

Crusts & Crunches: Uncovering Pizza Sales Insights

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PROBLEM STATEMENT

The business needs to analyze key metrics from pizza sales data to assess performance and identify areas for improvement. We aim to calculate total revenue, average order value, total pizzas sold, total orders, and average pizzas per order. Additionally, we need to visualize trends in daily and monthly order volumes, sales distribution by pizza category and size, and identify the top and bottom 5 best-selling pizzas. This analysis will help uncover patterns in customer behavior and optimize sales strategies.

KPI REQUIREMENT

We need to analyse key indicators for our pizza sales data to gain insights on our business performance. Calculate the following metrics:

- 1. Total Revenue:** The sum of the total prices of all pizza orders.
- 2. Average Order Value:** The average amount spend 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 pizza 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.

CHART REQUIREMENT

We would like to visualise 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 Trends for Total Order:** Create a bar chart that displays the daily trends 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 Trends 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 the 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 category. This chat provides insights into the popularity of various pizza categories and their contribution to the overall sales.
- 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.
- 6. Top 5 Best Sellers by Revenue, Total Quantity, 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, Total Orders:** Create a bar chart showcasing the bottom 5 worst-selling pizzas based on the Revenue, Total Quantity, Total Orders. This chart will help us identify the less popular pizza options.



SOFTWARE USED

Database Solution:

MS SQL SERVER



RDMS Solution:

SQL SERVER MANAGEMENT STUDIO



Visualization Solution:

POWER BI



RAW DATA

48,620 rows, 12 Fields- pizza_id(primary key), order_id, pizza_name_id, quantity, order_date, order_time, unit_price, total_price, pizza_size, pizza_category, pizza_ingredients, pizza_name

FileHomeInsertPage LayoutFormulasDataReviewViewHelpTell me what you want to do													
N3													
	A	B	C	D	E	F	G	H	I	J	K	L	M
	pizza_id	order_id	pizza_name_id	quantity	order_date	order_time	unit_price	total_price	pizza_size	pizza_category	pizza_ingredients	pizza_name	
1	1	1	hawaiian_m	1	1/1/2015	11:38:36	13.25	13.25	M	Classic	Sliced Ham, Pineapple, Mozzarella Cheese	The Hawaiian Pizza	
2	2	2	classic_dlx_m	1	1/1/2015	11:57:40	16	16	M	Classic	Pepperoni, Mushrooms, Red Onions, Red Peppers, Bacon	The Classic Deluxe Pizza	
3	3	2	five_cheese_l	1	1/1/2015	11:57:40	18.5	18.5	L	Veggie	Mozzarella Cheese, Provolone Cheese, Smoked Gouda Cheese, Romano Cheese, Blue Cheese, Garlic	The Five Cheese Pizza	
4	4	2	ital_supr_l	1	1/1/2015	11:57:40	20.75	20.75	L	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, Green Olives, Garlic	The Italian Supreme Pizza	
5	5	2	mexicana_m	1	1/1/2015	11:57:40	16	16	M	Veggie	Tomatoes, Red Peppers, Jalapeno Peppers, Red Onions, Cilantro, Corn, Chipotle Sauce, Garlic	The Mexicana Pizza	
6	6	2	thai_ckn_l	1	1/1/2015	11:57:40	20.75	20.75	L	Chicken	Chicken, Pineapple, Tomatoes, Red Peppers, Thai Sweet Chilli Sauce	The Thai Chicken Pizza	
7	7	3	ital_supr_m	1	1/1/2015	12:12:28	16.5	16.5	M	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, Green Olives, Garlic	The Italian Supreme Pizza	
8	8	3	prsc_argla_l	1	1/1/2015	12:12:28	20.75	20.75	L	Supreme	Prosciutto di San Daniele, Arugula, Mozzarella Cheese	The Prosciutto and Arugula Pizza	
9	9	4	ital_supr_m	1	1/1/2015	12:16:31	16.5	16.5	M	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, Green Olives, Garlic	The Italian Supreme Pizza	
10	10	5	ital_supr_m	1	1/1/2015	12:21:30	16.5	16.5	M	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, Green Olives, Garlic	The Italian Supreme Pizza	
11	11	6	bbq_ckn_s	1	1/1/2015	12:29:36	12.75	12.75	S	Chicken	Barbecued Chicken, Red Peppers, Green Peppers, Tomatoes, Red Onions, Barbecue Sauce	The Barbecue Chicken Pizza	
12	12	6	the_greek_s	1	1/1/2015	12:29:36	12	12	S	Classic	Kalamata Olives, Feta Cheese, Tomatoes, Garlic, Beef Chuck Roast, Red Onions	The Greek Pizza	
13	13	7	spinach_supr_s	1	1/1/2015	12:50:37	12.5	12.5	S	Supreme	Spinach, Red Onions, Pepperoni, Tomatoes, Artichokes, Kalamata Olives, Garlic, Asiago Cheese	The Spinach Supreme Pizza	
14	14	8	spinach_supr_s	1	1/1/2015	12:51:37	12.5	12.5	S	Supreme	Spinach, Red Onions, Pepperoni, Tomatoes, Artichokes, Kalamata Olives, Garlic, Asiago Cheese	The Spinach Supreme Pizza	
15	15	9	classic_dlx_s	1	1/1/2015	12:52:01	12	12	S	Classic	Pepperoni, Mushrooms, Red Onions, Red Peppers, Bacon	The Classic Deluxe Pizza	
16	16	9	green_garden_s	1	1/1/2015	12:52:01	12	12	S	Veggie	Spinach, Mushrooms, Tomatoes, Green Olives, Feta Cheese	The Green Garden Pizza	
17	17	9	ital_cpcllo_l	1	1/1/2015	12:52:01	20.5	20.5	L	Classic	Capocollo, Red Peppers, Tomatoes, Goat Cheese, Garlic, Oregano	The Italian Capocollo Pizza	
18	18	9	ital_supr_l	1	1/1/2015	12:52:01	20.75	20.75	L	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, Green Olives, Garlic	The Italian Supreme Pizza	
19	19	9	ital_supr_s	1	1/1/2015	12:52:01	12.5	12.5	S	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, Green Olives, Garlic	The Italian Supreme Pizza	
20	20	9	mexicana_s	1	1/1/2015	12:52:01	12	12	S	Veggie	Tomatoes, Red Peppers, Jalapeno Peppers, Red Onions, Cilantro, Corn, Chipotle Sauce, Garlic	The Mexicana Pizza	
21	21	9	spicy_ital_l	1	1/1/2015	12:52:01	20.75	20.75	L	Supreme	Capocollo, Tomatoes, Goat Cheese, Artichokes, Peperoncini verdi, Garlic	The Spicy Italian Pizza	
22	22	9	spin_pesto_l	1	1/1/2015	12:52:01	20.75	20.75	L	Veggie	Spinach, Artichokes, Tomatoes, Sun-dried Tomatoes, Garlic, Pesto Sauce	The Spinach Pesto Pizza	
23	23	9	veggie_veg_s	1	1/1/2015	12:52:01	12	12	S	Veggie	Mushrooms, Tomatoes, Red Peppers, Green Peppers, Red Onions, Zucchini, Spinach, Garlic	The Vegetables + Vegetables Pizza	
24	24	10	mexicana_l	1	1/1/2015	13:00:15	20.25	20.25	L	Veggie	Tomatoes, Red Peppers, Jalapeno Peppers, Red Onions, Cilantro, Corn, Chipotle Sauce, Garlic	The Mexicana Pizza	
25	25	10	southw_ckn_l	1	1/1/2015	13:00:15	20.75	20.75	L	Chicken	Chicken, Tomatoes, Red Peppers, Red Onions, Jalapeno Peppers, Corn, Cilantro, Chipotle Sauce	The Southwest Chicken Pizza	
26	26	11	bbq_ckn_l	1	1/1/2015	13:02:59	20.75	20.75	L	Chicken	Barbecued Chicken, Red Peppers, Green Peppers, Tomatoes, Red Onions, Barbecue Sauce	The Barbecue Chicken Pizza	
27	27	11	cali_ckn_l	1	1/1/2015	13:02:59	20.75	20.75	L	Chicken	Chicken, Artichoke, Spinach, Garlic, Jalapeno Peppers, Fontina Cheese, Gouda Cheese	The California Chicken Pizza	
28	28	11	cali_ckn_m	1	1/1/2015	13:02:59	16.75	16.75	M	Chicken	Chicken, Artichoke, Spinach, Garlic, Jalapeno Peppers, Fontina Cheese, Gouda Cheese	The California Chicken Pizza	
29	29	11	pepperoni_l	1	1/1/2015	13:02:59	15.25	15.25	L	Classic	Mozzarella Cheese, Pepperoni	The Pepperoni Pizza	
30	30	12	cali_ckn_l	1	1/1/2015	13:04:41	20.75	20.75	L	Chicken	Chicken, Artichoke, Spinach, Garlic, Jalapeno Peppers, Fontina Cheese, Gouda Cheese	The California Chicken Pizza	
31	31	12	cali_ckn_s	1	1/1/2015	13:04:41	12.75	12.75	S	Chicken	Chicken, Artichoke, Spinach, Garlic, Jalapeno Peppers, Fontina Cheese, Gouda Cheese	The California Chicken Pizza	
32	32	12	ckn_pesto_l	1	1/1/2015	13:04:41	20.75	20.75	L	Chicken	Chicken, Tomatoes, Red Peppers, Spinach, Garlic, Pesto Sauce	The Chicken Pesto Pizza	
33	33	12	ital_supr_m	1	1/1/2015	13:04:41	16.5	16.5	M	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, Green Olives, Garlic	The Italian Supreme Pizza	
34	34	13	mexicana_l	1	1/1/2015	13:11:55	20.25	20.25	L	Veggie	Tomatoes, Red Peppers, Jalapeno Peppers, Red Onions, Cilantro, Corn, Chipotle Sauce, Garlic	The Mexicana Pizza	
35	35	14	the_greek_s	1	1/1/2015	13:14:19	12	12	S	Classic	Kalamata Olives, Feta Cheese, Tomatoes, Garlic, Beef Chuck Roast, Red Onions	The Greek Pizza	
36	36	15	big_meat_s	1	1/1/2015	13:33:00	12	12	S	Classic	Bacon, Pepperoni, Italian Sausage, Chorizo Sausage	The Big Meat Pizza	
37	37	15	five_cheese_l	1	1/1/2015	13:33:00	18.5	18.5	L	Veggie	Mozzarella Cheese, Provolone Cheese, Smoked Gouda Cheese, Romano Cheese, Blue Cheese, Garlic	The Five Cheese Pizza	
38	38	15	soppressata_l	1	1/1/2015	13:33:00	20.75	20.75	L	Supreme	Soppressata Salami, Fontina Cheese, Mozzarella Cheese, Mushrooms, Garlic	The Soppressata Pizza	
39	39	15	the_greek_s	1	1/1/2015	13:33:00	12	12	S	Classic	Kalamata Olives, Feta Cheese, Tomatoes, Garlic, Beef Chuck Roast, Red Onions	The Greek Pizza	

IMPORT DATA IN SQL

SQLQuery1.sql - VOLGA-LAPTOP\SQLEXPRESS\Pizza DB (VOLGA-LAPTOP\volga (66)) - Microsoft SQL Server Management Studio

File Edit View Query Project Tools Window Help

Object Explorer

Connect

VOLGA-LAPTOP\SQLEXPRESS (SQL Ser

Databases

System Databases

Database Snapshots

Pizza DB

Database Diagrams

Tables

System Tables

FileTables

External Tables

Graph Tables

dbo.pizza_sales

Views

External Resources

Synonyms

Programmability

Query Store

Service Broker

Storage

Security

Security

Server Objects

Replication

Management

XEvent Profiler

SQLQuery1.sql - V...LAPTOP\volga (66))

Select * from pizza_sales

100 %

Results Messages

pizza_id	order_id	pizza_name_id	quantity	order_date	order_time	unit_price	total_price	pizza_size	pizza_category	pizza_ingredients	pizza_name
1	1	hawaiian_m	1	2015-01-01	11:38:36.0000000	13.25	13.25	M	Classic	Sliced Ham, Pineapple, Mozzarella Cheese	The Hawaiian Pizza
2	2	classic_dlx_m	1	2015-01-01	11:57:40.0000000	16	16	M	Classic	Pepperoni, Mushrooms, Red Onions, Red Peppers, Ba...	The Classic Deluxe Pizza
3	3	five_cheese_j	1	2015-01-01	11:57:40.0000000	18.5	18.5	L	Veggie	Mozzarella Cheese, Provolone Cheese, Smoked Goud...	The Five Cheese Pizza
4	4	ital_supr_j	1	2015-01-01	11:57:40.0000000	20.75	20.75	L	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, ...	The Italian Supreme Pizza
5	5	mexicana_m	1	2015-01-01	11:57:40.0000000	16	16	M	Veggie	Tomatoes, Red Peppers, Jalapeno Peppers, Red Onio...	The Mexicana Pizza
6	6	thai_chn_j	1	2015-01-01	11:57:40.0000000	20.75	20.75	L	Chicken	Chicken, Pineapple, Tomatoes, Red Peppers, Thai Sw...	The Thai Chicken Pizza
7	7	ital_supr_m	1	2015-01-01	12:12:28.0000000	16.5	16.5	M	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, ...	The Italian Supreme Pizza
8	8	prsc_argla_j	1	2015-01-01	12:12:28.0000000	20.75	20.75	L	Supreme	Prosciutto di San Daniele, Arugula, Mozzarella Cheese	The Prosciutto and Arugula Pizza
9	9	ital_supr_m	1	2015-01-01	12:16:31.0000000	16.5	16.5	M	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, ...	The Italian Supreme Pizza
10	10	ital_supr_m	1	2015-01-01	12:21:30.0000000	16.5	16.5	M	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, ...	The Italian Supreme Pizza
11	11	bbq_chn_s	1	2015-01-01	12:29:36.0000000	12.75	12.75	S	Chicken	Barbecued Chicken, Red Peppers, Green Peppers, To...	The Barbecue Chicken Pizza
12	12	the_greek_s	1	2015-01-01	12:29:36.0000000	12	12	S	Classic	Kalamata Olives, Feta Cheese, Tomatoes, Garlic, Beef...	The Greek Pizza
13	13	spinach_supr_s	1	2015-01-01	12:50:37.0000000	12.5	12.5	S	Supreme	Spinach, Red Onions, Pepperoni, Tomatoes, Artichok...	The Spinach Supreme Pizza
14	14	spinach_supr_s	1	2015-01-01	12:51:37.0000000	12.5	12.5	S	Supreme	Spinach, Red Onions, Pepperoni, Tomatoes, Artichok...	The Spinach Supreme Pizza
15	15	classic_dlx_s	1	2015-01-01	12:52:01.0000000	12	12	S	Classic	Pepperoni, Mushrooms, Red Onions, Red Peppers, Ba...	The Classic Deluxe Pizza
16	16	green_garden_s	1	2015-01-01	12:52:01.0000000	12	12	S	Veggie	Spinach, Mushrooms, Tomatoes, Green Olives, Feta C...	The Green Garden Pizza
17	17	ital_cpcolo_j	1	2015-01-01	12:52:01.0000000	20.5	20.5	L	Classic	Capocollo, Red Peppers, Tomatoes, Goat Cheese, Ga...	The Italian Capocollo Pizza
18	18	ital_supr_j	1	2015-01-01	12:52:01.0000000	20.75	20.75	L	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, ...	The Italian Supreme Pizza
19	19	ital_supr_s	1	2015-01-01	12:52:01.0000000	12.5	12.5	S	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, ...	The Italian Supreme Pizza
20	20	mexicana_s	1	2015-01-01	12:52:01.0000000	12	12	S	Veggie	Tomatoes, Red Peppers, Jalapeno Peppers, Red Onio...	The Mexicana Pizza
21	21	spicy_ital_j	1	2015-01-01	12:52:01.0000000	20.75	20.75	L	Supreme	Capocollo, Tomatoes, Goat Cheese, Artichokes, Peper...	The Spicy Italian Pizza
22	22	spin_pesto_j	1	2015-01-01	12:52:01.0000000	20.75	20.75	L	Veggie	Spinach, Artichokes, Tomatoes, Sun-dried Tomatoes, ...	The Spinach Pesto Pizza
23	23	veggie_veg_s	1	2015-01-01	12:52:01.0000000	12	12	S	Veggie	Mushrooms, Tomatoes, Red Peppers, Green Peppers, ...	The Vegetables + Vegetables ...
24	24	mexicana_j	1	2015-01-01	13:00:15.0000000	20.25	20.25	L	Veggie	Tomatoes, Red Peppers, Jalapeno Peppers, Red Onio...	The Mexicana Pizza
25	25	southw_chn_j	1	2015-01-01	13:00:15.0000000	20.75	20.75	L	Chicken	Chicken, Tomatoes, Red Peppers, Red Onions, Jalap...	The Southwest Chicken Pizza
26	26	bbq_chn_j	1	2015-01-01	13:02:59.0000000	20.75	20.75	L	Chicken	Barbecued Chicken, Red Peppers, Green Peppers, To...	The Barbecue Chicken Pizza
27	27	cali_chn_j	1	2015-01-01	13:02:59.0000000	20.75	20.75	L	Chicken	Chicken, Artichoke, Spinach, Garlic, Jalapeno Pepper...	The California Chicken Pizza
28	28	cali_chn_m	1	2015-01-01	13:02:59.0000000	16.75	16.75	M	Chicken	Chicken, Artichoke, Spinach, Garlic, Jalapeno Pepper...	The California Chicken Pizza
29	29	pepperoni_j	1	2015-01-01	13:02:59.0000000	15.25	15.25	L	Classic	Mozzarella Cheese, Pepperoni	The Pepperoni Pizza
30	30	cali_chn_l	1	2015-01-01	13:04:41.0000000	20.75	20.75	L	Chicken	Chicken, Artichoke, Spinach, Garlic, Jalapeno Peocer...	The California Chicken Pizza

Query executed successfully.

VOLGA-LAPTOP\SQLEXPRESS (16... VOLGA-LAPTOP\volga (66) Pizza DB 00:00:01 48,620 rows

KPI REQUIREMENT

Total Revenue:

	Total_Revenue
1	817860.05083847

Average Order Value:

	Avg_Order_Value
1	38.3072623343546

Total Pizzas Sold:

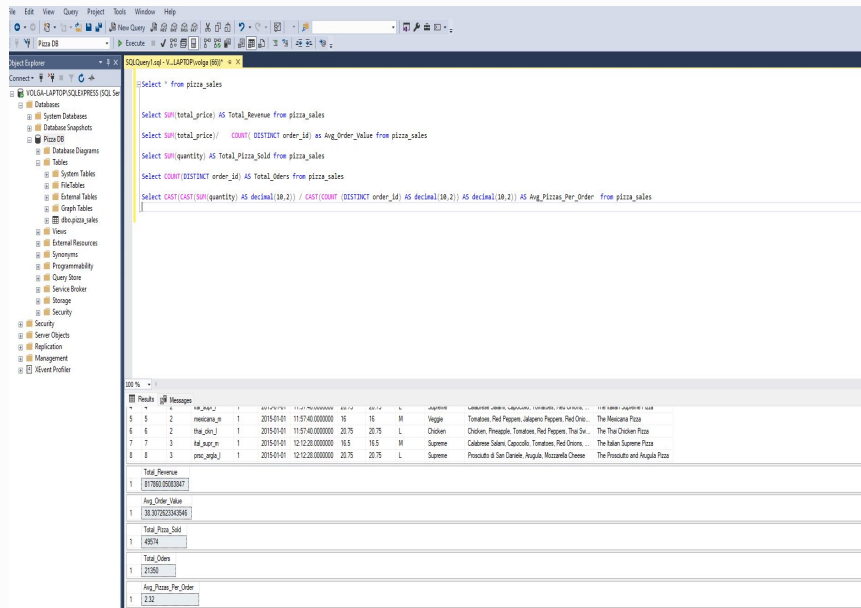
	Total_Pizza_Sold
1	49574

Total Orders:

	Total_Orders
1	21350

Average Pizzas Per Order:

	Avg_Pizzas_Per_Order
1	2.32



The screenshot shows a SQL IDE with a query window and a results window. The query window contains the following SQL code:

```

--Select * from pizza_sales

Select SUM(total_price) AS Total_Revenue from pizza_sales

Select SUM(total_price) / COUNT(DISTINCT order_id) AS Avg_Order_Value from pizza_sales

Select SUM(quantity) AS Total_Pizza_Sold from pizza_sales

Select COUNT(DISTINCT order_id) AS Total_Orders from pizza_sales

Select CAST(CAST(SUM(quantity) AS decimal(18,2)) / CAST(COUNT(DISTINCT order_id) AS decimal(18,2)) AS decimal(18,2)) AS Avg_Pizzas_Per_Order from pizza_sales
  
```

The results window displays the output of the query, showing a table with 10 columns: `order_id`, `customer_id`, `employee_id`, `order_time`, `order_status`, `order_type`, `order_sub_type`, `order_category`, `order_sub_category`, and `order_total`. The results are grouped by `order_id` and show the total revenue, average order value, total pizzas sold, total orders, and average pizzas per order for each order.

order_id	customer_id	employee_id	order_time	order_status	order_type	order_sub_type	order_category	order_sub_category	order_total
1	1	1	2015-01-01 11:01:43.0000000	16	M	Single	Tomatoes, Red Peppers, Jalapeno Peppers, Red Onions	The Mexican Pizza	817860.05083847
2	1	1	2015-01-01 11:01:43.0000000	20	M	Delivery	Chicken, Pineapple, Tomatoes, Red Peppers, Thin Crust	The Hawaiian Pizza	38.3072623343546
3	1	1	2015-01-01 12:12:20.0000000	16	M	Supreme	California Salami, Capocollo, Tomatoes, Red Onions...	The Italian Supreme Pizza	49574
4	1	1	2015-01-01 12:12:20.0000000	20	M	Supreme	Prosciutto di San Daniele, Arugula, Mozzarella Cheese	The Prosciutto and Arugula Pizza	21350
5	1	1	2015-01-01 12:12:20.0000000	20	M	Supreme	Prosciutto di San Daniele, Arugula, Mozzarella Cheese	The Prosciutto and Arugula Pizza	2.32

CHART REQUIREMENT

Daily Trend for Total Orders

	order_day	total_orders
1	Saturday	3158
2	Wednesday	3024
3	Monday	2794
4	Sunday	2624
5	Friday	3538
6	Thursday	3239
7	Tuesday	2973

Monthly Trend for Orders

	Month_Name	total_orders
5	May	1853
6	December	1680
7	January	1845
8	September	1661
9	October	1646
10	July	1935
11	November	1792
12	March	1840

% of Sales by Pizza Category

	pizza_category	total_revenue	PCT
1	Classic	220053.10	26.91
2	Chicken	195919.50	23.96
3	Veggie	193690.45	23.68
4	Supreme	208197.00	25.46

% of Sales by Pizza Size

	pizza_size	total_revenue	PCT
1	L	375318.70	45.89
2	M	249382.25	30.49
3	S	178076.50	21.77
4	XL	14076.00	1.72
5	XXL	1006.60	0.12

Top 5 Pizzas by Revenue

	pizza_name	Total_Revenue
1	The Thai Chicken Pizza	43434.25
2	The Barbecue Chicken Pizza	42768
3	The California Chicken Pizza	41409.5
4	The Classic Deluxe Pizza	38180.5
5	The Spicy Italian Pizza	34831.25

Total Pizzas Sold by Pizza Category

	pizza_category	Total_Quantity_Sold
1	Classic	1178
2	Supreme	964
3	Veggie	944
4	Chicken	875

CHART REQUIREMENT

Bottom 5 Pizzas by Revenue

	pizza_name	Total_Revenue
1	The Brie Carré Pizza	11588.4998130798
2	The Green Garden Pizza	13955.75
3	The Spinach Supreme ...	15277.75
4	The Mediterranean Pizza	15360.5
5	The Spinach Pesto Pizza	15596

Bottom 5 Pizzas by Quantity

	pizza_name	Total_Pizza_Sold
1	The Brie Carré Pizza	490
2	The Mediterranean Pizza	934
3	The Calabrese Pizza	937
4	The Spinach Supreme ...	950
5	The Soppressata Pizza	961

Bottom 5 Pizzas by Total Orders

	pizza_name	Total_Orders
1	The Brie Carré Pizza	480
2	The Mediterranean Pizza	912
3	The Spinach Supreme ...	918
4	The Calabrese Pizza	918
5	The Chicken Pesto Pizza	938

Top 5 Pizzas by Quantity

	pizza_name	Total_Pizza_Sold
1	The Classic Deluxe Pizza	2453
2	The Barbecue Chicken Pizza	2432
3	The Hawaiian Pizza	2422
4	The Pepperoni Pizza	2418
5	The Thai Chicken Pizza	2371

Top 5 Pizzas by Total Orders

	pizza_name	Total_Orders
1	The Classic Deluxe Pizza	2329
2	The Hawaiian Pizza	2280
3	The Pepperoni Pizza	2278
4	The Barbecue Chicken...	2273
5	The Thai Chicken Pizza	2225



CRUST & CRUNCHES : PIZZA SALES REPORT

01.01.2015-12.31.2015

Pizza Category

All

1/1/2015

12/31/2015



HOME



BEST/LEAST SELLERS

HIGH-TRAFFIC PERIOD

DAYS

Orders are **high** on **Friday**
and **Saturday** evenings.

MONTHLY

Orders are **maximum**
during the month of **July**
and **January**.

SALES PERFORMANCE

CATEGORY

Classic Category
contributes to **maximum**
sales and **total orders**.

SIZE

Large size pizza
contributes to **maximum**
sales.



817.86K

Total Revenue



38.31

Avg_Order_Value



49574

Total Pizzas Sold



21350

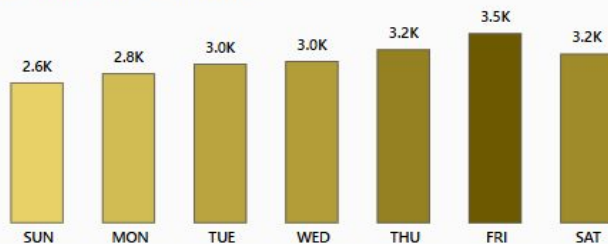
Total Orders



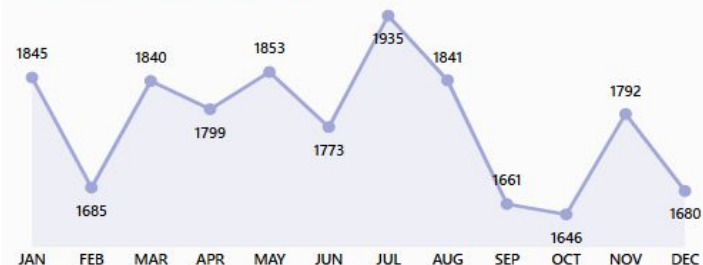
2.32

Avg_Pizzas_Per_Order

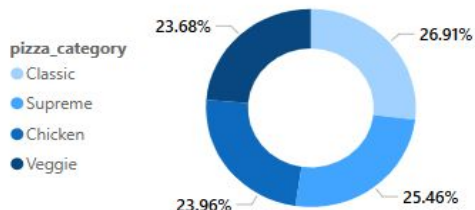
Daily Trend for Total Order



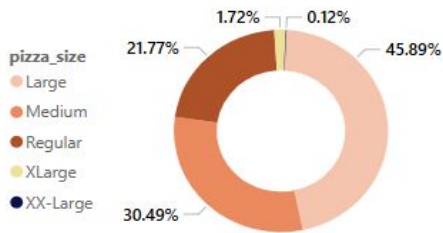
Monthly Trend for Total Orders



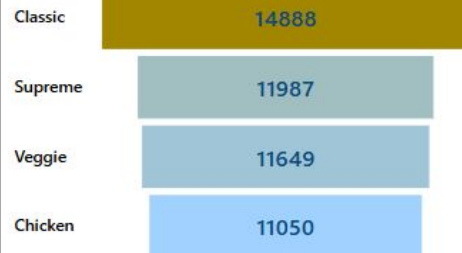
% of Sales by Pizza Category



% of Sales by Pizza Size



Total Pizzas Sold by Pizza Category





CRUST & CRUNCHES : PIZZA SALES REPORT

01.01.2015-12.31.2015

Pizza Category

All

1/1/2015

12/31/2015

BEST/LEAST SELLERS



HOME

BEST SELLERS

REVENUE

The Thai Chicken Pizza contributes to maximum revenue.

QUANTITY

The Classic Deluxe Pizza contributes to maximum quantity.

TOTAL ORDERS

The Classic Deluxe Pizza contributes to maximum total orders.

LEAST-SOLD

REVENUE

The Brie Carre Pizza contributes to minimum revenue.

QUANTITY

The Brie Carre Pizza contributes to minimum quantity.

TOTAL ORDERS

The Brie Carre Pizza contributes to minimum total orders.



817.86K

Total Revenue



38.31

Avg_Order_Value



49574

Total Pizzas Sold



21350

Total Orders



2.32

Avg_Pizzas_Per_Order

Top 5 Pizzas by Revenue

The Thai Chicken Pi...	43K
The Barbecue Chick...	43K
The California Chick...	41K
The Classic Deluxe ...	38K
The Spicy Italian Piz...	35K

Top 5 Pizzas by Quantity

The Classic Deluxe ...	2.5K
The Barbecue Chick...	2.4K
The Hawaiian Pizza	2.4K
The Pepperoni Pizza	2.4K
The Thai Chicken Pi...	2.4K

Top 5 Pizzas by Total Orders

The Classic Deluxe ...	2.3K
The Hawaiian Pizza	2.3K
The Pepperoni Pizza	2.3K
The Barbecue Chick...	2.3K
The Thai Chicken Pi...	2.2K

Bottom 5 Pizzas by Revenue

The Spinach Pesto ...	16K
The Mediterranean ...	15K
The Spinach Supre...	15K
The Green Garden P...	14K
The Brie Carre Pizza	12K

Bottom 5 Pizzas by Quantity

The Soppressata Piz...	961
The Spinach Supre...	950
The Calabrese Pizza	937
The Mediterranean ...	934
The Brie Carre Pizza	490

Bottom 5 Pizzas by Total Orders

The Chicken Pesto ...	938
The Calabrese Pizza	918
The Spinach Supre...	918
The Mediterranean ...	912
The Brie Carre Pizza	480

Friday and Saturday
evenings are Busiest.

Large size pizzas
contributes to
maximum sales.

The Brie Carre Pizzas needs more
attention. It has got the least
orders.

People love
Classic Category
pizzas.

Classic Deluxe
Pizzas always get a
lot of orders.

Thai Chicken
Pizzas are easily
sold out.

We sold 49,574 Pizzas.

July and January
months sell most
pizzas.

Thoughts?



THANK YOU

