#### PROBLEM STATEMENT

# **KPI'S REQUIREMENT**

We need to analyze key indicators for our pizza sales data to gain insights into our business performance. Specifically, we want to calculate the following metrics:

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

#### **CHARTS REQUIREMENT**

We would like to visualize 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 Trend for Total Orders:

Create a bar chart that displays the daily trend 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. Hourly Trend 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 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 categories. This chart will provide insights into the popularity of various pizza categories and their contribution to 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. This chart will allow us to compare the sales performance of different pizza categories.

# **6.Top 5 Best Sellers by Total Pizzas Sold:**

Create a bar chart highlighting the top 5 best-selling pizzas based on the total number of pizzas sold. This chart will help us identify the most popular pizza options.

# 7.Bottom 5 Worst Sellers by Total Pizzas Sold:

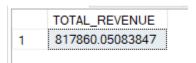
Create a bar chart showcasing the bottom 5 worst-selling pizzas based on the total number of pizzas sold. This chart will enable us to identify underperforming or less popular pizza options.

# **SQL QUERIES**

SELECT \* FROM PIZZA\_SALES

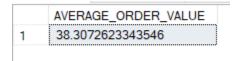
1.TOTAL REVENUE

SELECT SUM(TOTAL\_PRICE) AS TOTAL\_REVENUE FROM PIZZA\_SALES



# 2.AVERAGE ORDER VALUE

SELECT SUM(TOTAL\_PRICE)/COUNT(DISTINCT ORDER\_ID) AS AVERAGE\_ORDER\_VALUE FROM PIZZA\_SALES



#### 3.TOTAL PIZZAS SOLD

SELECT SUM(QUANTITY) AS TOTAL\_PIZZAS\_SOLD FROM PIZZA\_SALES

	TOTAL_PIZZAS_SOLD
1	49574

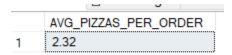
#### 4. TOTAL ORDERS

SELECT COUNT(DISTINCT ORDER\_ID) AS TOTAL\_ORDERS FROM PIZZA\_SALES

	TOTAL_ORDERS
1	21350

#### 5.AVERAGE PIZZAS PER ORDER

SELECT CAST(CAST(SUM(QUANTITY) AS DECIMAL(10,2))/
CAST(COUNT(DISTINCT ORDER\_ID) AS DECIMAL(10,2)) AS DECIMAL(10,2))
AVG\_PIZZAS\_PER\_ORDER
FROM PIZZA SALES



#### 6.DAILY TREND FOR TOTAL ORDERS

SELECT DATENAME(DW,ORDER\_DATE) AS ORDER\_DAY,
COUNT(DISTINCT ORDER\_ID) AS TOTAL\_ORDERS FROM PIZZA\_SALES
GROUP BY DATENAME(DW,ORDER\_DATE)

	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

# 7. HOURLY TREND FOR TOTAL ORDERS

SELECT DATEPART(HOUR, ORDER\_TIME) AS ORDER\_HOURS, COUNT(DISTINCT ORDER\_ID) AS TOTAL\_ORDERS FROM PIZZA\_SALES GROUP BY DATEPART(HOUR, ORDER\_TIME) ORDER BY DATEPART(HOUR, ORDER\_TIME)

	ORDER_HOURS	TOTAL_ORDERS
1	9	1
2	10	8
3	11	1231
4	12	2520
5	13	2455
6	14	1472
7	15	1468
8	16	1920
9	17	2336
10	18	2399
11	19	2009
12	20	1642
13	21	1198
14	22	663
15	23	28

# 8.PERCENTAGE OF SALES PIZZA CATEGORY

SELECT PIZZA\_CATEGORY,SUM(TOTAL\_PRICE)\*100/
(SELECT SUM(TOTAL\_PRICE) FROM PIZZA\_SALES) AS PCT
FROM PIZZA\_SALES
GROUP BY PIZZA\_CATEGORY

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	PIZZA_CATEGORY	PCT	
1	Classic	26.9059602306976	
2	Chicken	23.9551375322885	
3	Veggie	23.6825910258677	
4	Supreme	25.4563112111462	

# 9. PERCENTAGE OF SALES BY PIZZA\_SIZE

SELECT pizza\_size, CAST(SUM(total\_price) AS DECIMAL(10,2)) as total\_revenue, CAST(SUM(total\_price) \* 100 / (SELECT SUM(total\_price) from pizza\_sales) AS DECIMAL(10,2)) AS PCT FROM pizza\_sales GROUP BY pizza\_size ORDER 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

# 10. TOP 5 BEST SELLERS BY PIZZAS SOLD

SELECT Top 5 PIZZA\_NAME, SUM(quantity) AS Total\_Pizza\_Sold FROM PIZZA\_SALES GROUP BY PIZZA\_NAME ORDER BY Total\_Pizza\_Sold DESC

	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

# 11. BOTTOM 5 BEST SELLERS BY PIZZAS SOLD

SELECT Top 5 PIZZA\_NAME, SUM(quantity) AS Total\_Pizza\_Sold FROM PIZZA\_SALES GROUP BY PIZZA\_NAME ORDER BY Total\_Pizza\_Sold ASC

	PIZZA_NAME	Total_Pizza_Sold
1	The Brie Carre Pizza	490
2	The Mediterranean Pizza	934
3	The Calabrese Pizza	937
4	The Spinach Supreme Pizza	950
5	The Soppressata Pizza	961