



PIZZA

SALES ANALYSIS
REPORT



INTRODUCTION & OBJECTIVE

The pizza sales report is to analyze the sales performance for the period from January to December 2015.

This report aims to guide strategic decisions in inventory management, marketing, and customer targeting to maximize revenue and customer satisfaction.

- **Sales Trends:** Identifying the busiest days, times, and months for pizza sales, highlighting peak periods for operational optimization.
- **Category Performance:** Understanding the distribution of sales across pizza categories to pinpoint top-performing and underperforming segments.



PROJECT PHASES

- Prepare a CSV file for the dataset and create tables in the SQL.
- Import the CSV file to SQL.
- Perform some Data-Modeling in SQL through MYSQL.
- Import the dataset from the SQL Server into Power BI by establishing a direct connection of servers.
- Construct the Power BI dashboard with interactive features and visualizations based on the defined requirements.





DAX QUERIES

- Total Revenue = `SUM(pizza_sales[total_price])`
- Total Orders = `DISTINCTCOUNT(pizza_sales[order_id])`
- Total Pizza Sold = `SUM(pizza_sales[quantity])`
- Avg Order Value = `[Total Revenue]/[Total Orders]`
- Avg Pizzas per Order = `[Total Pizza Sold]/[Total Orders]`
- order day = `UPPER(LEFT(pizza_sales[Day Name],3))`
- order month = `UPPER(LEFT(pizza_sales[Month Name],3))`



INSIGHTS

- **Total Revenue:** The total revenue for 2015 was \$817.86K, with 21,350 orders and 49,574 pizzas sold.
- **Busiest Periods:** Friday and Saturday evenings had the highest sales, and July and January were the peak months.
- **Category Sales:** Classic pizzas contributed the most sales (14,888 units), and Chicken with the least sales (11,050 units).
- **Pizza Sizes:** Large pizzas were the most popular, making up 45.89% of total sales, while XX-Large was the least popular (0.12%).
- **Best Seller:** The Thai Chicken Pizza generated the highest revenue (\$43K), while the Classic Deluxe Pizza had the most orders (2,329).
- **Worst Seller:** The Brie Carre Pizza had the lowest revenue (\$12K) and the fewest orders (480).
- **Customer Behavior:** The average order value was \$38.31, with 2.32 pizzas per order.