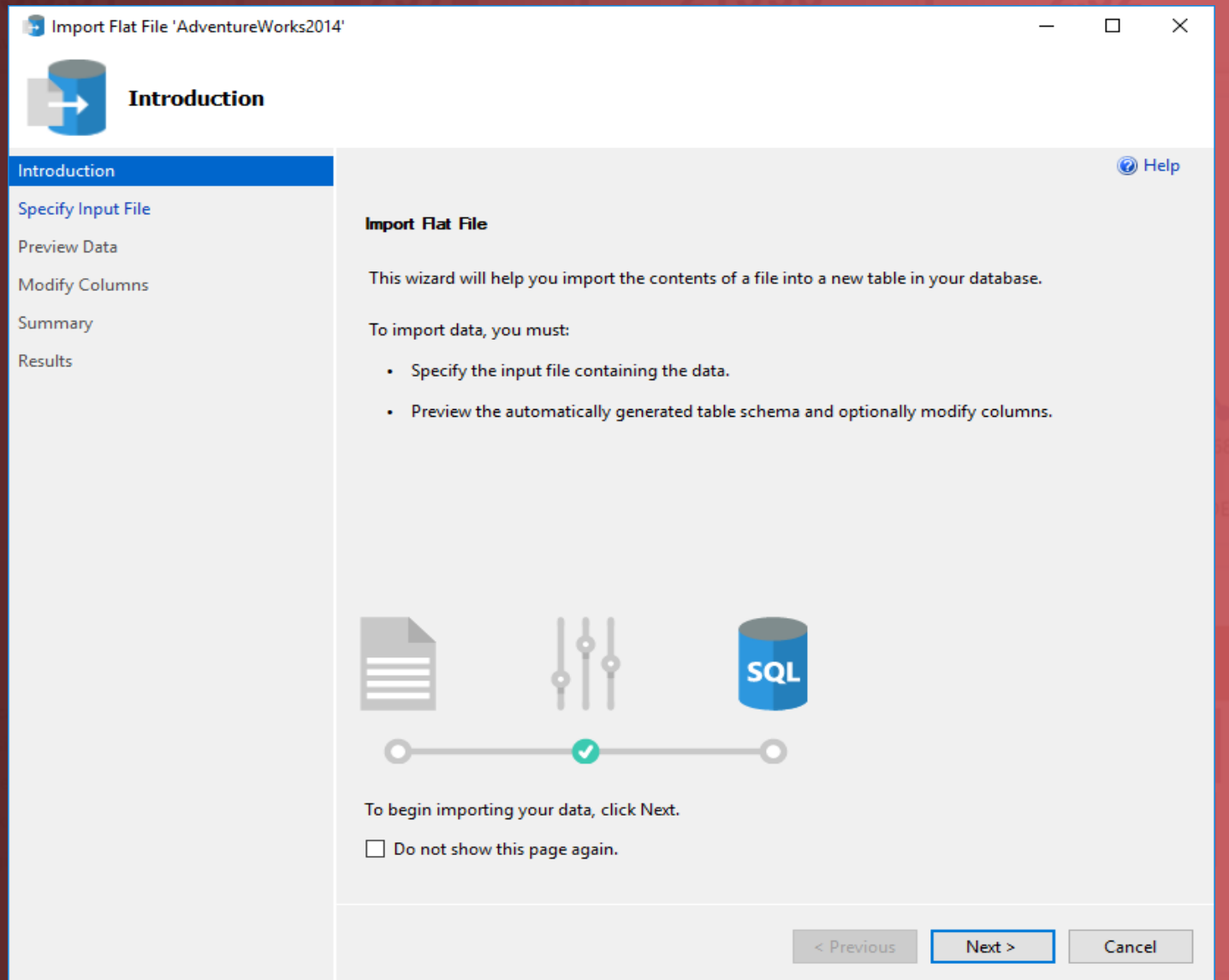
PIZZA SALES ANALYSIS PROJECT

PART 1

MS SQL SERVER

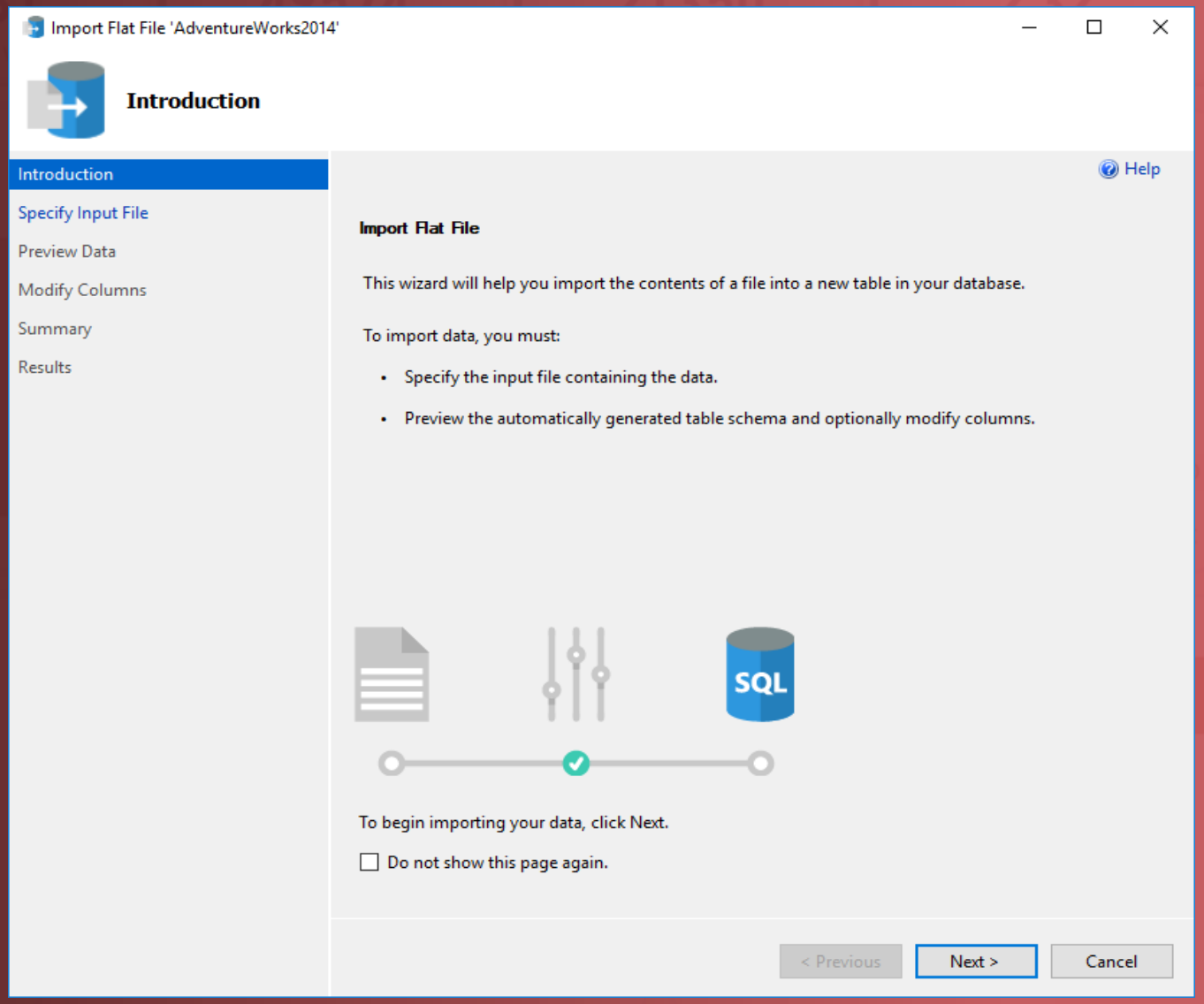
MS SQL SERVER

- IMPORT DATA



MS SQL SERVER

- CREATING DB



MS SQL SERVER

- **WRITING QUERIES**

SQLQuery1.sql - T...JASWEE\admin (74))*

```
SELECT DATENAME(MONTH, order_date) AS Month_name,
COUNT(DISTINCT order_id) AS Total_orders
FROM pizza_sales
GROUP BY DATENAME(MONTH, order_date)
ORDER BY Total_orders DESC;

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

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 ;
```

MS SQL SERVER

- CREATING REPORT

Name:- Tejaswee M. Parab

PIZZA SALES SQL QUERIES

A. KPI'S:-

1.Total Revenue:-

```
SELECT SUM(total_price) as total_revenue from pizza_sales;
```

Output:-

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;
```

Output:-

PIZZA SALES ANALYSIS PROJECT

PART 2

POWER BI

POWER BI

CONNECTING TO MS SQL SERVER

Microsoft® SQL Server®

POWER BI

- DATA CLEANING

pizza_sales

= Table.RemoveColumns(#"Inserted Day",{"Day"})

	pizza_id	order_id	pizza_name_id	quantity	order_date	order_time	unit_price
1	1	1	hawaiian_m	1	01-01-2015	11:38:36	
2	2	2	classic_dlx_m	1	01-01-2015	11:57:40	
3	3	2	five_cheese_l	1	01-01-2015	11:57:40	
4	4	2	ital_supr_l	1	01-01-2015	11:57:40	
5	5	2	mexicana_m	1	01-01-2015	11:57:40	
6	6	2	thai_ckn_l	1	01-01-2015	11:57:40	
7	7	3	ital_supr_m	1	01-01-2015	12:12:28	
8	8	3	prsc_argla_l	1	01-01-2015	12:12:28	
9	9	4	ital_supr_m	1	01-01-2015	12:16:31	
10	10	5	ital_supr_m	1	01-01-2015	12:21:30	
11	11	6	bbq_ckn_s	1	01-01-2015	12:29:36	
12	12	6	the_greek_s	1	01-01-2015	12:29:36	
13	13	7	spinach_supr_s	1	01-01-2015	12:50:37	
14	14	8	spinach_supr_s	1	01-01-2015	12:51:37	
15	15	9	classic_dlx_s	1	01-01-2015	12:52:01	
16	16	9	green_garden_s	1	01-01-2015	12:52:01	
17	17	9	ital_cpclio_l	1	01-01-2015	12:52:01	
18	18	9	ital_supr_l	1	01-01-2015	12:52:01	
19	19	9	ital_supr_s	1	01-01-2015	12:52:01	
20	20	9	mexicana_s	1	01-01-2015	12:52:01	
21	21	9	spicy_ital_l	1	01-01-2015	12:52:01	
22	22	9	spin_pesto_l	1	01-01-2015	12:52:01	
23	23	9	veggie_veg_s	1	01-01-2015	12:52:01	
24	24	10	mexicana_l	1	01-01-2015	13:00:15	
25	25	10	southw_ckn_l	1	01-01-2015	13:00:15	
26	26	11	bbq_ckn_l	1	01-01-2015	13:02:59	

PROPERTIES

Name

pizza_sales

All Properties

APPLIED STEPS

- Source
- Navigation
- Replaced Value
- Replaced Value1
- Replaced Value2
- Filtered Rows
- Replaced Value3
- Filtered Rows1
- Replaced Value4
- Filtered Rows2
- Inserted Day Name
- Added Conditional Column
- Filtered Rows3
- Inserted Month Name
- Inserted Month
- Renamed Columns
- Inserted Day
- Removed Columns

POWER BI

DATA PROCESSING

pizza_sales

= Table.RemoveColumns(#"Inserted Day",{"Day"})

	pizza_id	order_id	pizza_name_id	quantity	order_date	order_time	unit_price
1	1	1	hawaiian_m	1	01-01-2015	11:38:36	
2	2	2	classic_dlx_m	1	01-01-2015	11:57:40	
3	3	2	five_cheese_l	1	01-01-2015	11:57:40	
4	4	2	ital_supr_l	1	01-01-2015	11:57:40	
5	5	2	mexicana_m	1	01-01-2015	11:57:40	
6	6	2	thai_ckn_l	1	01-01-2015	11:57:40	
7	7	3	ital_supr_m	1	01-01-2015	12:12:28	
8	8	3	prsc_argla_l	1	01-01-2015	12:12:28	
9	9	4	ital_supr_m	1	01-01-2015	12:16:31	
10	10	5	ital_supr_m	1	01-01-2015	12:21:30	
11	11	6	bbq_ckn_s	1	01-01-2015	12:29:36	
12	12	6	the_greek_s	1	01-01-2015	12:29:36	
13	13	7	spinach_supr_s	1	01-01-2015	12:50:37	
14	14	8	spinach_supr_s	1	01-01-2015	12:51:37	
15	15	9	classic_dlx_s	1	01-01-2015	12:52:01	
16	16	9	green_garden_s	1	01-01-2015	12:52:01	
17	17	9	ital_cpclio_l	1	01-01-2015	12:52:01	
18	18	9	ital_supr_l	1	01-01-2015	12:52:01	
19	19	9	ital_supr_s	1	01-01-2015	12:52:01	
20	20	9	mexicana_s	1	01-01-2015	12:52:01	
21	21	9	spicy_ital_l	1	01-01-2015	12:52:01	
22	22	9	spin_pesto_l	1	01-01-2015	12:52:01	
23	23	9	veggie_veg_s	1	01-01-2015	12:52:01	
24	24	10	mexicana_l	1	01-01-2015	13:00:15	
25	25	10	southw_ckn_l	1	01-01-2015	13:00:15	
26	26	11	bbq_ckn_l	1	01-01-2015	13:02:59	

PROPERTIES

Name: pizza_sales

All Properties

APPLIED STEPS

- Source
- Navigation
- Replaced Value
- Replaced Value1
- Replaced Value2
- Filtered Rows
- Replaced Value3
- Filtered Rows1
- Replaced Value4
- Filtered Rows2
- Inserted Day Name
- Added Conditional Column
- Filtered Rows3
- Inserted Month Name
- Inserted Month
- Renamed Columns
- Inserted Day
- Removed Columns

POWER BI

- DATA VISUALIZATION

POWER BI REPORT/ DASHBOARD

PIZZA SALES REPORT

Jan/15 -Dec/15

pizza_category: All

01-01-2015 — 31-12-2015

Home

Best/Worst Sellers

817.86K	38.31	49574	21350	2.32
Total Revenue	Avg Order Value	Total Pizzas Sold	Total Orders	Avg Pizzas Per Order

BUSIEST DAYS AND TIMES

DAYS

Orders are highest on weekends, Friday/Saturday Evenings.

MONTHLY

There are maximum orders from month of July and January.

SALES PERFORMANCE

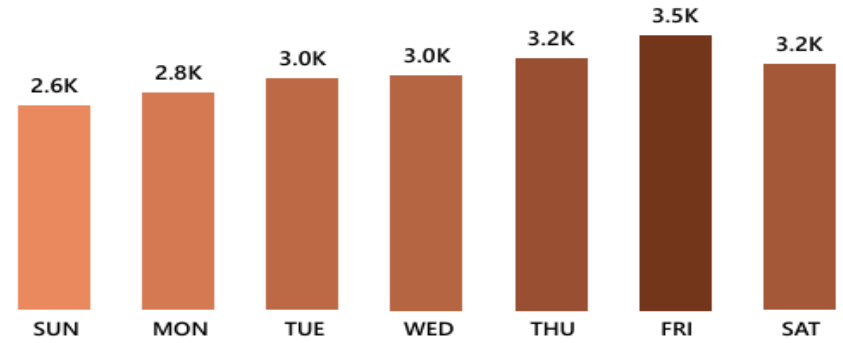
CATEGORY

Classic Category contributes to maximum sales & total orders.

SIZE

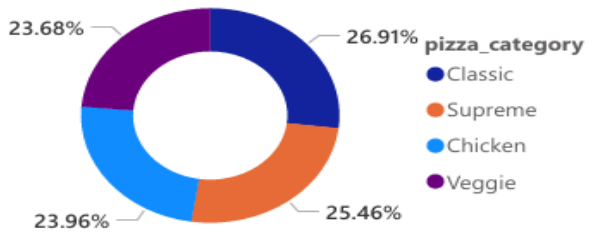
Large size pizza contributes to maximum sales.

Daily Trend for Total Orders

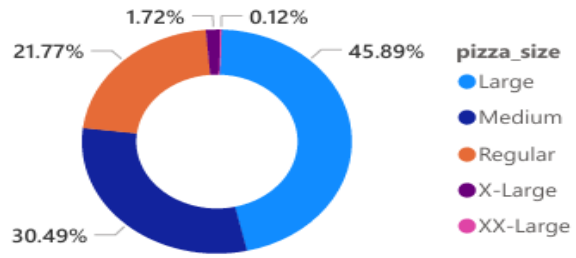


Monthly Trend for Total Orders

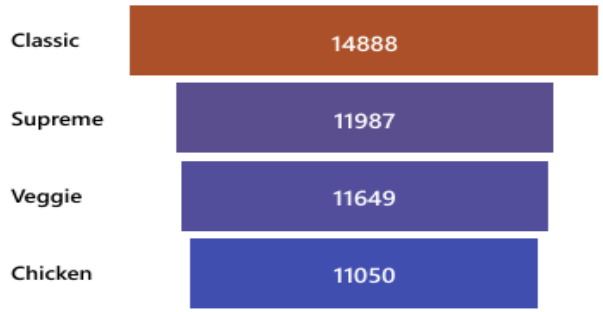
% of Sales by Pizza Category



% of Sales by Pizza Size



Total Pizzas Sold by Pizza Category



POWER BI REPORT/ DASHBOARD

PIZZA SALES REPORT

Jan/15 -Dec/15

pizza_category: All

01-01-2015 | 31-12-2015

Home

Best/Worst Sellers

BEST SELLERS

REVENUE

The Thai Chicken Pizza Contributes to maximum Revenue.

QUANTITY

The Classic Deluxe Pizza Contributes to maximum Total Quantities.

TOTAL OREDERS

The Classic Deluxe Pizza Contributes to maximum Total Orders.

WORST SELLERS

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.

817.86K	38.31	49574	21350	2.32
Total Revenue	Avg Order Value	Total Pizzas Sold	Total Orders	Avg Pizzas Per Order

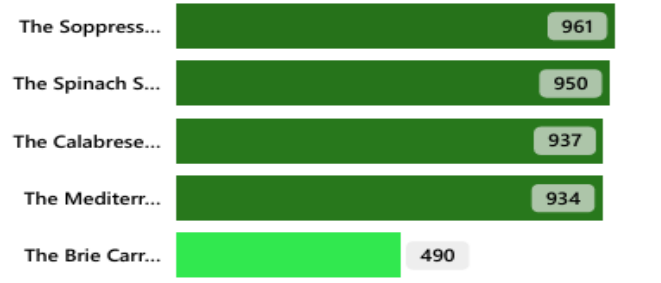
Top 5 Pizzas by Revenue

Top 5 Pizzas by Quantity

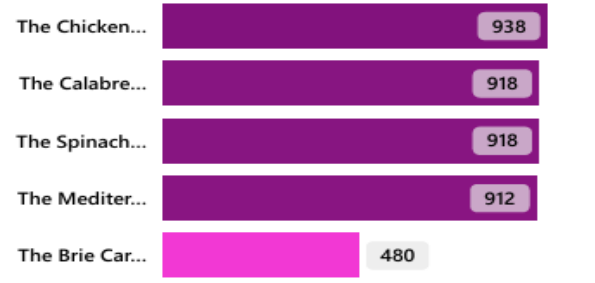
Top 5 Pizzas by Total Orders

Bottom 5 Pizzas by Revenue

Bottom 5 Pizzas by Quantity



Bottom 5 Pizzas by Total Orders



PROBLEM STATEMENT

- **KPI'S REQUIREMENT**

We need to analyze key indicators for our pizza sales data to gain insights into our business performance. Specially, 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 day, 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.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.

2.Monthly 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.

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.

SOFTWARE USED

MS OFFICE/ EXCEL: VERSION 2019

MS SQL SERVER: 20.0

SQL SERVER MANAGEMENT STUDIO – 20.2.30.0

POWER BI: JUNE 2024 VERSION


THANK YOU!!