📊 Pizza Sales Analysis Documentation

Project Name: Pizza Sales Data Analysis

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Tools Used: SQL + Power BI

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1️⃣ Project Overview

This project analyzes the Pizza Sales Data using SQL Queries to extract valuable insights such as Revenue, Order Trends, Product Performance, and Customer Buying Patterns. The insights are visualized using Power BI Dashboards.

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2️⃣ Key Metrics & KPIs

KPI Name SQL Query Overview

Total Revenue

SELECT ROUND(SUM(total\_price), 2) AS Total\_Revenue FROM pizza\_sales;

Total sales revenue generated from all pizza orders.

Average Order Value

SELECT ROUND(SUM(total\_price)/COUNT(DISTINCT(order\_id)), 2) AS Avg\_Order\_Value FROM pizza\_sales;

Average revenue generated per order.

Total Pizzas Sold

SELECT SUM(quantity) AS Total\_Pizzas FROM pizza\_sales;

Total number of pizza units sold

Total Orders

SELECT COUNT(DISTINCT(order\_id)) AS Total\_Orders FROM pizza\_sales;

Total unique orders placed by customers.

Avg Pizzas per Order

SELECT ROUND(SUM(quantity)/COUNT(DISTINCT(order\_id)),2) AS Avg\_Pizza\_Per\_Order FROM pizza\_sales;

Average number of pizzas per order.

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3️⃣ Sales Trend Analysis

📅 Daily Order Trend

SELECT DAYNAME(STR\_TO\_DATE(order\_date, '%Y-%m-%d')) AS DayName, COUNT(DISTINCT order\_id) AS total\_orders FROM pizza\_sales WHERE order\_date IS NOT NULL GROUP BY DayName;

➡ Insight: This analysis shows which day of the week has the highest number of orders. Helps in identifying peak days for business.

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📆 Monthly Order Trend

SELECT MONTHNAME(STR\_TO\_DATE(order\_date, '%Y-%m-%d')) AS MonthName, COUNT(DISTINCT order\_id) AS total\_orders FROM pizza\_sales WHERE order\_date IS NOT NULL GROUP BY MonthName;

➡ Insight: This identifies seasonal patterns in monthly sales, highlighting best and worst-performing months.

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4️⃣ Category & Size Based Sales Distribution

% Sales by Category

SELECT pizza\_category, SUM(total\_price)\*100/(SELECT SUM(total\_price) FROM pizza\_sales) AS Percent\_Sales FROM pizza\_sales GROUP BY pizza\_category ORDER BY Percent\_Sales DESC;

Which pizza categories (Veg/Non-Veg/Specialty) contribute most to revenue.

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% Sales by Size

SELECT pizza\_size, SUM(total\_price)\*100/(SELECT SUM(total\_price) FROM pizza\_sales) AS Percent\_Sales FROM pizza\_sales GROUP BY pizza\_size ORDER BY Percent\_Sales DESC;

Size-wise sales contribution (Small, Medium, Large).

**POWERBI WITH CHARTS**

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5️⃣ Product Performance

🔝 Top 5 Best Selling Pizzas

SELECT pizza\_name, ROUND(SUM(total\_price),2) AS Total\_Revenue, SUM(quantity) AS Total\_Quantity FROM pizza\_sales GROUP BY pizza\_name ORDER BY Total\_Revenue DESC LIMIT 5;

➡ Insight: Most popular pizzas which contribute significantly to sales.

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🔻 Top 5 Least Selling Pizzas

SELECT pizza\_name, ROUND(SUM(total\_price),2) AS Total\_Revenue, SUM(quantity) AS Total\_Quantity FROM pizza\_sales GROUP BY pizza\_name ORDER BY Total\_Revenue ASC LIMIT 5;

➡ Insight: Identify underperforming pizza items for potential menu optimization.

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6️⃣ Final Insights & Recommendations

Focus marketing campaigns on best-selling pizza categories & sizes.

Special offers on slow-selling items on off-peak days.

Optimize inventory management based on daily & monthly sales trends.

Improve average order value through combo offers and upselling strategies