



# **PRESENTATION TITLE: PIZZA SALES ANALYSIS DASHBOARD - PIZZAPULSE**

**01/JAN/2015-31/12/2015**

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**DATE:06/07/2025**

# INTRODUCTION

- **Objective:** To analyze the 2015 pizza sales performance and identify business insights using a Power BI dashboard.
- **Data Covered:** Total Revenue, Total quantity, Orders, Sales Trends, Category Insights and much more.
- **Data Source:** Fetched from MS SQL Server Database

# KPI'S REQUIREMENT

1. **Total Revenue:** Sum of the total price of all pizza orders.
2. **Average Order Value:** Revenue ÷ Total Orders
3. **Total Pizzas Sold:** Sum of quantities of all pizzas sold.
4. **Total Orders:** Number of orders placed.
5. **Average Pizzas Per Order:** Total Pizzas Sold ÷ Total Orders

# CHARTS

## **1. Daily Trend for Total Orders:**

Bar chart to identify daily patterns/fluctuations

## **2. Monthly Trend for Total Orders:**

Line chart to track order trends over months

## **3. % of Sales by Pizza Category:**

Pie/Donut chart to show size-based preferences

## **4. % of Sales by Pizza Size:**

Pie/Donut chart to show category -based preference

## **5 Total Revenue by Pizza Category:**

Funnel chart to compare category performance

## **6 Top 5 Best Selling Pizzas(Revenue, Quantity Sold):**

Bar charts to show popular pizzas

## **7 Bottom 5 Lowest-Selling Pizzas(Revenue, Quantity Sold):**

Bar charts to highlight underperformers

## KEY METRICS OVERVIEW

**Total Revenue: ₹4.43M**

**Total Pizzas Sold: 49,881**

**Total Orders: 21,354**

**Avg Order Value: ₹207.25**

**Avg Pizzas Per Order: 2.34**

# ANALYSIS IN SQL

```
1 ---TOTAL_REVENUE-----
2
3 SELECT SUM(total_price) AS TOTAL_REVENUE FROM fact_order_details_table;
```

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Results Messages

TOTAL_REVENUE
1 4425642.25

**TOTAL REVENUE**

```
1 --TOTAL ORDERS--
2
3 SELECT COUNT(DISTINCT order_id) AS TOTAL_ORDERS FROM fact_order_details_table;
```

4 % No issues found Ln: 3 Ch: 79 TABS CRLF

Results Messages

TOTAL_ORDERS
1 21354

**TOTAL ORDERS**

```
1 ---TOTAL PIZZAS SOLD---
2
3
4
5 SELECT SUM(quantity) AS TOTAL_PIZZAS SOLD FROM fact_order_details_table;
```

135 % No issues found Ln: 2 Ch: 1 TABS CRLF

Results Messages

TOTAL_PIZZAS SOLD
1 49881

**TOTAL PIZZAS SOLD**

# ANALYSIS IN SQL

```
1 ---AVERAGE ORDER VALUE---  
2  
3 SELECT CAST(SUM(total_price)/COUNT(DISTINCT order_id)AS decimal(6,2)) AS  
4 AVERAGE_ORDER_VALUE FROM fact_order_details_table;
```

135 % No issues found

Results Messages

AVERAGE_ORDER_VALUE
1 207.25

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AVERAGE ORDER VALUE

```
1 ---Avg No Pizzas/Order---  
2  
3 SELECT SUM(quantity)/COUNT(DISTINCT order_id)  
4 AS Avg_Pizzas_Per_Order  
5 FROM fact_order_details_table;
```

123 % No issues found

Results Messages

Avg_Pizzas_Per_Order
1 2

Ln: 5 Ch: 31 TABS CRLF

AVERAGE PIZZAS PER ORDER

# ANALYSIS IN SQL

```
1 ---% Sales By Pizza Size---
2
3   SELECT p.pizza_size,CAST(SUM(f.total_price)*100/(SELECT SUM(total_price) FROM fact_order_details_table)
4       AS DECIMAL(10,2)) AS percent_of_sales_by_size FROM
5       dim_pizzas_table p
6       JOIN
7       fact_order_details_table f
8       ON p.pizza_id=f.pizza_id
9       GROUP BY p.pizza_size;
```

112 % No issues found

Results Messages

pizza_size	percent_of_sales_by_size
L	49.68
M	29.24
S	21.08

```
1 ---% Sales By Pizza Category---
2
3   SELECT p.pizza_category,CAST(SUM(f.total_price)*100/(SELECT SUM(total_price) FROM fact_order_details_table)
4       AS DECIMAL(10,2)) AS percent_of_sales_by_category FROM
5       dim_pizzas_table p
6       JOIN
7       fact_order_details_table f
8       ON p.pizza_id=f.pizza_id
9       GROUP BY p.pizza_category;
```

112 % 1 0 ↑ ↓

Results Messages

pizza_category	percent_of_sales_by_category
Chicken	24.79
Classic	26.03
Supreme	26.23
Veggie	22.95

```
1 ---TOP 5 BEST SELLING BY REVENUE---
2
3   SELECT TOP 5 p.pizza_name_id,p.pizza_name,p.pizza_category,p.pizza_size,SUM(f.total_price) TOTAL_SALES
4       FROM dim_pizzas_table p
5       JOIN
6       fact_order_details_table f
7       ON p.pizza_id=f.pizza_id
8       GROUP BY p.pizza_name_id,p.pizza_name,p.pizza_category,p.pizza_size
9       ORDER BY TOTAL_SALES DESC;
```

135 % No issues found

Results Messages

pizza_name_id	pizza_name	pizza_category	pizza_size	TOTAL_SALES
thai_ckn_l	The Thai Chicken Pizza	Chicken	L	170257.50
spicy_ital_l	The Spicy Italian Pizza	Supreme	L	134877.75
five_cheese_l	The Five Cheese Pizza	Veggie	L	125139.00
southw_ckn_l	The Southwest Chicken Pizza	Chicken	L	122923.50
bbq_ckn_l	The Barbecue Chicken Pizza	Chicken	L	119784.00

```
1 ---TOP 5 BEST SELLING BY NO ORDERS---
2
3   SELECT TOP 5 p.pizza_name_id,p.pizza_name,p.pizza_category,p.pizza_size,COUNT(DISTINCT f.order_id) TOTAL_NO_ORDERS
4       FROM dim_pizzas_table p
5       JOIN
6       fact_order_details_table f
7       ON p.pizza_id=f.pizza_id
8       GROUP BY p.pizza_name_id,p.pizza_name,p.pizza_category,p.pizza_size
9       ORDER BY TOTAL_NO_ORDERS DESC;
```

135 % No issues found

Results Messages

pizza_name_id	pizza_name	pizza_category	pizza_size	TOTAL_NO_ORDERS
big_meat_s	The Big Meat Pizza	Classic	S	1812
thai_ckn_l	The Thai Chicken Pizza	Chicken	L	1365
five_cheese_l	The Five Cheese Pizza	Veggie	L	1361
four_cheese_l	The Four Cheese Pizza	Veggie	L	1274
classic_dlx_m	The Classic Deluxe Pizza	Classic	M	1160

```
1 ---TOP 5 BEST SELLING BY QUANTITY---
2
3   SELECT TOP 5 p.pizza_name_id,p.pizza_name,p.pizza_category,p.pizza_size,SUM(f.quantity) TOTAL_QUANTITY
4       FROM dim_pizzas_table p
5       JOIN
6       fact_order_details_table f
7       ON p.pizza_id=f.pizza_id
8       GROUP BY p.pizza_name_id,p.pizza_name,p.pizza_category,p.pizza_size
9       ORDER BY TOTAL_QUANTITY DESC;
```

135 % No issues found

Results Messages

pizza_name_id	pizza_name	pizza_category	pizza_size	TOTAL_QUANTITY
big_meat_s	The Big Meat Pizza	Classic	S	1923
five_cheese_l	The Five Cheese Pizza	Veggie	L	1414
thai_ckn_l	The Thai Chicken Pizza	Chicken	L	1410
four_cheese_l	The Four Cheese Pizza	Veggie	L	1326
classic_dlx_m	The Classic Deluxe Pizza	Classic	M	1191

# ANALYSIS IN SQL

```
1 ---TOP 5 BEST SELLING BY NO ORDERS---
2 SELECT TOP 5 p.pizza_name_id,p.pizza_name,p.pizza_category,p.pizza_size,COUNT(DISTINCT f.order_id) TOTAL_NO_ORDERS
3 FROM dim_pizzas_table p
4 JOIN
5 fact_order_details_table f
6 ON p.pizza_id=f.pizza_id
7 GROUP BY p.pizza_name_id,p.pizza_name,p.pizza_category,p.pizza_size
8 ORDER BY TOTAL_NO_ORDERS DESC;
```

123 % No issues found

Results Messages

	pizza_name_id	pizza_name	pizza_category	pizza_size	TOTAL_NO_ORDERS
1	big_meat_s	The Big Meat Pizza	Classic	S	1812
2	thai_ckn_l	The Thai Chicken Pizza	Chicken	L	1365
3	five_cheese_l	The Five Cheese Pizza	Veggie	L	1361
4	four_cheese_l	The Four Cheese Pizza	Veggie	L	1274
5	classic_dlx_m	The Classic Deluxe Pizza	Classic	M	1160

```
1 ---BOTTOM 5 WORST SELLING BY REVENUE---
2 SELECT TOP 5 p.pizza_name_id,p.pizza_name,p.pizza_category,p.pizza_size,SUM(f.total_price) TOTAL_SALES
3 FROM dim_pizzas_table p
4 JOIN
5 fact_order_details_table f
6 ON p.pizza_id=f.pizza_id
7 GROUP BY p.pizza_name_id,p.pizza_name,p.pizza_category,p.pizza_size
8 ORDER BY TOTAL_SALES;
```

135 % No issues found

Results Messages

	pizza_name_id	pizza_name	pizza_category	pizza_size	TOTAL_SALES
1	ckn_alfredo_s	The Chicken Alfredo Pizza	Chicken	S	6275.00
2	mexicana_s	The Mexicana Pizza	Veggie	S	10602.00
3	green_garden_l	The Green Garden Pizza	Veggie	L	12025.00
4	ital_supr_s	The Italian Supreme Pizza	Supreme	S	12437.50
5	calabrese_s	The Calabrese Pizza	Supreme	S	12948.00

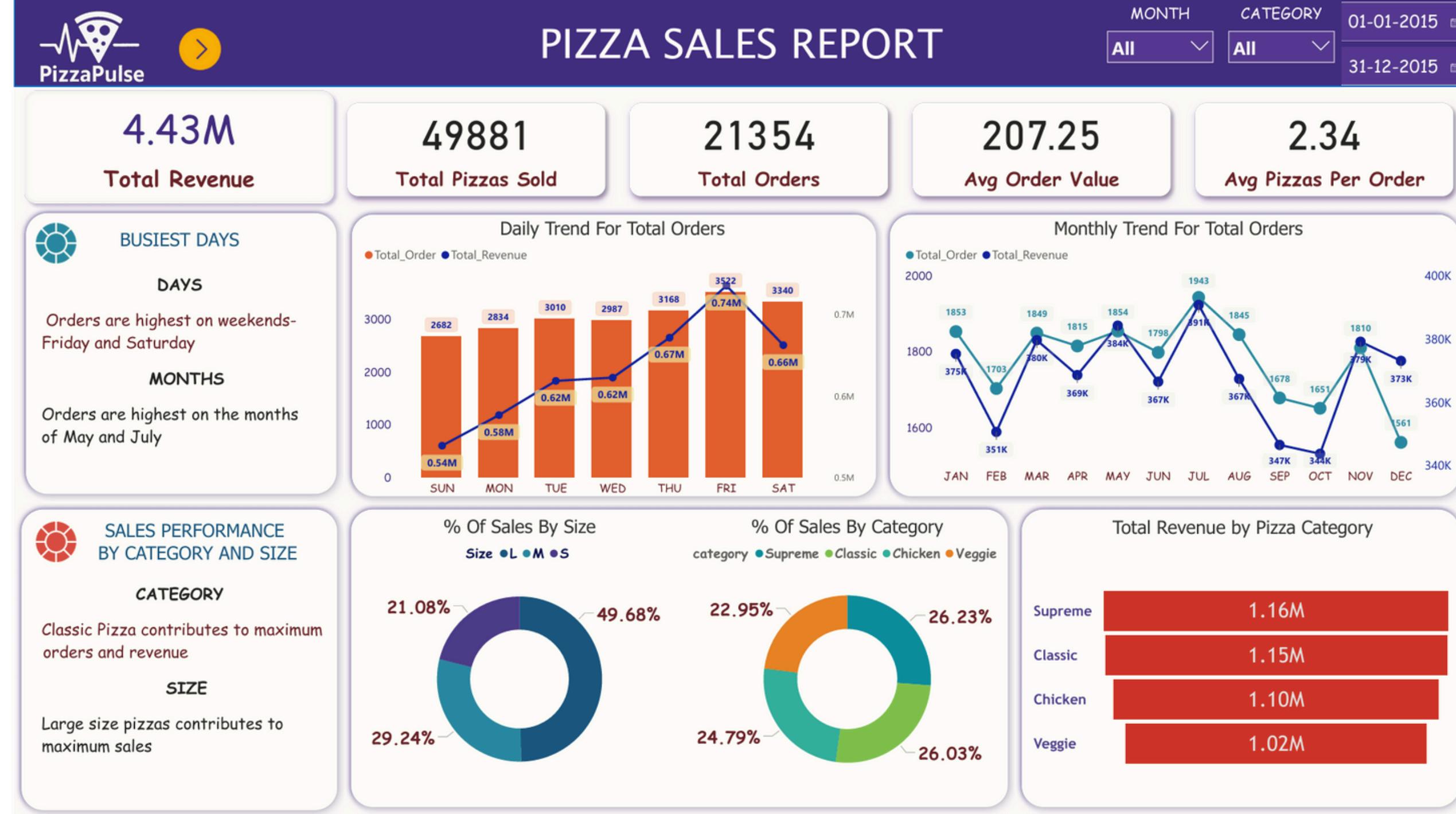
```
1 ---BOTTOM 5 WORST SELLING BY QUANTITY---
2 SELECT TOP 5 p.pizza_name_id,p.pizza_name,p.pizza_category,p.pizza_size,SUM(f.quantity) TOTAL_QUANTITY
3 FROM dim_pizzas_table p
4 JOIN
5 fact_order_details_table f
6 ON p.pizza_id=f.pizza_id
7 GROUP BY p.pizza_name_id,p.pizza_name,p.pizza_category,p.pizza_size
8 ORDER BY TOTAL_QUANTITY;
```

135 % No issues found

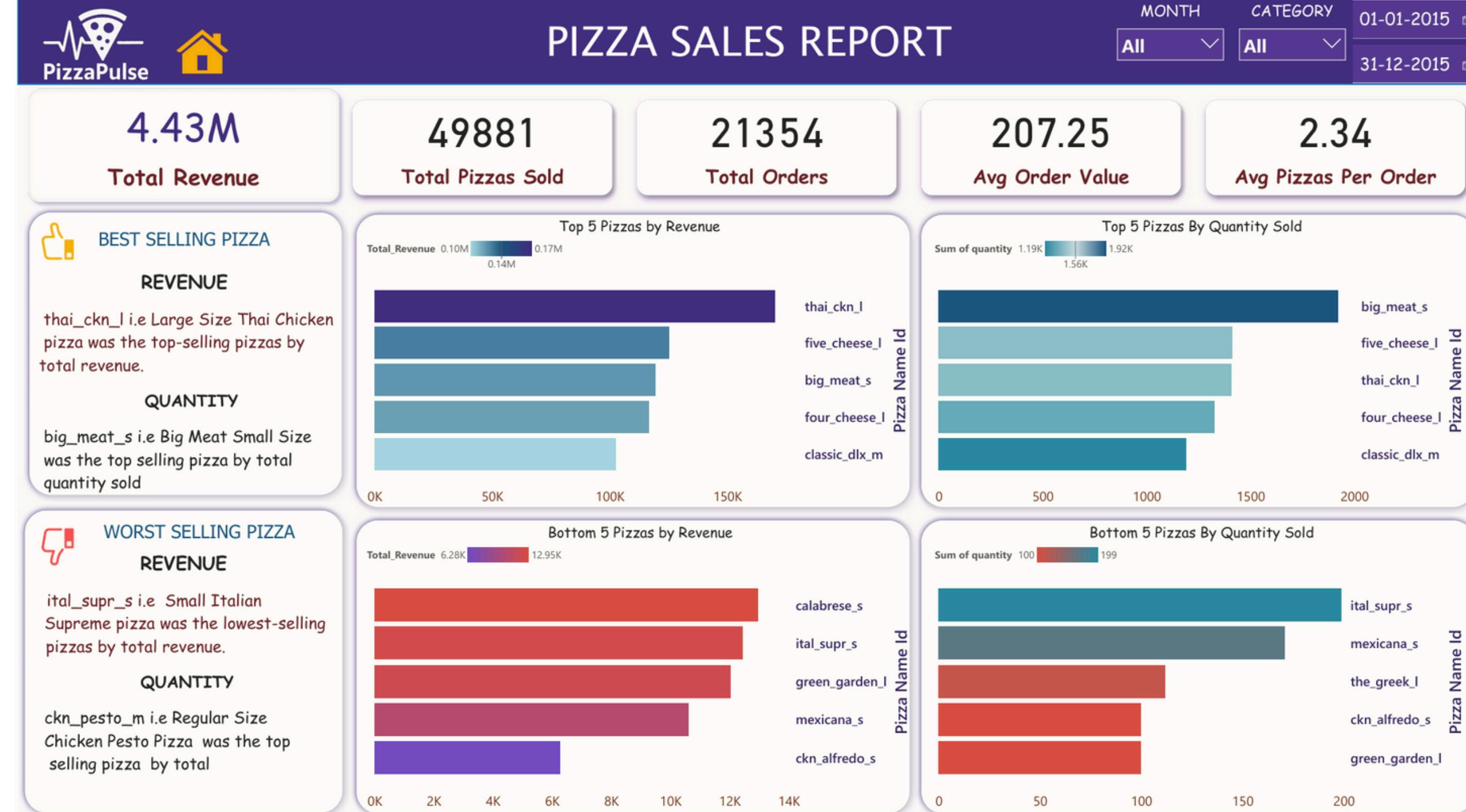
Results Messages

	pizza_name_id	pizza_name	pizza_category	pizza_size	TOTAL_QUANTITY
1	ckn_alfredo_s	The Chicken Alfredo Pizza	Chicken	S	100
2	green_garden_l	The Green Garden Pizza	Veggie	L	100
3	the_greek_l	The Greek Pizza	Classic	L	112
4	mexicana_s	The Mexicana Pizza	Veggie	S	171
5	ital_supr_s	The Italian Supreme Pizza	Supreme	S	199

# DASHBOARD



# DASHBOARD



## BUSINESS INSIGHTS

- Fridays and Saturdays show highest sales volumes.
- Large-size and Classic category pizzas contribute most to revenue.
- Thai Chicken and Big Meat pizzas are the most popular.
- Italian Supreme and Chicken Pesto are underperforming.
- Opportunity to increase weekday sales with targeted offers.
- Consider bundling or discontinuing low-performing products.

# CONCLUSION

- Dashboard provides clear insight into customer preferences
- Data-driven actions can significantly improve profitability
- Scope for optimization in product offering & seasonal marketing
- Power BI enables interactive, accessible insights anytime, anywhere

**Thank you**