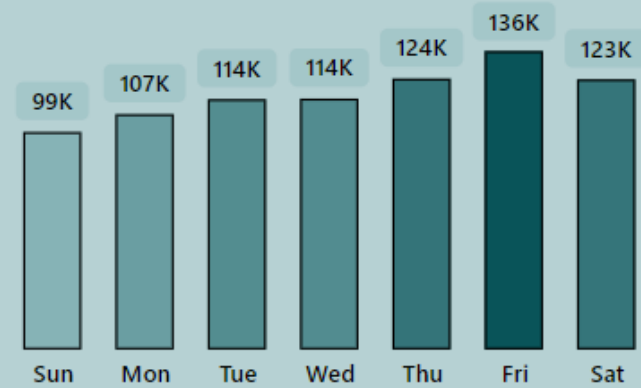
Bottom 5 Pizzas Sales



Month Wise Total Sales



Day Wise Total Sales





Pizza Sales Dashboard

[Chicken](#)[Classic](#)[Supreme](#)[Veggie](#)[01-01-2015](#)[31-12-2015](#)[Dashboard](#)[Details](#)[Insights](#)

pizza_name	pizza_category	pizza_size	Total Orders	Total Pizza Sold	Total Sales
The Big Meat Pizza	Classic	Regular	1811	1914	22,968.00
The Thai Chicken Pizza	Chicken	Large	1365	1410	29,257.50
The Five Cheese Pizza	Veggie	Large	1359	1409	26,066.50
The Four Cheese Pizza	Veggie	Large	1273	1316	23,622.20
The Classic Deluxe Pizza	Classic	Medium	1159	1181	18,896.00
The Spicy Italian Pizza	Supreme	Large	1088	1109	23,011.75
The Hawaiian Pizza	Classic	Regular	1001	1020	10,710.00
The Southwest Chicken Pizza	Chicken	Large	993	1016	21,082.00
The Barbecue Chicken Pizza	Chicken	Large	967	992	20,584.00
The Barbecue Chicken Pizza	Chicken	Medium	926	956	16,013.00
The Italian Supreme Pizza	Supreme	Medium	920	941	15,526.50
The Pepperoni Pizza	Classic	Medium	918	939	11,737.50
The California Chicken Pizza	Chicken	Medium	914	944	15,812.00
The Hawaiian Pizza	Classic	Large	896	919	15,163.50
The California Chicken Pizza	Chicken	Large	895	927	19,235.25
The Mexicana Pizza	Veggie	Large	844	867	17,556.75
The Classic Deluxe Pizza	Classic	Regular	786	799	9,588.00
The Pepperoni Pizza	Classic	Regular	739	751	7,322.25
The Hawaiian Pizza	Classic	Large	735	747	15,500.25
Total			21350	49574	8,17,860.05



Pizza Sales Dashboard

[Chicken](#)[Classic](#)[Supreme](#)[Veggie](#)[01-01-2015](#)[31-12-2015](#)[Dashboard](#)[Details](#)[Insights](#)

Insights

Category-wise Sales %

Sales are fairly even across categories, with **"Classic"** (26.91%) and **"Supreme"** (25.46%) leading. **"Veggie"** is slightly less popular at **23.68%**.

Size-wise Sales %

Large pizzas dominate with **45.9%** of sales. **X-Large pizzas** have the lowest share, only **1.7%**, suggesting they might be too big or expensive.

Top and Bottom Pizzas by Sales

The most popular pizzas are **"The Thai Chicken Pizza"** and **"The Barbecue Chicken,"** each selling **43K**. **"The Brie Carre pizza"** is the least popular at **12K**, indicating it may need improvement.

Monthly Sales Trends

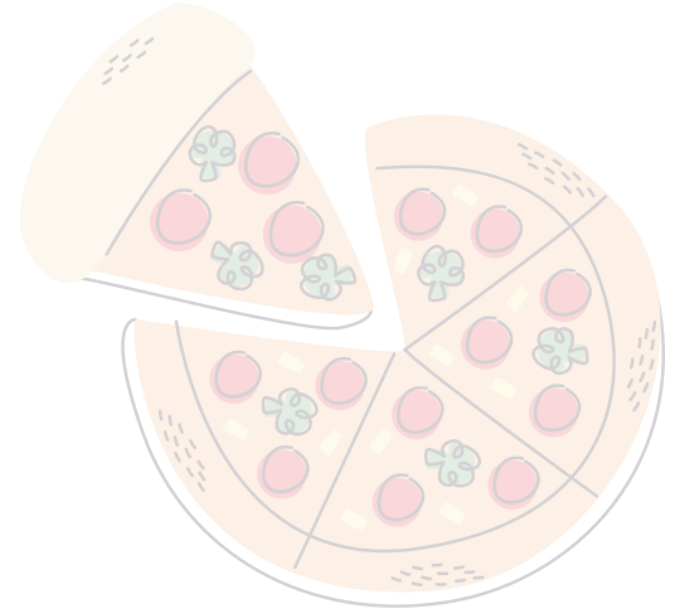
June (72.56K) and **November (70.40K)** see the highest sales. The lowest sales happen in **February, September, and October**, suggesting slower months.

Day-wise Sales

Sales peak on **Fridays (136K)** and are lowest on **Sundays (99K)**, showing more pizza orders at the **week's end**.



Pizza Sales Analysis



Syed Nadeem Yousuf

Tools Used



MYSQL



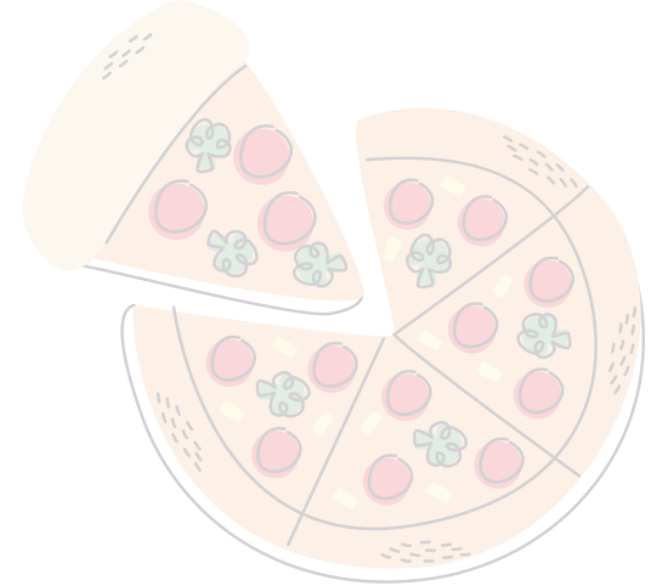
Power Query



Power Bi



Power Point



Overview

Project Focus

The **Pizza Sales Analysis project** aims to understand **customer preferences** and **sales trends**.

Key Areas Analyzed

- Sales % by category and size
- Top and bottom-selling pizzas
- Monthly and daily sales patterns
- Customer buying habits

Data Source

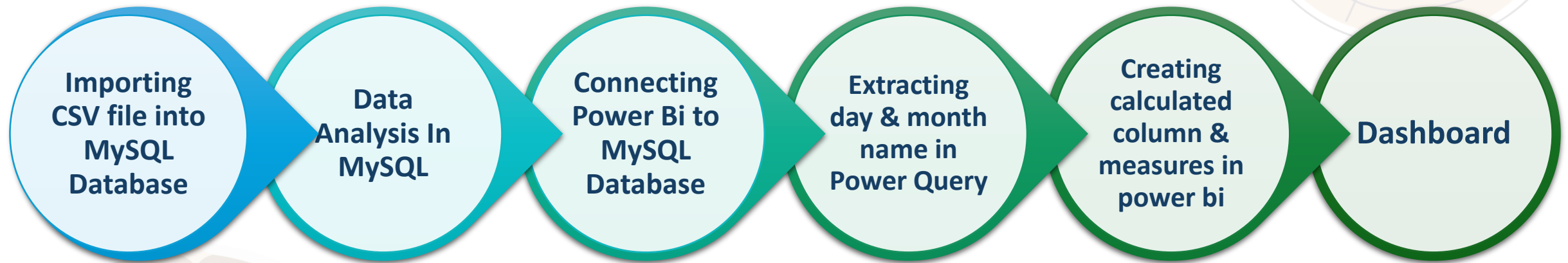
The data was taken from **Kaggle** and was cleaned to gain useful insights.

Purpose

The project was done for practice and **skill improvement** in **data analysis** and **visualization**, with the goal of **learning** more about **sales** in the food industry.



Project Workflow



KPI's

Sales % by Pizza category & size

Monthly & Daily Sales Pattern

Best & Worst-selling Pizza

Total Revenue generated

Total Pizza Sold

Total Orders



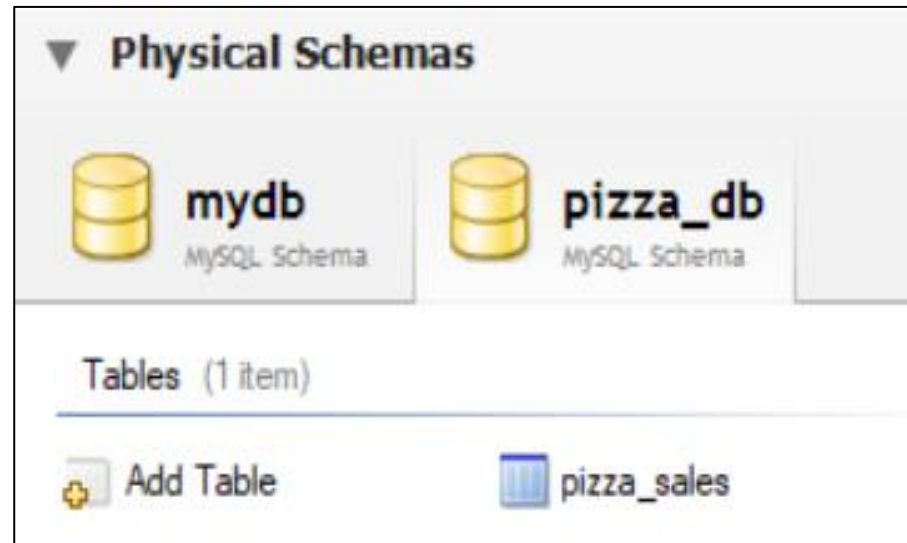
Importing CSV to MySQL Database



CSV



Creating Database

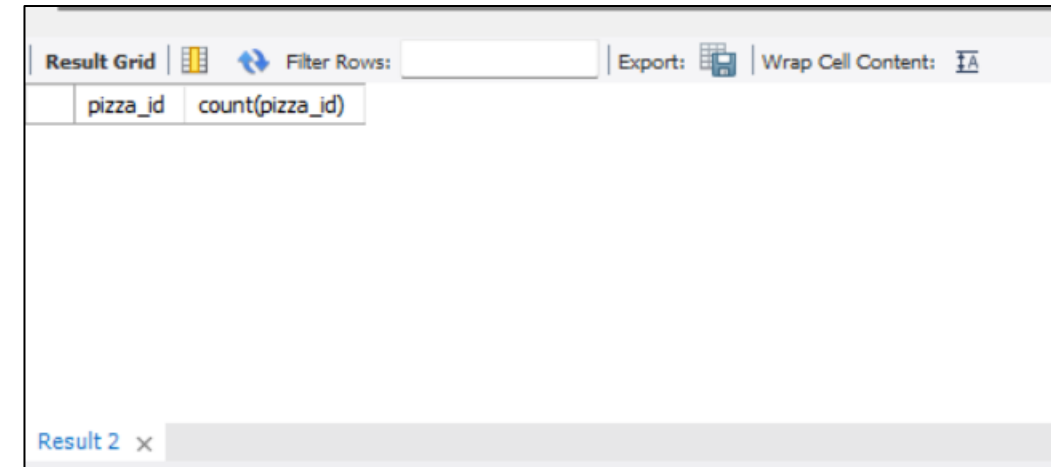


MySQL Analysis

Step 1 : To check for the duplicates , I use

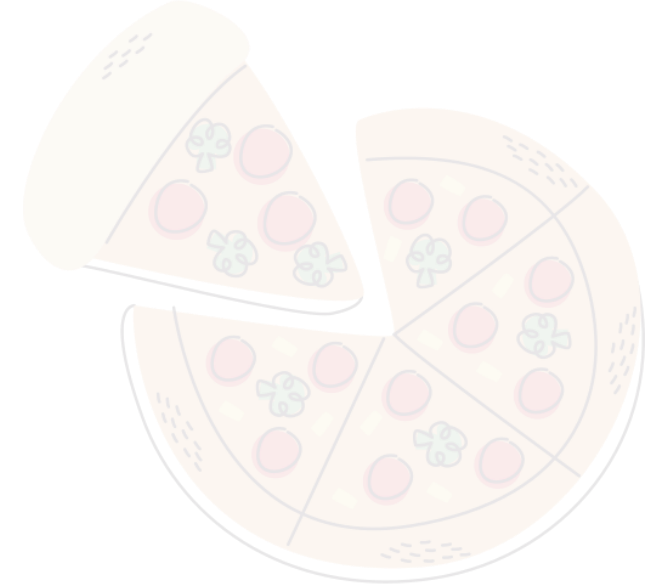
```
select pizza_id,count(pizza_id) from  
pizza_sales  
group by pizza_id  
having count(pizza_id ) > 1;
```

Query



pizza_id	count(pizza_id)
----------	-----------------

No Duplicates Found



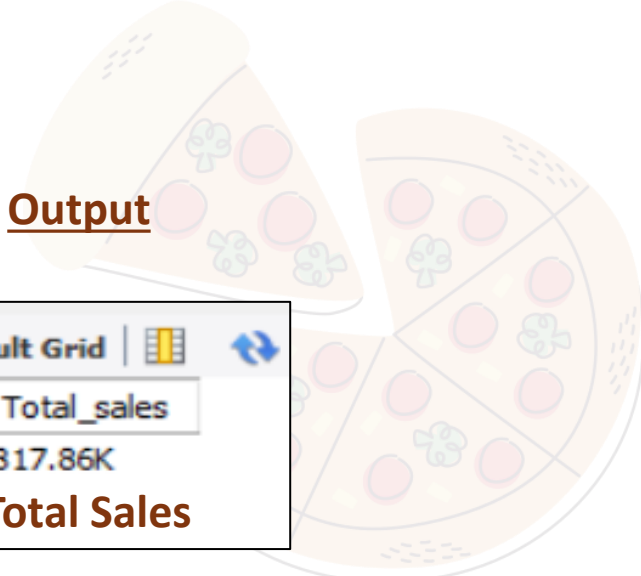
Step 2 : Exploratory Data Analysis

Query

```
select concat(round(sum(total_price/1000),2),'K')  
Total_sales from pizza_sales;
```



Output



Result Grid	
	Total_sales
▶	817.86K

Total Sales

```
select count(distinct order_id)  
Total_order from pizza_sales;
```



Result Grid	
	Total_order
▶	21350

Total Orders

```
select sum(quantity) Total_pizza_sold  
from pizza_sales;
```



Result Grid	
	Total_pizza_sold
▶	49574


Total Pizza Sold

Query

```
select pizza_category,round(sum(total_price),2)
Total_sales, concat(round(sum(total_price)*100/
(select sum(total_price) from pizza_sales),2),'%')
Total_Sales_percentage
from pizza_sales
group by pizza_category
order by total_sales desc;
```


```
select pizza_size,round(sum(total_price),2)
Total_sales , concat(round(sum(total_price)*100/
(select sum(total_price) from pizza_sales),2),'%')
Total_Sales_percentage
from pizza_sales
group by pizza_size
order by total_sales desc;
```

Output



	pizza_category	Total_sales	Total_Sales_percentage
▶	Classic	220053.1	26.91%
	Supreme	208197	25.46%
	Chicken	195919.5	23.96%
	Veggie	193690.45	23.68%

Category Wise Sales %



	pizza_size	Total_sales	Total_Sales_percentage
▶	L	375318.7	45.89%
	M	249382.25	30.49%
	S	178076.5	21.77%
	XL	14076	1.72%
	XXL	1006.6	0.12%

Size Wise Sales %

Query

```
select pizza_name, round(sum(total_price),0)  
Total_sales  
from pizza_sales  
group by pizza_name  
order by total_sales desc  
limit 5;
```



Output

	pizza_name	Total_sales
▶	The Thai Chicken Pizza	43434
	The Barbecue Chicken Pizza	42768
	The California Chicken Pizza	41410
	The Classic Deluxe Pizza	38180
	The Spicy Italian Pizza	34831

Top 5 Pizza Sales

```
select pizza_name, round(sum(total_price),0)  
Total_sales  
from pizza_sales  
group by pizza_name  
order by total_sales  
limit 5;
```



	pizza_name	Total_sales
▶	The Brie Carre Pizza	11588
	The Green Garden Pizza	13956
	The Spinach Supreme Pizza	15278
	The Mediterranean Pizza	15360
	The Spinach Pesto Pizza	15596

Bottom 5 Pizza Sales

Query

```
select dayname(order_date) Days,  
round(sum(total_price),0) Total_sales  
from pizza_sales  
group by Days  
order by total_sales desc;
```



Output

	Days	Total_sales
▶	Friday	136074
	Thursday	123528
	Saturday	123182
	Wednesday	114408
	Tuesday	114134
	Monday	107330
	Sunday	99203

Day Wise Sales

```
select monthname(order_date) Months,  
round(sum(total_price),0) Total_sales  
from pizza_sales  
group by months  
order by total_sales desc;
```



	Months	Total_sales
▶	July	72558
	May	71403
	March	70397
	November	70395
	January	69793
	April	68737
	August	68278
	June	68230
	February	65160
	December	64701
	September	64180
	October	64028

Month Wise Sales

Connecting Power Bi to MySQL Database



MySQL database

Server

localhost:3306

Database

pizza_db

Advanced options

OK

Cancel

Navigator

Display Options

localhost:3306: pizza_db [1]

☒ pizza_db.pizza_sales

pizza_db.pizza_sales

pizza_id	order_id	pizza_name_id	quantity	order_date	order_time
1	1	hawaiian_m	1	2015-01-01	11:38
2	2	classic_dlx_m	1	2015-01-01	11:57
3	2	five_cheese_l	1	2015-01-01	11:57
4	2	ital_supr_l	1	2015-01-01	11:57
5	2	mexicana_m	1	2015-01-01	11:57
6	2	thai_ckn_l	1	2015-01-01	11:57
7	3	ital_supr_m	1	2015-01-01	12:12
8	3	prsc_argla_l	1	2015-01-01	12:12
9	4	ital_supr_m	1	2015-01-01	12:16
10	5	ital_supr_m	1	2015-01-01	12:21
11	6	bbq_ckn_s	1	2015-01-01	12:25
12	6	the_greek_s	1	2015-01-01	12:25
13	7	spinach_supr_s	1	2015-01-01	12:50
14	8	spinach_supr_s	1	2015-01-01	12:51
15	9	classic_dlx_s	1	2015-01-01	12:52
16	9	green_garden_s	1	2015-01-01	12:52
17	9	ital_cpello_l	1	2015-01-01	12:52
18	9	ital_supr_l	1	2015-01-01	12:52
19	9	ital_supr_s	1	2015-01-01	12:52
20	9	mexicana_s	1	2015-01-01	12:52
21	9	spicy_ital_l	1	2015-01-01	12:52
22	9	spin_pesto_l	1	2015-01-01	12:52
23	9	veggie_veg_s	1	2015-01-01	12:52

Select Related Tables

Load

Transform Data

Cancel

Data Transformation



Queries [1] ✕ ✓ f_x = Source{[Schema="pizza_db",Item="pizza_sales"]}[Data] ▼

Query Settings ✕

PROPERTIES

Name
pizza_db pizza_sales

[All Properties](#)

APPLIED STEPS

Source ⚙️

Navigation ✕ ⚙️

	1.2 unit_price	1.2 total_price	A ^B pizza_size	A ^B pizza_category	A ^B pizza_ingredients
	100% Valid 0% Error 0% Empty	100% Valid 0% Error 0% Empty	100% Valid 0% Error 0% Empty	100% Valid 0% Error 0% Empty	100% Valid 0% Error 0% Empty
1		13.25	13.25 M	Classic	Sliced Ham, Pineapple, Mozzarella Cheese
2		16	16 M	Classic	Pepperoni, Mushrooms, Red Onions, Red Peppers, Bacon
3		18.5	18.5 L	Veggie	Mozzarella Cheese, Provolone Cheese, Smoked Gouda Cheese, Ron
4		20.75	20.75 L	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, Green Olives,
5		16	16 M	Veggie	Tomatoes, Red Peppers, Jalapeno Peppers, Red Onions, Cilantro, Co
6		20.75	20.75 L	Chicken	Chicken, Pineapple, Tomatoes, Red Peppers, Thai Sweet Chilli Sauce
7		16.5	16.5 M	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, Green Olives,
8		20.75	20.75 L	Supreme	Prosciutto di San Daniele, Arugula, Mozzarella Cheese
9		16.5	16.5 M	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, Green Olives,
10		16.5	16.5 M	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, Green Olives,
11		12.75	12.75 S	Chicken	Barbecued Chicken, Red Peppers, Green Peppers, Tomatoes, Red O
12		12	12 S	Classic	Kalamata Olives, Feta Cheese, Tomatoes, Garlic, Beef Chuck Roast,
13		12.5	12.5 S	Supreme	Spinach, Red Onions, Pepperoni, Tomatoes, Artichokes, Kalamata C
14		12.5	12.5 S	Supreme	Spinach, Red Onions, Pepperoni, Tomatoes, Artichokes, Kalamata C
15		12	12 S	Classic	Pepperoni, Mushrooms, Red Onions, Red Peppers, Bacon
16		12	12 S	Veggie	Spinach, Mushrooms, Tomatoes, Green Olives, Feta Cheese
17		20.5	20.5 L	Classic	Capocollo, Red Peppers, Tomatoes, Goat Cheese, Garlic, Oregano
18		20.75	20.75 L	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, Green Olives,
19		12.5	12.5 S	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, Green Olives,
20		12	12 S	Veggie	Tomatoes, Red Peppers, Jalapeno Peppers, Red Onions, Cilantro, Co
21		20.75	20.75 L	Supreme	Capocollo, Tomatoes, Goat Cheese, Artichokes, Peperoncini verdi, C
22		20.75	20.75 L	Veggie	Spinach, Artichokes, Tomatoes, Sun-dried Tomatoes, Garlic, Pesto S
23		12	12 S	Veggie	Mushrooms, Tomatoes, Red Peppers, Green Peppers, Red Onions, i
24					

Transformations At Power Query Level



- Previously **abbreviations** such as **L, M, & XL** in the **Pizza Size** column, but I changed them to their full forms.
- Extracted **Day Name & Month Name** from **Order Date** column.
- **Day & Month Number** were assigned to **Sort day & month name** in their serial order for the **visuals**.

Transformations At Power BI Level



- Created **Calculated Columns** in **power bi** for **Extracting** first 3 letter from **day & month** name column that was create at **power query** level. **Dax** function which used was **Left**
- **Measures** were created such as **Total sales, Total Orders & Total Pizza Sold**. **Dax** functions which used was **(Sum of total price)** for **Total Sales**, **(Count Distinct of order id)** for **Total Orders**, **(Sum of quantity)** for **Total Pizza Sold**.

Data Ready For Analysis

pizza_id	order_id	pizza_name_id	quantity	order_date	order_time	unit_price	total_price	pizza_size	pizza_category	pizza_ingredients
164	71	thai_ckn_l	1	02 January 2015	11:40:50 AM	20.75	20.75	Large	Chicken	Chicken, Pineapple, Tomatoes, Red Peppers, Thai Sweet Chilli
188	79	thai_ckn_l	1	02 January 2015	12:29:11 PM	20.75	20.75	Large	Chicken	Chicken, Pineapple, Tomatoes, Red Peppers, Thai Sweet Chilli
191	81	thai_ckn_l	1	02 January 2015	12:40:01 PM	20.75	20.75	Large	Chicken	Chicken, Pineapple, Tomatoes, Red Peppers, Thai Sweet Chilli
209	89	thai_ckn_l	1	02 January 2015	02:30:19 PM	20.75	20.75	Large	Chicken	Chicken, Pineapple, Tomatoes, Red Peppers, Thai Sweet Chilli
1171	513	thai_ckn_l	1	09 January 2015	12:22:48 PM	20.75	20.75	Large	Chicken	Chicken, Pineapple, Tomatoes, Red Peppers, Thai Sweet Chilli
1244	549	thai_ckn_l	1	09 January 2015	07:06:34 PM	20.75	20.75	Large	Chicken	Chicken, Pineapple, Tomatoes, Red Peppers, Thai Sweet Chilli
1249	551	thai_ckn_l	1	09 January 2015	07:26:24 PM	20.75	20.75	Large	Chicken	Chicken, Pineapple, Tomatoes, Red Peppers, Thai Sweet Chilli
2087	928	thai_ckn_l	1	16 January 2015	02:14:40 PM	20.75	20.75	Large	Chicken	Chicken, Pineapple, Tomatoes, Red Peppers, Thai Sweet Chilli
2098	934	thai_ckn_l	1	16 January 2015	03:55:24 PM	20.75	20.75	Large	Chicken	Chicken, Pineapple, Tomatoes, Red Peppers, Thai Sweet Chilli
3049	1346	thai_ckn_l	1	23 January 2015	03:25:17 PM	20.75	20.75	Large	Chicken	Chicken, Pineapple, Tomatoes, Red Peppers, Thai Sweet Chilli
3124	1381	thai_ckn_l	1	23 January 2015	08:08:54 PM	20.75	20.75	Large	Chicken	Chicken, Pineapple, Tomatoes, Red Peppers, Thai Sweet Chilli
3137	1387	thai_ckn_l	1	23 January 2015	09:11:38 PM	20.75	20.75	Large	Chicken	Chicken, Pineapple, Tomatoes, Red Peppers, Thai Sweet Chilli
3877	1727	thai_ckn_l	1	30 January 2015	11:25:25 AM	20.75	20.75	Large	Chicken	Chicken, Pineapple, Tomatoes, Red Peppers, Thai Sweet Chilli
3900	1734	thai_ckn_l	1	30 January 2015	12:36:42 PM	20.75	20.75	Large	Chicken	Chicken, Pineapple, Tomatoes, Red Peppers, Thai Sweet Chilli
4013	1791	thai_ckn_l	1	30 January 2015	10:46:02 PM	20.75	20.75	Large	Chicken	Chicken, Pineapple, Tomatoes, Red Peppers, Thai Sweet Chilli
4961	2192	thai_ckn_l	1	06 February 2015	01:20:41 PM	20.75	20.75	Large	Chicken	Chicken, Pineapple, Tomatoes, Red Peppers, Thai Sweet Chilli
5004	2213	thai_ckn_l	1	06 February 2015	05:53:26 PM	20.75	20.75	Large	Chicken	Chicken, Pineapple, Tomatoes, Red Peppers, Thai Sweet Chilli
5899	2612	thai_ckn_l	1	13 February 2015	01:43:11 PM	20.75	20.75	Large	Chicken	Chicken, Pineapple, Tomatoes, Red Peppers, Thai Sweet Chilli
5926	2626	thai_ckn_l	1	13 February 2015	04:49:57 PM	20.75	20.75	Large	Chicken	Chicken, Pineapple, Tomatoes, Red Peppers, Thai Sweet Chilli
5937	2630	thai_ckn_l	1	13 February 2015	05:15:17 PM	20.75	20.75	Large	Chicken	Chicken, Pineapple, Tomatoes, Red Peppers, Thai Sweet Chilli
5955	2638	thai_ckn_l	1	13 February 2015	06:27:27 PM	20.75	20.75	Large	Chicken	Chicken, Pineapple, Tomatoes, Red Peppers, Thai Sweet Chilli
5965	2643	thai_ckn_l	1	13 February 2015	08:08:34 PM	20.75	20.75	Large	Chicken	Chicken, Pineapple, Tomatoes, Red Peppers, Thai Sweet Chilli
6841	3021	thai_ckn_l	1	20 February 2015	01:23:48 PM	20.75	20.75	Large	Chicken	Chicken, Pineapple, Tomatoes, Red Peppers, Thai Sweet Chilli
6857	3027	thai_ckn_l	1	20 February 2015	01:41:20 PM	20.75	20.75	Large	Chicken	Chicken, Pineapple, Tomatoes, Red Peppers, Thai Sweet Chilli
6876	3034	thai_ckn_l	1	20 February 2015	02:55:08 PM	20.75	20.75	Large	Chicken	Chicken, Pineapple, Tomatoes, Red Peppers, Thai Sweet Chilli
6897	3042	thai_ckn_l	1	20 February 2015	04:30:09 PM	20.75	20.75	Large	Chicken	Chicken, Pineapple, Tomatoes, Red Peppers, Thai Sweet Chilli

pizza_db pizza_sales

Day Name

Day number

Month Name

Σ Month Number

Order Day

Order Month

> order_date

Σ order_id

order_time

pizza_category

Σ pizza_id

pizza_ingredients

pizza_name

pizza_name_id

pizza_size

Σ quantity

Total Orders

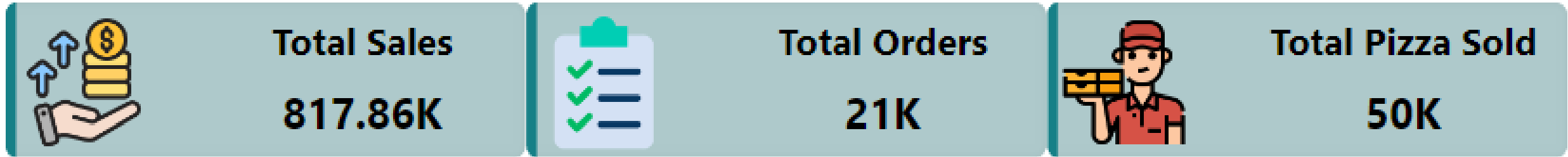
Total Pizza Sold

Total Sales

Σ total_price

Σ unit_price

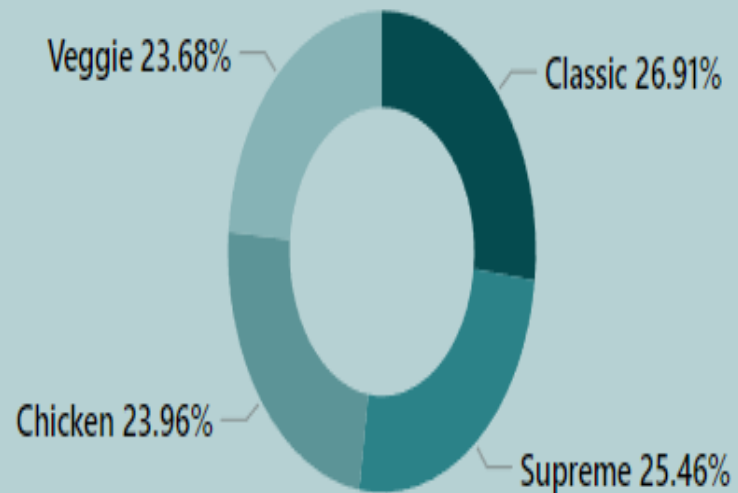
Insights From KPI's



- The **total revenue** generated over the entire year is **818K**, which is quite **impressive**.
- The total number of **orders** for the year is **21K**.
- The total number of **pizzas sold** throughout the year is approximately **50K**.

Pizza Category Sales %

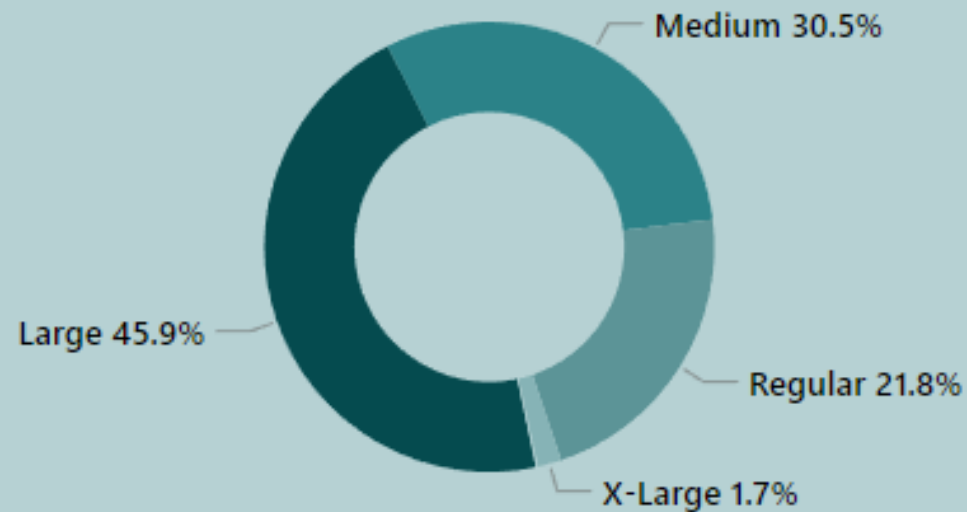
Category Wise Sales %



The sales are relatively balanced across pizza categories, with **"Classic"** having the **highest** share (**26.91%**), followed by **"Supreme"** (**25.46%**). The **least** popular is **"Veggie"** (**23.68%**). This indicates customer preferences are evenly distributed with a slight inclination towards **"Classic"** & **"Supreme"**.

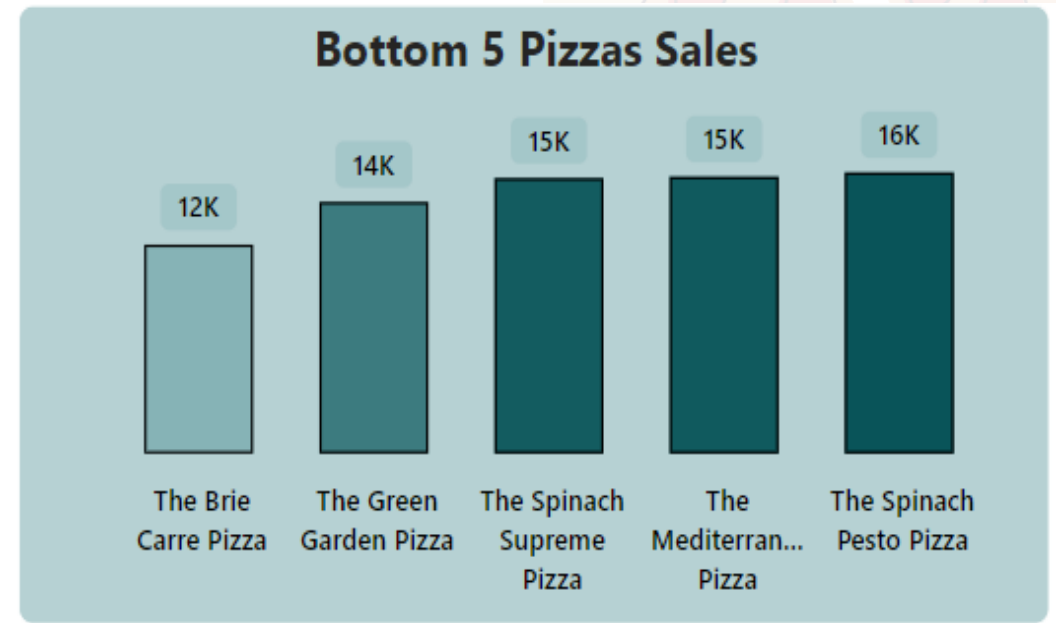
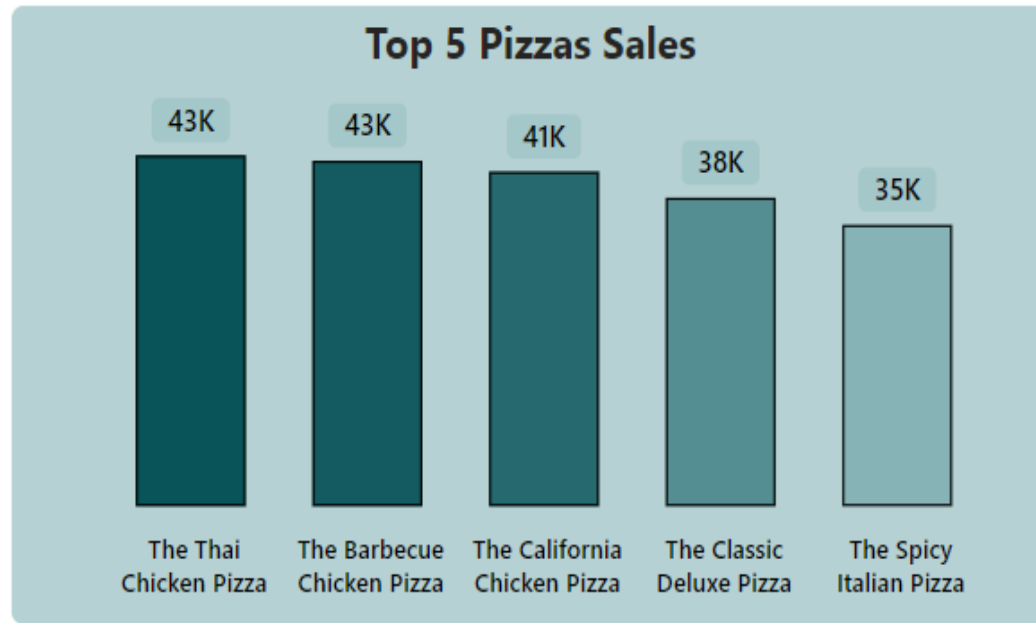
Pizza Size Sales %

Size Wise Sales %



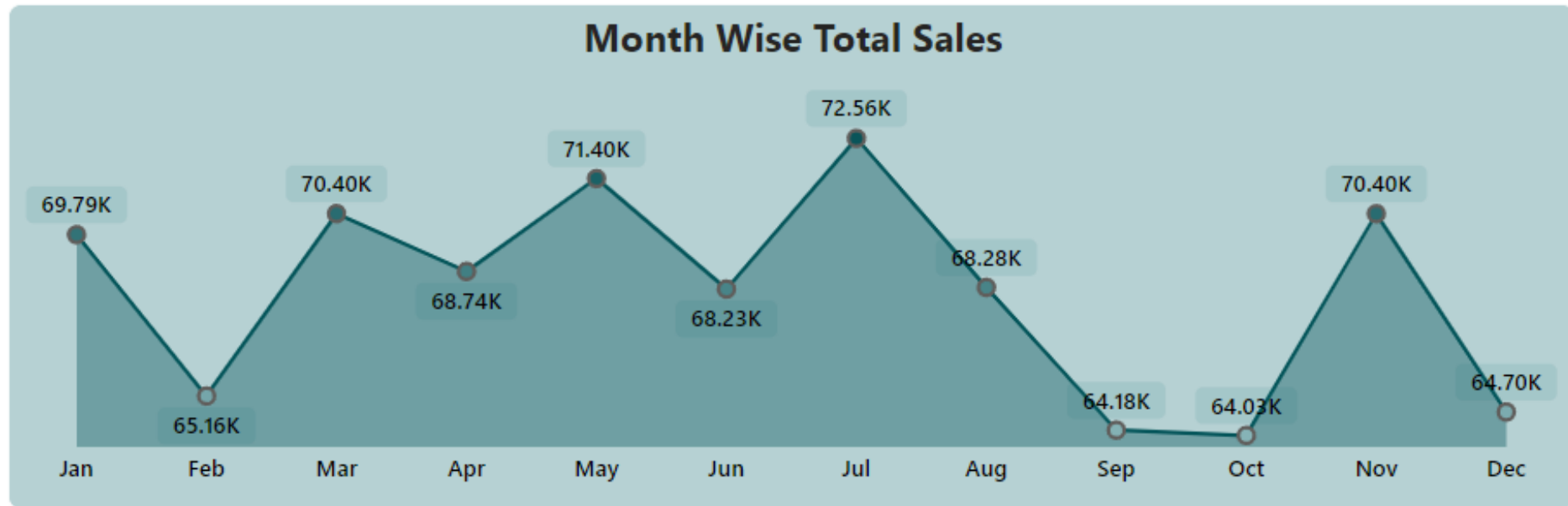
Large-sized pizzas dominate sales (45.9%), while X-Large pizzas contribute the least (1.7%). This trend suggests that customers prefer **larger pizzas** over regular or medium, but the extra-large size might be too big or not cost-effective for most customers.

Top & Bottom Pizzas Sales



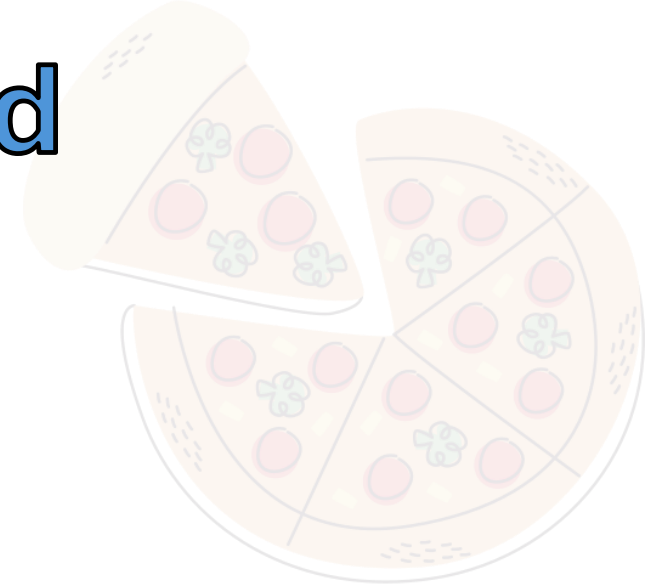
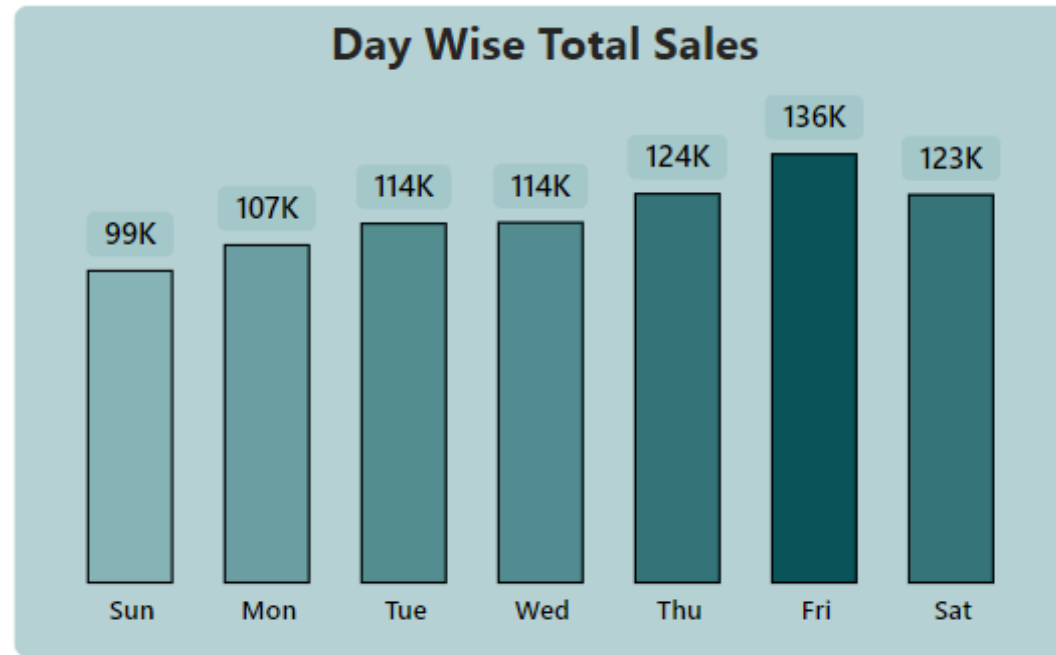
The **"Thai Chicken Pizza"** and **"The Barbecue Chicken Pizza"** are the **top sellers**, with around **43K** sales each. The **least popular** is **"The Brie Carre Pizza"** with **12K** sales, indicating potential areas to improve or phase out underperforming varieties. There is a significant gap between top and bottom sellers, suggesting a skewed preference for certain pizza types.

Monthly Sales Trend



There are noticeable sales **peaks** in **June (72.56K)** & **November (70.40K)**. Conversely, sales dip to their **lowest** in **February (65.16K)** & **September (64.30K)**. These trends could correlate with seasonal events, holidays, or marketing campaigns influencing customer behavior.

Day-Wise Sales Trend



The **highest** sales occur on **Fridays (136K)**, while **Sundays** have the **lowest sales (99K)**. This indicates a strong **weekend** effect, with **Fridays** being popular for ordering pizza, potentially due to end-of-week relaxation or social gatherings.

Recommendations

- **Improve Menu Choices**

Take a closer look at pizzas like the **Brie Carre** that aren't selling as well. Try offering them at a **discount** or as limited-time deal to see if more customers might be interested.

- **Use Popular Days and Months for Promotions**

Run special deals and ads on **busy** days like **Fridays** and **high-sales** months like **June** and **November**.

Offering bundles or family deals during these times could help make the most of natural spikes in demand.

- **Offer Deals on Large Pizzas**

Since most customers prefer **large pizzas**, consider offering a discount, like “**Buy a Large, Get a Medium Half-Off**” on slower days to keep sales steady



Conclusion

The **Pizza Sales Analysis** gives a clear picture of what **customers** like to buy and when they buy the most. It includes useful tips for improving the **menu**, running better **promotions**, and managing **stock**. By focusing on **popular items** and **busy times** while also rethinking less popular options, this analysis offers a plan to **boost sales** and better meet **customer needs**.

Thank You