**🍕 Pizza Sales Analysis (2015)**

This project involves analyzing pizza sales data from the year 2015 using SQL for data querying and Power BI for data visualization. The goal was to derive actionable insights related to sales trends, customer behavior, and product performance to support data-driven business decisions.

**📊 Tools & Technologies**

* **SQL** – Used for data extraction, cleaning, aggregation, and generating insights.
* **Power BI** – Used for building interactive dashboards and visualizations.
* **Microsoft Excel (optional)** – For initial data exploration and formatting.

**📌 Key Business Questions Answered**

1. What are the total sales, orders, and average order value?
2. Which pizzas, categories, and sizes are the most profitable?
3. What is the sales trend over time (daily, monthly)?
4. What are the busiest days and peak hours for sales?
5. Are there seasonal or time-based patterns in customer orders?

**📈 Power BI Dashboard Features**

* **Sales Overview**: Total revenue, orders, average order value
* **Top/Bottom Pizzas**: By sales and order volume
* **Category & Size Breakdown**: Revenue contribution by type
* **Time Analysis**: Sales trends by day, month, and hour
* **Interactive Filters**: Slice the data by category, size, date range

**🧠 Insights Derived**

* **Revenue peaked** in July, indicating seasonal demand.
* **Friday had the highest number of orders, indicating increased weekend demand.**
* **Classic and Supreme pizzas** contributed the most to total revenue.
* **Large size** was the most frequently ordered pizza size.

A screenshot of a data report

AI-generated content may be incorrect.

**🚀 Getting Started**

1. Clone the repository
2. Open the .sql file and run it in your SQL environment (e.g., SQL Server, MySQL)
3. Open the .pbix file in Power BI Desktop to view the dashboard

**📂 Dataset Info**

* **Source**: Simulated pizza sales data for the year 2015
* **Fields**: order\_id, order\_date, pizza\_name, size, category, quantity, price

**📌 Conclusion**

This project demonstrates how SQL and Power BI can be effectively used to extract, transform, and visualize business data. The insights can help pizza shops or food businesses understand trends and improve strategic decisions.

**PIZZA SALES SQL QUERIES**

**A.KPI’s**

1.Total Revenue

SELECT SUM(total\_price) as Total\_revenue FROM pizza\_sales;

2. How many invest per order average

SELECT SUM(total\_price) / COUNT(DISTINCT order\_id) as average\_order\_value FROM pizza\_sales;

3. Total Pizza sold

SELECT SUM(quantity) as total\_pizza\_sold FROM pizza\_sales

4. Total orders

SELECT COUNT(DISTINCT order\_id) as total\_order FROM pizza\_sales

5.Average pizza per one order

SELECT CAST(CAST(SUM(quantity) AS DECIMAL (10,2)) / CAST(COUNT(DISTINCT order\_id) AS DECIMAL (10,2)) AS DECIMAL (10,2)) as avg\_pizza\_per\_order FROM pizza\_sales;

6. Total pizza sold each day

SELECT DATENAME(DW, order\_date) as order\_day, COUNT(order\_id) as Total\_pizza

FROM pizza\_sales

GROUP BY DATENAME(DW, order\_date);

7. Total pizza sold in month wise

SELECT DATENAME(MONTH,order\_date) as month, COUNT(order\_id) as Total\_pizza

FROM pizza\_sales

GROUP BY DATENAME(MONTH,order\_date), MONTH(order\_date)

ORDER BY Total\_pizza DESC

8. Total orders in month wise

SELECT DATENAME(MONTH,order\_date) as month, COUNT(DISTINCT order\_id) as Total\_orders

FROM pizza\_sales

GROUP BY DATENAME(MONTH,order\_date), MONTH(order\_date)

ORDER BY Total\_orders DESC

9. Percentage revenue and Total revenue in category wise

SELECT pizza\_category, sum(total\_price) as Total\_revenue, sum(total\_price)\*100 / (SELECT SUM(total\_price) FROM pizza\_sales)

FROM pizza\_sales

GROUP BY pizza\_category

10. Percentage revenue and Total revenue in pizza sizes

SELECT pizza\_size, CAST(SUM(total\_price) as DECIMAL(10,2)), CAST(SUM(total\_price) \*100 / (SELECT SUM(total\_price) FROM pizza\_sales) as DECIMAL(10,2))

FROM pizza\_sales

GROUP BY pizza\_size

11. Top 5 pizza that sold

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