



PIZZA SALES REPORT





SOFTWARE USED

- 1. MS OFFICE/EXCEL:VERSION 2021
- 2. MS SQL SERVER:19.0
- 3. SQL SERVER MANAGEMENT STUDIO:19.020209.0
- 4. POWER BI:JUNE 2023 VERSION









STEPS IN PROJECT

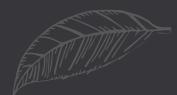
- Raw data Overview
- Connecting Sql Database with Power Bi
- Data cleaning
- Data Processing
- Data Modelling
- Data Visualization
- Charts Design
- Reports /Dashboard building
- Insights











PROBLEM STATEMENT



1. KPI's REQUIREMENT

We need to analyse key indicators for our pizza sales data to gain insights into our business performance . specially, we want to calculate the following metrices:



2.AVERAGE ORDER VALUE: The average amount spent per order, calculate by dividing the total number of orders.

3.TOTAL PIZZA SOLD: The sum of the quantities of all pizza sold.

4.TOTAL ORDERS : The total numbers 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.





PROBLEM STATEMENT

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 Trends for total Orders:

Create a bar chat that displays the daily trend of total orders over a specific time period. This chat will helps us identify any patters in order volumes on a daily basis.

2. Monthly Trend for total Orders:

Create a line chat that illustrate 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.







PROBLEM STATEMENT

CHARTS REQUIREMENT

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 pizzasold for each pizza category. This chart will allow us to compare the sales performance of different pizza categories.

6.Top 5 Best Sellers by Revenue, Total Quantity and Total Orders:

Create a bar chart highlighting the top 5 best-selling pizza based on the revenue, total quantity, total orders. This chart will help us to identify the most popular pizza options.

7.Bottom 5 best sellers by Revenue, Total Quantity and total Orders:

Create a bar chart showcasing the bottom 5 worst-selling pizzas based on the revenue. Total Quantity, Total Orders. This chart will enable us to identity underperforming or less popular pizza options.









POWER BI FUNCTIONALITIES







- ✓ How to connect raw data
- Data cleaning in power query
- Data processing
- Time intelligence function
- ✓ Data modelling
- ✓ KPI and advanced KPI generations
- Creating custom columns and measures in reports
- ✓ Importing images
- Creating different charts and generating insights
- ✓ Export the report to the user





Pizza category

01-01-2015 📾 | 31-12-2015 📾

ORDER DATE



BEST/WORST SELLERS

BUSIEST DAYS &TIMES

DAYS

Order are highest on weekends Friday/Saturday evenings.

MONTHLY

There are maximum orders from month of July and January.

SALES PERFORMANCE

CATEGORY

Classic category contributes to maximum sales & total orders.

size

Large size contributes to maximum sales.

total revenue 817.86K

total pizza sold 50K

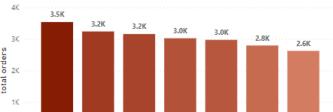
avg order value 38.31

21K

total orders

2.32

avg pizza per order



WED

order day

TUE

MON

SUN

DAILY TREND FOR TOTAL ORDERS



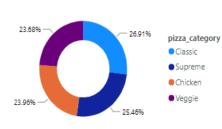


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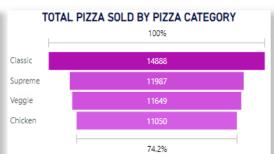
SAT

FRI

0K











REVENUE

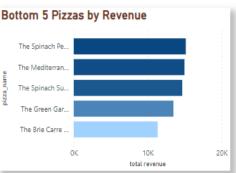
The Brie Carre minimum Revenue.

QUANTITY

The Brie carre Pizza Contributes to minimum total Quantities.

TOTAL ORDERS

The Brie Carre Pizza Contributes to minimum Total Orders.









MS SQL SERVER PORTFOLIO















STEPS IN PROJECT

- Raw data
- ☐ Create Database
- ☐ Import data in MS SQL Server
- Write SQL queries to get desired output as per requirements
- Create a Text Document





META DATA

- FILE EXTENSION: EXCEL
- > NUMBER OF RECORDS:48621
- > NUMBER OF FIELDS:13













SQL-MS SQL SERVER FUNCTIONALITIES

- Creating database
- Creating table
- Select
- Group by
- Order by
- Decimal
- Distinct

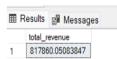
- Datename
- Count
- Cast
- limit
- Where
 - Sum
- Datepart
 - quarter





1.total revenue:

select sum(total price) as total revenue from pizza sales;



2.avg order value:

select sum(total price)/count(distinct order id) as avg order value from pizza sales;



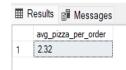
3.Toal_Pizza_sold

select sum(quantity) as total pizza sold from pizza sales;



4.average pizza per order

```
SELECT cast(CAST(SUM(quantity) AS decimal(10,2)) /
CAST(COUNT(DISTINCT order_id) AS decimal(10,2)) as ave_pizza_per_order.
FROM pizza_sales;
```



5.Daily trend for total order

select datename(dw.order_date)as order_day.count(distinct order_id)as total orders from pizza sales group by datename(dw.order_date)

■ Results		
	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

select datename(month order date) as month name count(distinct order id) as total orders from pizza sales group by datename(month order date)

select pizza_category.sum(total_price)as_total_sales.sum(total_price)*100/ (select



6.Monthly trend for total order

7.percentage of sales by pizza category:

sum(total price) from pizza sales where month(order_date)=1)as PCT
from pizza sales
where month(order_date)=1
group by pizza category

 8.percentage of sales by pizza size:

select pizza size cast(sum(total price)as decimal(10,2))as total sales cast(sum(total price)*100/ (select sum(total price) from pizza sales where datepart(quarter order date)=1) as decimal (10,2)) as PCT from pizza sales where datepart(quarter order date)=1 group by pizza size order by PCT desc.

Ⅲ !	Results Messages			
	pizza_	size	total_sales	PCT
1	L		95229.65	46.37
2	M		61159.00	29.78
3	S		45384.25	22.10
4	XL		3289.50	1.60
5	XXL		287.60	0.14

9.top 5 pizze by revenue

select top 5 pizza name sum(total price)as total revenue from pizza sales group by pizza name order by total revenue desc

⊞	Results Messages	
	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
-		

10. Top 5 total quantity

select top 5 pizza name sum(quantity) as total quantity from pizza sales group by pizza name order by total quantity desc

s 🗐 Messages	
a_name	total_quantity
Classic Deluxe Pizza	2453
Barbecue Chicken Pizza	2432
Hawaiian Pizza	2422
Pepperoni Pizza	2418
Thai Chicken Pizza	2371
zz ne ne	zza_name ne Classic Deluxe Pizza ne Barbecue Chicken Pizza ne Hawaiian Pizza ne Pepperoni Pizza ne Thai Chicken Pizza

11.top 5 total <u>order</u>

select top 5 <u>pizza name count</u>(distinct <u>order id</u>)as <u>total order from pizza sales</u> group by <u>pizza name</u> order by total order desc



12.bottom 5 pizzas by revenue

select top 5 pizza name sum(total price)as total revenue from pizza sales group by pizza name order by total revenue asc



13.bottom 5 pizza by total quantity

select top 5 pizza name sum(quantity) as total quantity from pizza sales group by pizza name order by total quantity asc

III	Results 🗐 Messages	
	pizza_name	total_quantity
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

14. bottom 5 pizza total order

select top 5 pizza_name.count(distinct order_id)as total_order from pizza_sales group by pizza_name order by total_order_asc

Results		
	pizza_name	total_quantity
1	The Brie Carre Pizza	480
2	The Mediterranean Pizza	923
3	The Calabrese Pizza	927
4	The Spinach Supreme Pizza	940
5	The Soppressata Pizza	957
	The coppression Table	007







