🍕 Project Title: Pizza Sales Dashboard

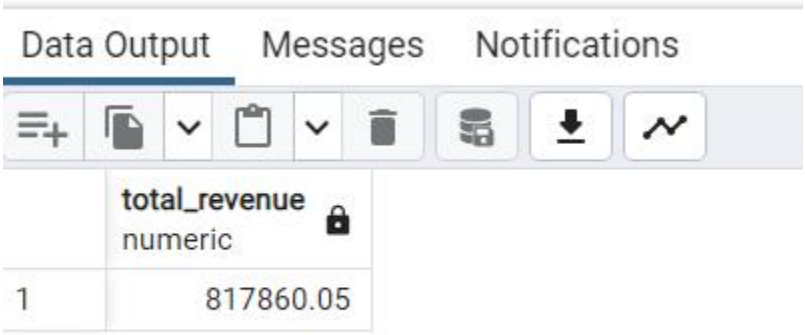
Tools Used: SQL, Power BI, Excel

Difficulty Level: Intermediate

Objective: To analyze pizza sales, identify revenue trends, best/worst performing pizzas, and provide business insights.

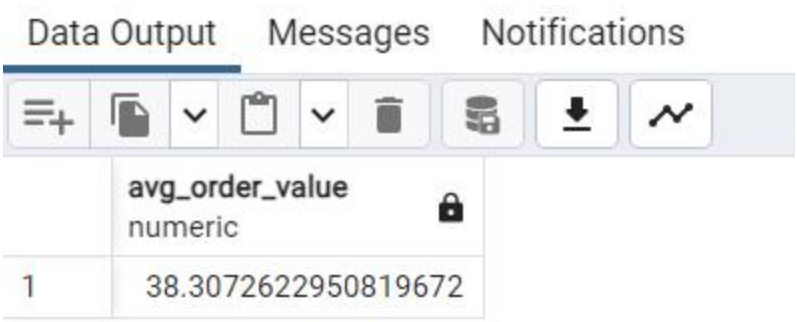
Q1. Total Revenue

```
SELECT SUM(total_price) AS total_revenue
FROM pizza_sales_cleaned;
```



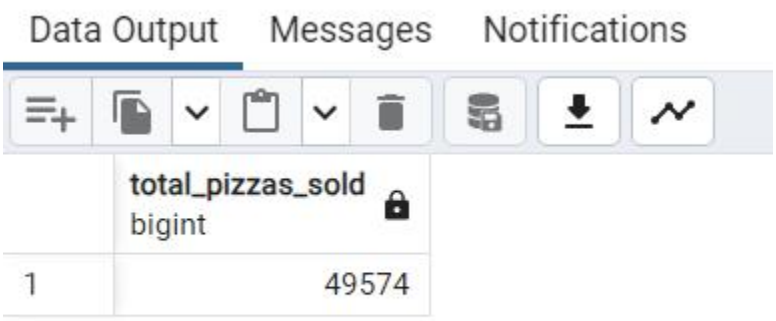
Q2. Average Order Value

```
SELECT
  SUM(total_price) / COUNT(DISTINCT order_id) AS avg_order_value
FROM pizza_sales_cleaned;
```



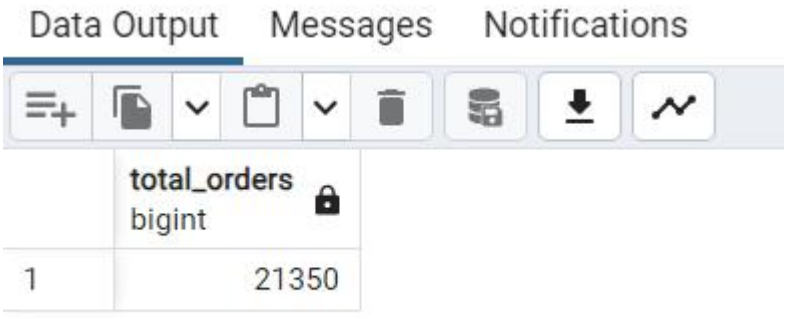
3. Total Pizzas Sold

```
SELECT
   SUM(quantity) AS total_pizzas_sold
FROM  pizza_sales_cleaned;
```



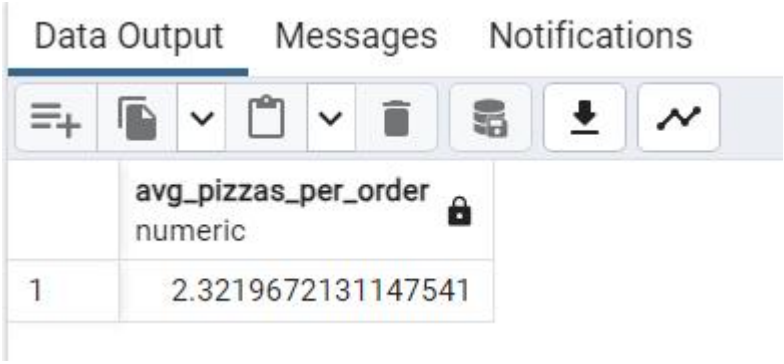
4. Total Orders

```
SELECT
   COUNT(DISTINCT order_id) AS total_orders
FROM  pizza_sales_cleaned;
```



5. Average Pizzas per Order

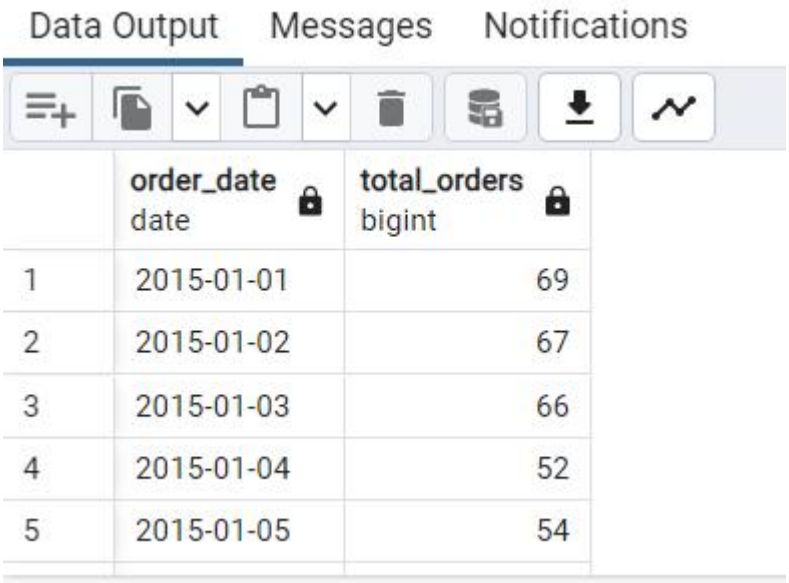
```
SELECT
   SUM(quantity) * 1.0 / COUNT(DISTINCT order_id) AS avg_pizzas_per_order
FROM pizza_sales_cleaned;
```



6. Daily Trend for Total Orders

```
SELECT
   order_date,
   COUNT(DISTINCT order_id) AS total_orders
FROM
   pizza_sales_cleaned
GROUP BY
   order_date
ORDER BY
```

order_date;

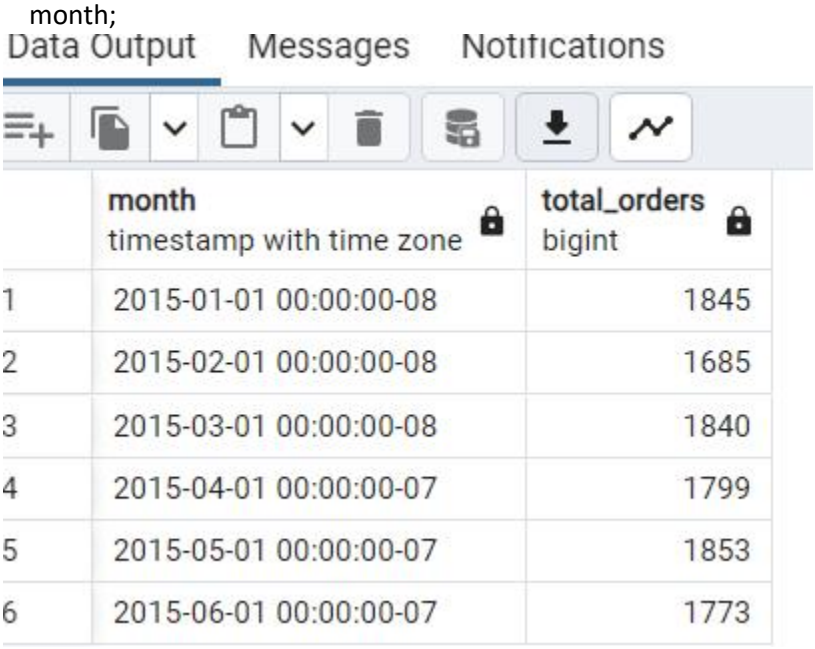


	order_date date	total_orders bigint
1	2015-01-01	69
2	2015-01-02	67
3	2015-01-03	66
4	2015-01-04	52
5	2015-01-05	54

6. Monthly Trend for Orders

```
SELECT
   DATE_TRUNC('month', order_date) AS month,
   COUNT(DISTINCT order_id) AS total_orders
FROM
   pizza_sales_cleaned
GROUP BY
   month
ORDER BY
```

month;



	month timestamp with time zone	total_orders bigint
1	2015-01-01 00:00:00-08	1845
2	2015-02-01 00:00:00-08	1685
3	2015-03-01 00:00:00-08	1840
4	2015-04-01 00:00:00-07	1799
5	2015-05-01 00:00:00-07	1853
6	2015-06-01 00:00:00-07	1773

8. % of Sales by Pizza Category

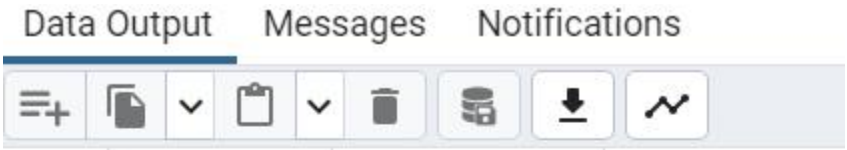
```
SELECT
    pizza_category,
    ROUND(SUM(total_price) * 100.0 / (SELECT SUM(total_price) FROM  pizza_sales_cleaned), 2) AS percent_sales
FROM
  pizza_sales_cleaned
GROUP BY
    pizza_category
ORDER BY
```

percent_sales DESC;

	pizza_category text	percent_sales numeric
1	Classic	26.91
2	Supreme	25.46
3	Chicken	23.96
4	Veggie	23.68

9. % of Sales by Pizza Size

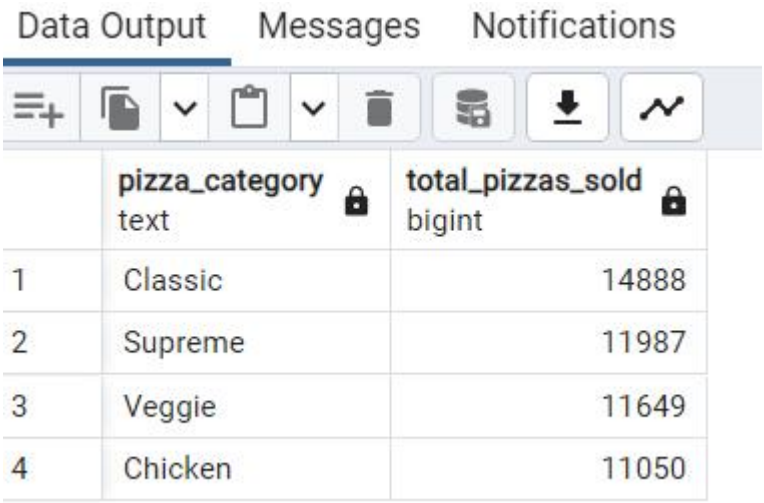
```
SELECT
    pizza_size,
    ROUND(SUM(total_price) * 100.0 / (SELECT SUM(total_price) FROM pizza_sales_cleaned), 2) AS
percent_sales
FROM
    pizza_sales_cleaned
GROUP BY
    pizza_size
ORDER BY    percent_sales DESC;
```



	pizza_size text	percent_sales numeric
1	L	45.89
2	M	30.49
3	S	21.77
4	XL	1.72
5	XXL	0.12

10. Total Pizzas Sold by Pizza Category

```
SELECT
   pizza_category,
   SUM(quantity) AS total_pizzas_sold
FROM
    pizza_sales_cleaned
GROUP BY
   pizza_category
ORDER BY
   total_pizzas_sold DESC;
```

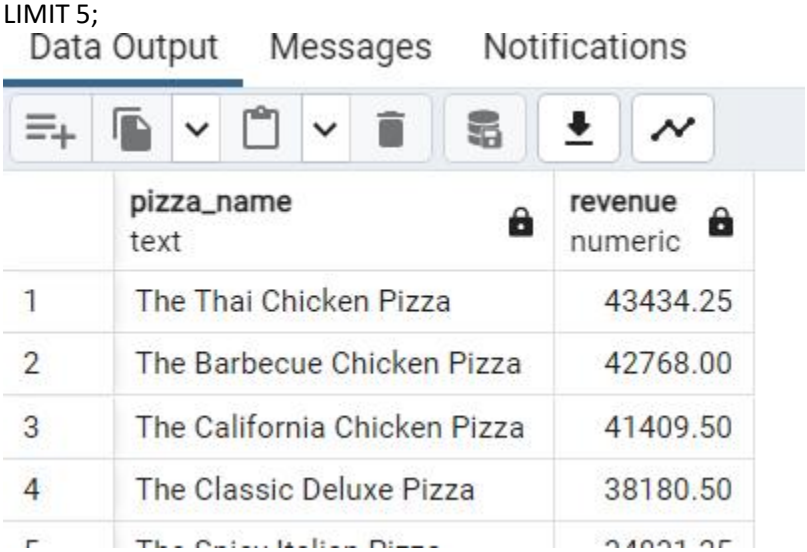


	pizza_category text	total_pizzas_sold bigint
1	Classic	14888
2	Supreme	11987
3	Veggie	11649
4	Chicken	11050

11. Top 5 Pizzas by Revenue

```
SELECT
   pizza_name,
   SUM(total_price) AS revenue
FROM
   pizza_sales_cleaned
GROUP BY
   pizza_name
ORDER BY
   revenue DESC
```

LIMIT 5;



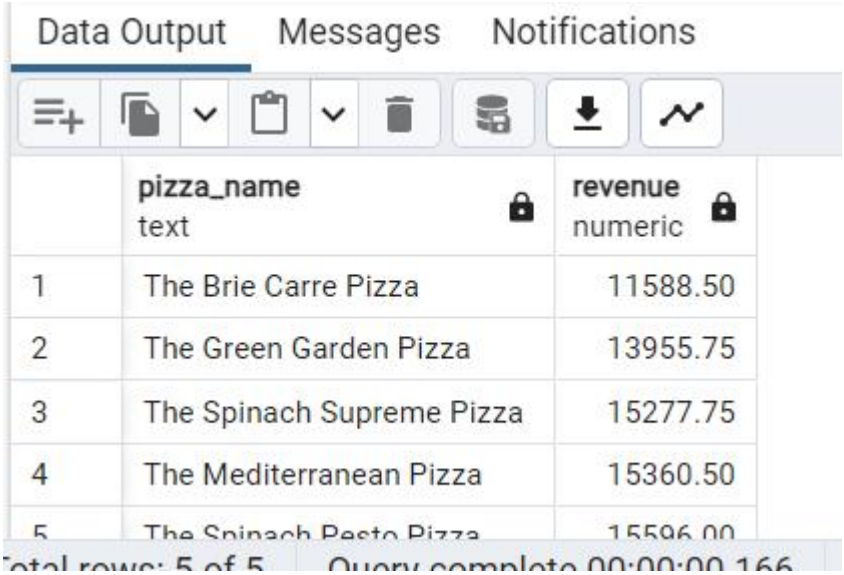
Data Output | Messages | Notifications

	pizza_name text	revenue numeric
1	The Thai Chicken Pizza	43434.25
2	The Barbecue Chicken Pizza	42768.00
3	The California Chicken Pizza	41409.50
4	The Classic Deluxe Pizza	38180.50

12. Bottom 5 Pizzas by Revenue

```
SELECT
   pizza_name,
   SUM(total_price) AS revenue
FROM
   pizza_sales_cleaned
GROUP BY
   pizza_name
ORDER BY
   revenue ASC
```

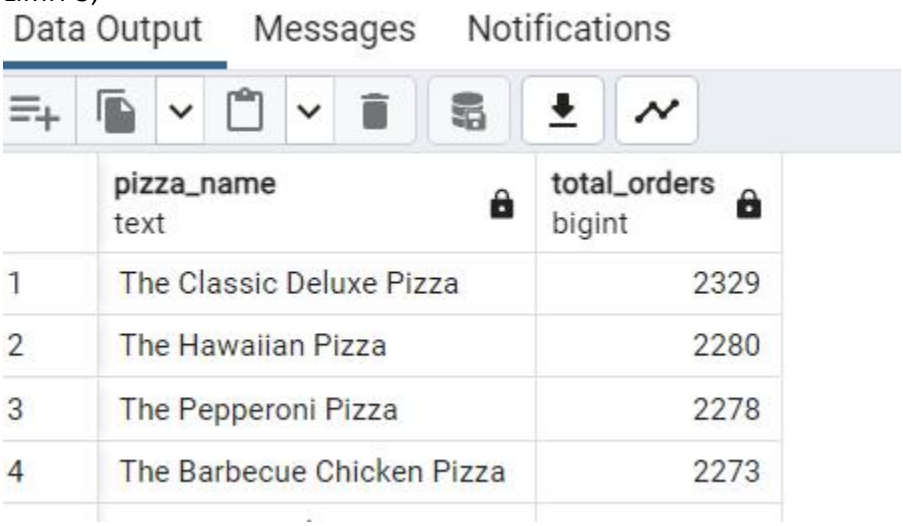
LIMIT 5;



13. Top 5 Pizzas by Total Orders

```
SELECT
    pizza_name,
    COUNT(DISTINCT order_id) AS total_orders
FROM
   pizza_sales_cleaned
GROUP BY
    pizza_name
ORDER BY
    total_orders DESC
```

LIMIT 5;

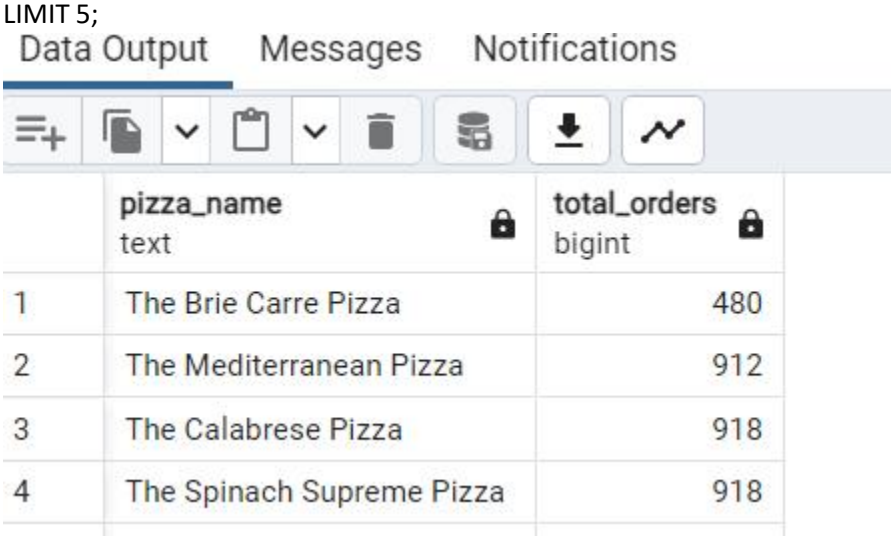


	pizza_name text	total_orders bigint
1	The Classic Deluxe Pizza	2329
2	The Hawaiian Pizza	2280
3	The Pepperoni Pizza	2278
4	The Barbecue Chicken Pizza	2273

14. Bottom 5 Pizzas by Total Orders

```
SELECT
   pizza_name,
   COUNT(DISTINCT order_id) AS total_orders
FROM
  pizza_sales_cleaned
GROUP BY
   pizza_name
ORDER BY
   total_orders ASC
```

LIMIT 5;



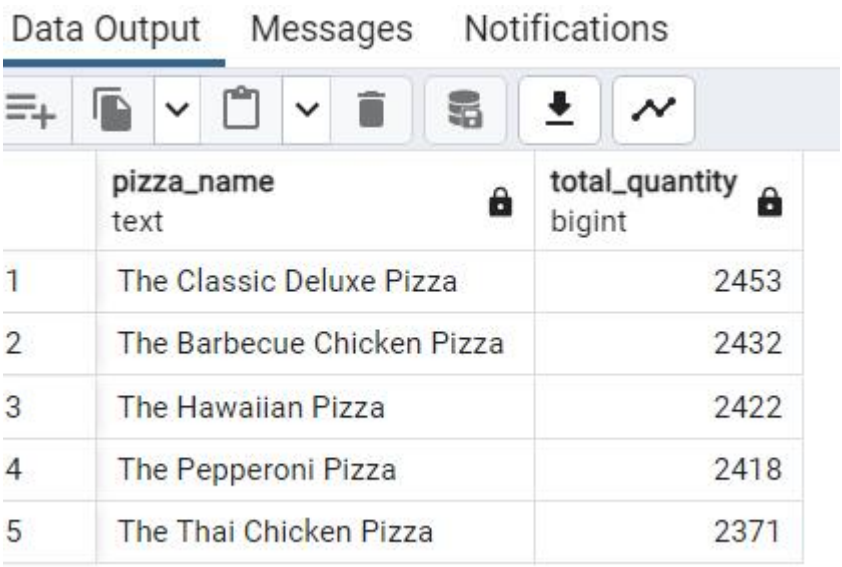
Data Output | Messages | Notifications

	pizza_name text	total_orders bigint
1	The Brie Carre Pizza	480
2	The Mediterranean Pizza	912
3	The Calabrese Pizza	918
4	The Spinach Supreme Pizza	918

15. Top 5 Pizzas by Quantity Sold

```
SELECT
    pizza_name,
    SUM(quantity) AS total_quantity
FROM
   pizza_sales_cleaned
GROUP BY
    pizza_name
ORDER BY
    total_quantity DESC
```

LIMIT 5;



Data Output | Messages | Notifications

	pizza_name text	total_quantity bigint
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

16. Bottom 5 Pizzas by Quantity Sold

```
SELECT
   pizza_name,
   SUM(quantity) AS total_quantity
FROM
 pizza_sales_cleaned
GROUP BY
   pizza_name
ORDER BY
   total_quantity ASC
LIMIT 5;
```

	pizza_name text	total_quantity bigint
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

Power BI Dashboard Section

Step 1: Import and Clean Data

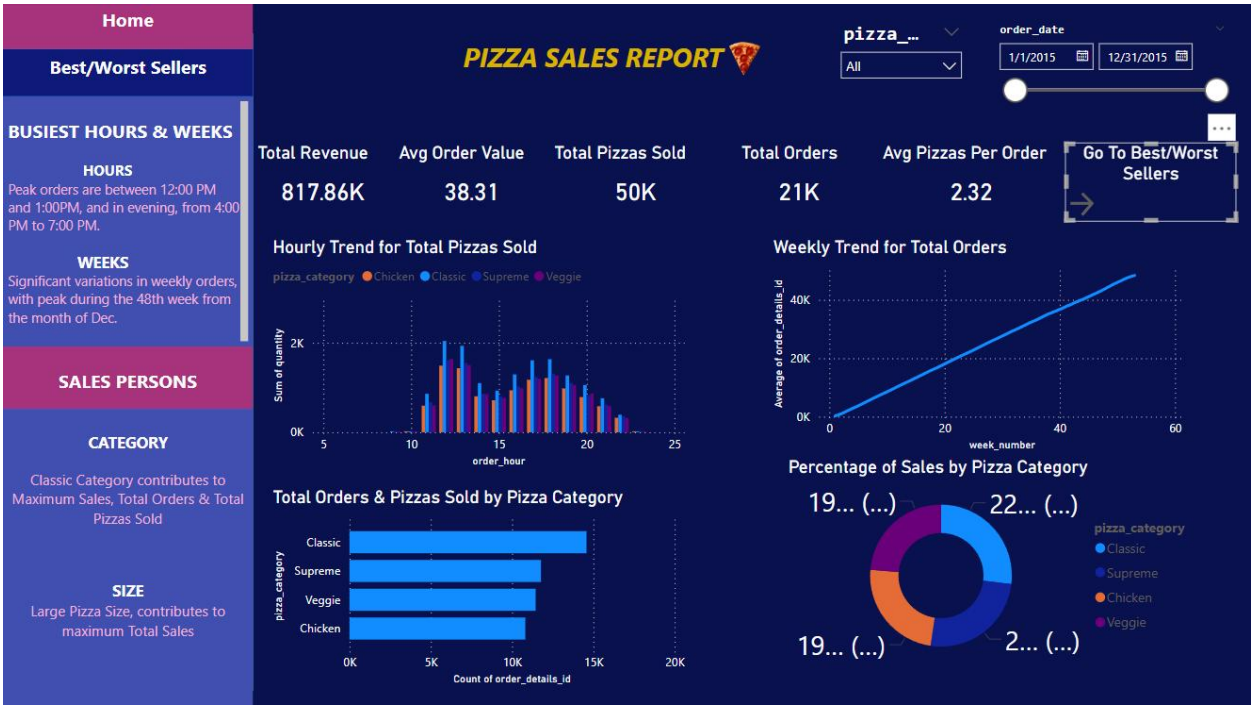
- Imported `pizza_sales_cleaned.xlsx`
- Verified 12 columns including: order_id, quantity, order_date, pizza_name, pizza_size, total_price, etc.

Step 2: Data Modeling in Power BI

- Created relationships (if needed)
- Created **5 KPI Measures** using DAX:

Step 3: Dashboard Visuals (Home Page)

- KPI Cards: Total Revenue, Avg Order Value, Total Pizzas Sold, Total Orders, Avg Pizzas Per Order
- Clustered Column Chart: Hourly Trend for Total Pizzas Sold
- Line Chart: Weekly Trend for Total Orders
- Donut Chart: Percentage of Sales by Pizza Category
- Bar Chart: Total Orders & Pizzas Sold by Pizza Category
- Slicers: Pizza Category, Order Date

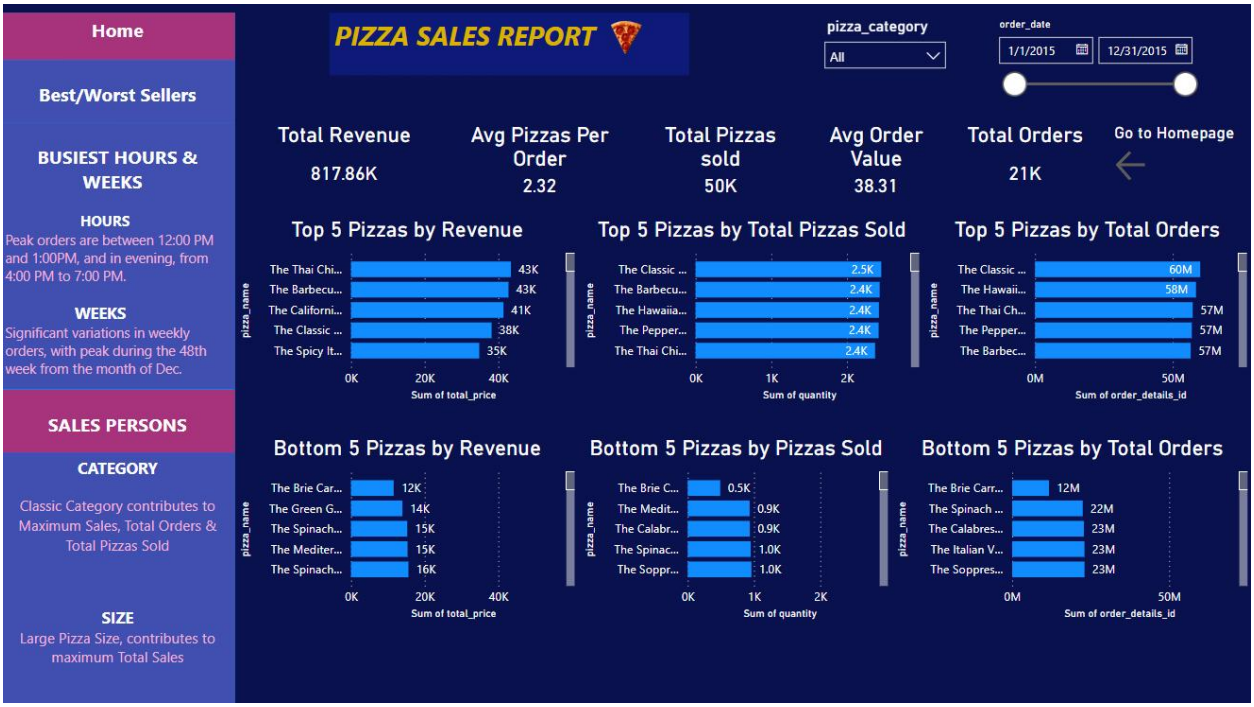


Step 4: Navigation Buttons

- Button: Go to Best/Worst Sellers Page
- Action: Page Navigation

Step 5: Best/Worst Sellers Page Visuals

- Top 5 & Bottom 5 Pizzas by:
  - Revenue
  - Quantity
  - Orders
- KPI Cards again displayed



Conclusion:

This Pizza Sales Dashboard project highlights how SQL and Power BI together can help extract deep insights from sales data. The manager can now:

- Identify peak hours and best-performing pizza types
- Optimize production planning
- Focus promotions on underperforming items

Submission Links & Sources

Power BI Dashboard (.pbix):

Pizza_sales_cleaned.pbix

Final Report PDF:

Click to View PDF Report

Project Explanation Video:

Watch Video

Dataset Source:

Download Dataset