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PIZZA SALES ANALYSIS REPORT

- A COMPLETE PIZZA SALES REPORT USING SQL & POWER BI

HELLO FRIENDS,

MY NAME IS VISHAL SHARMA

This is my first Data Analysis Project using SQL and Power BI. I have used Pizza Sales Data to solve business-related questions using SQL queries and created interactive dashboards with Power BI.

I hope you find this report helpful for your own learning and revision.

Thank you!

BASIC:
1.RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED.

```
select count(*) as total_order from orders
```

total_orders bigint
21350

2.CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES.

```sql
select
round(sum(order_details.quantity*pizzas.price),2)as total_sales
from order_details
join pizzas
on order_details.pizza_id=pizzas.pizza_id
```

total_sales
numeric
817860.05

3. IDENTIFY THE HIGHEST-PRICED PIZZA.

```sql
select pt.name,p.price from pizza_types as pt
join pizzas as p
on pt.pizza_type_id=p.pizza_type_id
order by p.price desc  limit 1;
```

name character varying (50)	price numeric (5,2)
The Greek Pizza	35.95

4. IDENTIFY THE MOST PIZZA SIZE ORDERED.

```
select pizzas.size,count(order_details.order_details_id)
as order_count from pizzas
join order_details
on pizzas.pizza_id = order_details.pizza_id
group by pizzas.size
order by order_count desc limit 1;
```

size character varying (5)	order_count bigint
L	18526

INTERMEDIATE:

1.JOIN THE NECESSARY TABLES TO FIND THE TOTAL QUANTITY OF EACH PIZZA CATEGORY ORDERED.

```sql
select pizza_types.category,sum(order_details.quantity) as quantity
from order_details
join pizzas
on order_details.pizza_id=pizzas.pizza_id
join pizza_types
on pizzas.pizza_type_id=pizza_types.pizza_type_id
group by pizza_types.category order by quantity desc
```

category character varying (50)	quantity bigint
Classic	14888
Supreme	11987
Veggie	11649

2. DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY.

```
select Extract(hour from time) as hour,count(order_id)as order_count
from orders
group by Extract(hour from time);
```

hour numeric	order_count bigint
11	1231
23	28
18	2399
19	2009
15	1468
9	1
21	1198
17	2336
20	1642
13	2455
10	8
16	1920
22	663
12	2520
14	1472

3.GROUP THE ORDERS BY DATE AND CALCULATE THE AVERAGE NUMBER OF PIZZAS ORDERED PER DAY.

```sql
select round(avg(quantity),0)from(
select orders.date,sum(order_details.quantity) as quantity
from orders
join order_details on orders.order_id=order_details.order_id
group by orders.date) as daily_totals;
```

Avg
138

ADVANCED:

1.CALCULATE THE PERCENTAGE CONTRIBUTION OF EACH PIZZA TYPE TO TOTAL REVENUE.

```sql
with total_revenue as (
    select sum(order_details.quantity * pizzas.price) as total_sales
    from order_details
    join pizzas on pizzas.pizza_id = order_details.pizza_id
),
category_revenue as (
    select
        pizza_types.category,
        sum(order_details.quantity * pizzas.price) as category_sales
    from pizza_types
    join pizzas on pizza_types.pizza_type_id = pizzas.pizza_type_id
    join order_details on order_details.pizza_id = pizzas.pizza_id
    group by pizza_types.category
)
select
    cr.category,
    round((cr.category_sales / tr.total_sales) * 100, 2) as revenue_percentage
from category_revenue cr, total_revenue tr
order by revenue_percentage desc;
```

category character varying (50)	revenue numeric
Classic	26.91
Supreme	25.46
Chicken	23.96
Veggie	23.68

DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE FOR EACH PIZZA CATEGORY.

```sql
with pizza_revenue as (
    select
        pizza_types.category,
        pizza_types.name as pizza_name,
        sum(order_details.quantity * pizzas.price) as revenue
    from order_details
    join pizzas on pizzas.pizza_id = order_details.pizza_id
    join pizza_types on pizza_types.pizza_type_id = pizzas.pizza_type_id
    group by pizza_types.category, pizza_types.name
),

ranked_pizzas as (
    select *,
           row_number() over (partition by category order by revenue desc) as rank
    from pizza_revenue
)

select category, pizza_name, revenue
from ranked_pizzas
where rank <= 3
order by category, revenue desc ;
```

category character varying (50)	pizza_name character varying (50)	revenue numeric
Chicken	The Thai Chicken Pizza	43434.25
Chicken	The Barbecue Chicken Pizza	42768.00
Chicken	The California Chicken Pizza	41409.50
Classic	The Classic Deluxe Pizza	38180.50
Classic	The Hawaiian Pizza	32273.25
Classic	The Pepperoni Pizza	30161.75
Supreme	The Spicy Italian Pizza	34831.25
Supreme	The Italian Supreme Pizza	33476.75
Supreme	The Sicilian Pizza	30940.50
Veggie	The Four Cheese Pizza	32265.70
Veggie	The Mexicana Pizza	26780.75
Veggie	The Five Cheese Pizza	26066.50

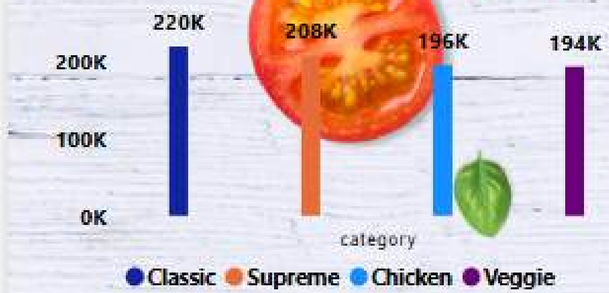
VISUAL ANALYSIS OF PIZZA SALES

Pizza Sales Overview

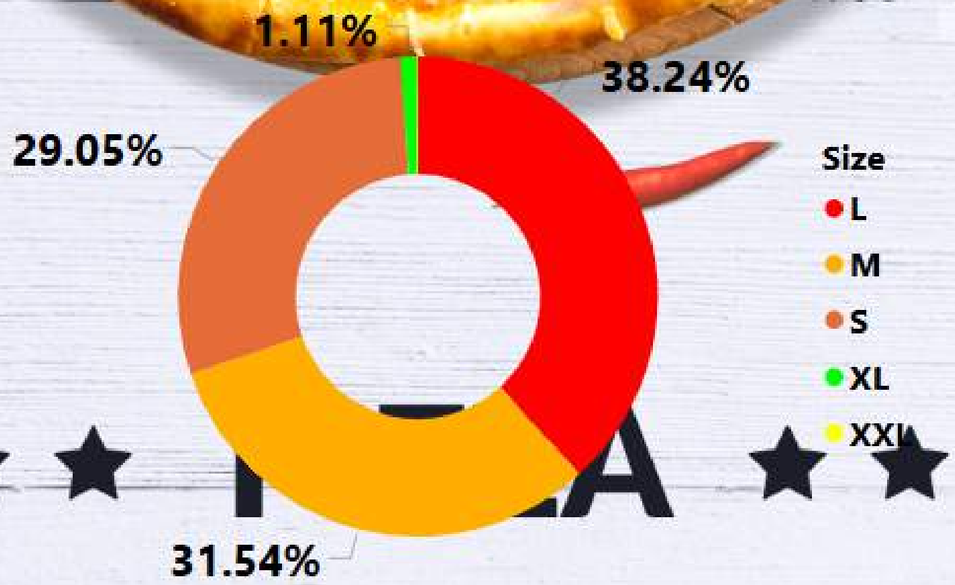
818K	50K	60	21K
Total Sales	Total pizza sold	AVG order per day	total orders

Month: All

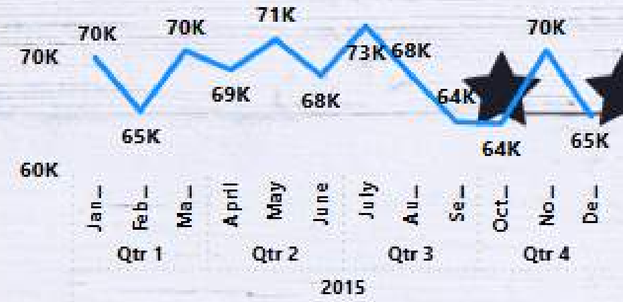
Sales by category



Total Sales by Size



Monthly Sales Trend



Top 5 Best-Selling Pizzas

The Thai Chicken Pizza	2371 Total pizza sold
The Pepperoni Pizza	2418 Total pizza sold
The Hawaiian Pizza	2422 Total pizza sold
The Classic Deluxe Pizza	

THANK YOU

THIS REPORT IS BASED ON PRACTICE QUESTIONS COLLECTED FROM DIFFERENT SOURCES.
I HAVE TRIED TO SOLVE THEM USING SQL IN A SIMPLE AND CLEAR WAY, AND VISUALIZED THE INSIGHT USING POWER BI DASHBOARD

THANK YOU FOR READING MY REPORT.
I HOPE IT HELPS YOU UNDERSTAND SQL QUERIES AND POWER BI VISUALIZATION BETTER AND REVISE THE IMPORTANT CONCEPTS.

- VISHAL SHARMA