**1/ Project Overview**

This is data analysis project using popular tools such as Power BI, SQL Server to transform and visualize data to uncover valuable business insights that can drive informed decision-making and enhance organizational performance.

**2/ About Data**

Pizza is one of the most popular foods worldwide, with millions of pizzas being sold every day. As a result, understanding the pizza industry and its trends can provide valuable insights for businesses and researchers alike. This dataset on pizza sales offers a comprehensive look at pizza sales trends, including information on sales volume, revenue, and customer preferences. The dataset includes data from various pizza restaurants and chains, both large and small, across different regions and time periods.

[Pizza Sales (kaggle.com)](https://www.kaggle.com/datasets/ulrikthygepedersen/pizza-place-sales)

**3/ Steps done on SQL Server** *(this is mainly double check the results obtain from using Power BI)*

Right click database, then select new database

Right click on the newly created database, select task, and then select import flat file.

select \* from pizza\_sales;

A screenshot of a computer

Description automatically generated

-- total revenue

select round(sum(total\_price),2) total\_revenue from pizza\_sales;

A screenshot of a computer screen

Description automatically generated

--Average value per order

select round(sum(total\_price)/count(distinct order\_id),2) average\_value\_per\_order from pizza\_sales;

A screen shot of a computer

Description automatically generated

--total pizza sold

select sum(quantity) sold\_amount from pizza\_sales;

A close-up of a receipt

Description automatically generated

--total orders

select count(distinct order\_id) total\_order from pizza\_sales;

A computer screen shot of a computer

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--number of orders by week day

select DATENAME(DW,order\_date) week\_day, count(distinct order\_id) total\_order from pizza\_sales

group by DATENAME(DW,order\_date);

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-- number of order by month

select DATENAME(MONTH,order\_date) month, count(distinct order\_id) total\_order from pizza\_sales

group by DATENAME(MONTH,order\_date);

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-- number of order by quarter

select DATENAME(QUARTER,order\_date) quarter, count(distinct order\_id) total\_order from pizza\_sales

group by DATENAME(QUARTER,order\_date);

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-- % sales by pizza category

select pizza\_category, round(sum(total\_price)\*100 / (select sum(total\_price) from pizza\_sales),2) percentage\_of\_revenue

from pizza\_sales

group by pizza\_category;

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-- % sales by pizza size

select pizza\_size, round(sum(total\_price)\*100 / (select sum(total\_price) from pizza\_sales),2) percentage\_of\_revenue

from pizza\_sales

group by pizza\_size;

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--top 5 pizzas by revenue

select top 5 pizza\_name\_id, round(sum(total\_price),2) revenue from pizza\_sales

group by pizza\_name\_id

order by revenue desc;

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Description automatically generated

--bottom 5 pizzas by revenue

select top 5 pizza\_name\_id, round(sum(total\_price),2) revenue from pizza\_sales

group by pizza\_name\_id

order by revenue;

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Description automatically generated

--top 5 pizzas by quantity

select top 5 pizza\_name\_id, sum(quantity) quantity from pizza\_sales

group by pizza\_name\_id

order by quantity desc;

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Description automatically generated

--bottom 5 pizzas by quantity

select top 5 pizza\_name\_id, sum(quantity) quantity from pizza\_sales

group by pizza\_name\_id

order by quantity;

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