pITZA SALES ANALYSIS

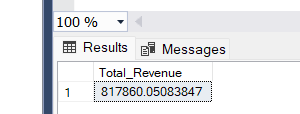
**Problem statement**-Analyze key indicators for our pizza sales data to gain insight into our business performance.

**Tool Used**- **SQL, PowerBI, Excel**

**KPI’s Requirement –**

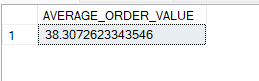
* **TOTAL REVENUE**-Sum of total price of all pizza orders

SELECT SUM(total\_price) AS Total\_Revenue from pizza\_sales;



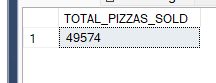
* **AVERAGE ORDER VALUE**-Average amount spent per order calculated by dividing total revenue divided by total number of orders.

SELECT (SUM(total\_price) / COUNT(DISTINCT order\_id)) AS AVERAGE\_ORDER\_VALUE FROM pizza\_sales;



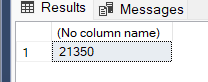
* **TOTAL PIZZA SOLD**-The sum of quantities of all the pizzas

SELECT SUM(quantity) AS TOTAL\_PIZZAS\_SOLD FROM pizza\_sales



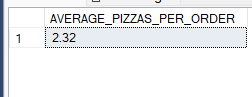
* **TOTAL ORDERS-**the total numbers of orders placed

SELECT COUNT(DISTINCT order\_id) FROM pizza\_sales;

****

* **AVERAGE PIZZAS PER ORDER-**the average number of pizzas sold per order

SELECT CAST(CAST(SUM(quantity) AS DECIMAL (10,2))/ CAST(COUNT(DISTINCT order\_id) AS DECIMAL (10,2))AS DECIMAL (10,2)) AS AVERAGE\_PIZZAS\_PER\_ORDER FROM pizza\_sales;

****

problem statement

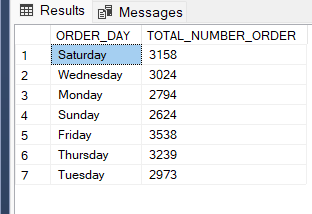
CHART REQUIREMENT

We would like to visualize various aspects of our pizza sales data to gain insights and understand key trend. We have identified the following requirement for creating charts

* **DAILY TREND FOR TOTAL ORDER-**create a bar chart that displays the daily trend of total orders over a specific time period. This chart will help us to identify any pattern or fluctuation in order volume on a daily basis

SELECT DATENAME(DW,order\_date) AS ORDER\_DAY,COUNT(DISTINCT order\_id) AS TOTAL\_NUMBER\_ORDER FROM pizza\_sales

GROUP BY DATENAME(DW,order\_date)

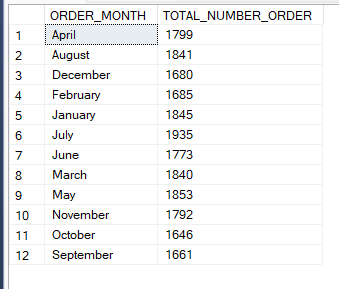


* **MONTHLY TREND FOR TOTAL ORDER** – create a bar chart that displays the monthly trend of total orders over a specific time period. This chart will help us to identify any pattern or fluctuation in order volume on a monthly basis

SELECT DATENAME(MONTH,order\_date) AS ORDER\_MONTH,COUNT(DISTINCT order\_id) AS TOTAL\_NUMBER\_ORDER FROM pizza\_sales

GROUP BY DATENAME(MONTH,order\_date)

ORDER BY DATENAME(MONTH,order\_date) ASC

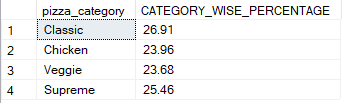


* **HOURLY TREND FOR TOTAL ORDER**-Create a line chart that illustrates the hourly trend of total orders throughout the day. This chart will allow us to identify peak hours or period of high order activity
* **F SALES BY PIZZA CATEGORY**-create a pie chart that shows the distribution of sales across different pizza category. This chart will provide insight into the popularity of various pizza category and their contribution to overall sale.

SELECT pizza\_category ,CAST(sum(total\_price)\*100 / (SELECT sum(total\_price) FROM pizza\_sales) AS DECIMAL (10,2)) AS CATEGORY\_WISE\_PERCENTAGE

FROM pizza\_sales

GROUP BY pizza\_category;

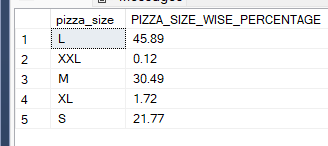


* **PERCENTAGE SALES BY PIZZA SIZE**-GENERATE a pie chart that represents the percentage of sales attributed to different pizza sales. This chart will help us understand customer preference for pizza sizes and their impact on sales

SELECT pizza\_size ,CAST(sum(total\_price)\*100 / (SELECT sum(total\_price) FROM pizza\_sales) AS DECIMAL (10,2)) AS PIZZA\_SIZE\_WISE\_PERCENTAGE

FROM pizza\_sales

GROUP BY pizza\_size;

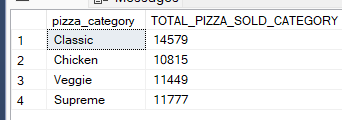


* **TOTAL PIZZAS SOLD BY PIZZA CATEGORY**-create a funnel chart that represent the total number of pizzas sold for each pizza category. This chart will allow us to compare the sales performance of different pizza category.

SELECT pizza\_category,COUNT(quantity) AS TOTAL\_PIZZA\_SOLD\_CATEGORY

FROM pizza\_sales

GROUP BY pizza\_category



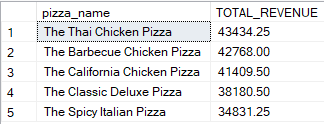
* **TOP 5 BEST SELLER PIZZA BY REVENUE-**

SELECT TOP 5 pizza\_name, CAST(SUM(total\_price) AS DECIMAL (10,2)) AS TOTAL\_REVENUE

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY TOTAL\_REVENUE DESC

****

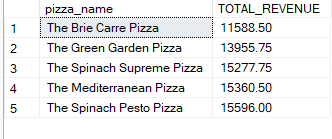
* **BOTTOM 5 BEST SELLER PIZZA BY REVENUE-**

SELECT TOP 5 pizza\_name, CAST(SUM(total\_price) AS DECIMAL (10,2)) AS TOTAL\_REVENUE

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY TOTAL\_REVENUE ASC

****

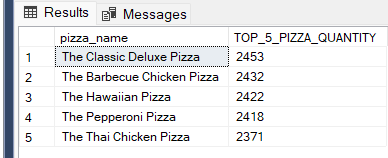
* **TOP 5 BEST SELLER PIZZA BY QUANTITY-**

SELECT TOP 5 pizza\_name, SUM(quantity) AS TOP\_5\_PIZZA\_QUANTITY

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY TOP\_5\_PIZZA\_QUANTITY DESC

****

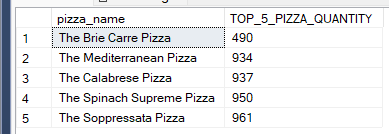
* **BOTTOM 5 BEST SELLER PIZZA BY QUANTITY-**

SELECT TOP 5 pizza\_name, SUM(quantity) AS BOTTOM\_5\_PIZZA\_QUANTITY

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY BOTTOM\_5\_PIZZA\_QUANTITY ASC

****

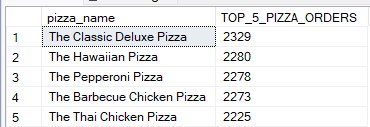
* **TOP 5 BEST SELLER PIZZA BY ORDER-**

SELECT TOP 5 pizza\_name, COUNT(DISTINCT order\_id) AS TOP\_5\_PIZZA\_ORDERS

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY TOP\_5\_PIZZA\_ORDERS DESC



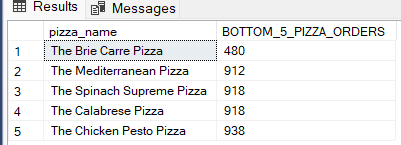
* **BOTTOM 5 BEST SELLER PIZZA BY ORDER-**

SELECT TOP 5 pizza\_name, COUNT(DISTINCT order\_id) AS BOTTOM\_5\_PIZZA\_ORDERS

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY BOTTOM\_5\_PIZZA\_ORDERS ASC

****