Data Visualization Project Using Tableau and Sql

On

Pizza Sales Report

Submitted by

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Introduction

Pizza sales analysis is crucial for understanding consumer preferences, identifying trends, and optimizing business strategies in the highly competitive food industry. By visualizing various aspects of pizza sales data, businesses can uncover valuable insights that drive informed decision-making. Analysing pizza sales data provides invaluable insights into customer preferences and business performance within the competitive food industry landscape. Through data visualization, businesses can effectively interpret sales trends, identify top-performing products, and address areas for improvement.

Features of Project

1.Hourly Trend for Total Pizzas Sold: This stacked bar chart provides a comprehensive view of hourly order volumes over a specific time period. By analysing the fluctuations in order volumes throughout the day, businesses can identify peak hours and adjust staffing or marketing strategies accordingly.

2.Weekly Trend for Total Orders: Presented as a line chart, this visualization illustrates the weekly trend of total orders throughout the year. By observing patterns in weekly order volumes, businesses can anticipate peak weeks or periods of high order activity, allowing for proactive planning and resource allocation.

3.Percentage of Sales by Pizza Category: This pie chart showcases the distribution of sales across different pizza categories. Understanding the popularity of each pizza category and its contribution to overall sales enables businesses to optimize their menu offerings, marketing campaigns, and inventory management strategies.

4.Percentage of Sales by Pizza Size: Represented as a pie chart, this visualization displays the proportion of sales attributed to different pizza sizes. By understanding customer preferences for pizza sizes and their impact on sales, businesses can tailor their offerings to better meet consumer demand.

5.Total Pizzas Sold by Pizza Category: Utilizing a funnel chart, this visualization presents the total number of pizzas sold for each pizza category. Comparing the sales performance of different pizza categories enables businesses to assess product popularity and adjust their menu or marketing strategies accordingly.

6.Top 5 Best Sellers by Revenue, Total Quantity, and Total Orders: This bar chart highlights the top 5 best-selling pizzas based on revenue, total quantity sold, and total orders. Identifying the most popular pizza options allows businesses to capitalize on successful products and optimize their sales strategies.

7.Bottom 5 Best Sellers by Revenue, Total Quantity, and Total Orders: Similarly presented as a bar chart, this visualization showcases the bottom 5 worst-selling pizzas based on revenue, total quantity sold, and total orders. By identifying underperforming or less popular pizza options, businesses can explore opportunities for product enhancement or marketing initiatives.

Software/Technologies used

MS OFFICE/ EXCEL: VERSION 2021

MS SQL SERVER: 19.0
SQL SERVER MANAGEMENT STUDIO – 19.0.20209.0
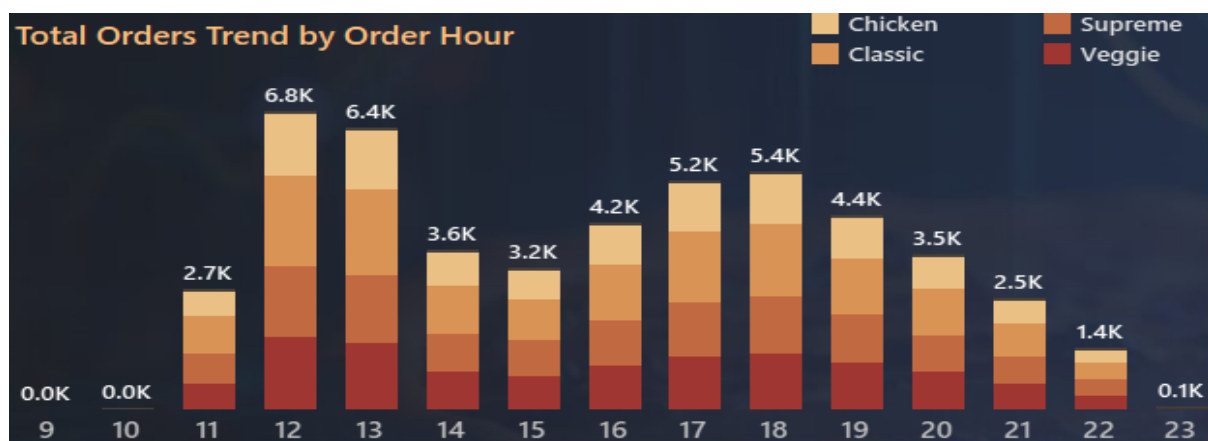
TABLEAU: 2022.3.0

Screenshots

1ˢᵀ Page

2nd page

Flow OF Project

1. My SQL server (import Data)
2. Creating Database
3. Writing Queries for cross checking the output
4. Connect Tableau with My SQL Server
5. Data processing
6. Data Visualization According to Our Requirement

7. Make Dashboard using different Visualization Objectives
8. Add Navigation Button to go to on second page

Conclusion

the analysis of pizza sales data through visualizations provides valuable insights for pizza businesses to optimize their operations and enhance profitability. By examining the percentage of sales attributed to different pizza sizes, businesses can tailor their offerings to align with customer preferences, ensuring a more targeted approach to product selection and marketing efforts.

Additionally, the comparison of total pizzas sold by pizza category offers a comprehensive view of product performance, enabling businesses to identify popular categories and allocate resources effectively. This understanding empowers businesses to capitalize on successful products and adjust their strategies to meet evolving consumer demands.

Moreover, the identification of the top 5 best-selling pizzas based on revenue, total quantity sold, and total orders highlights key opportunities for revenue generation and market penetration. Conversely, the analysis of the bottom 5 best sellers sheds light on areas for improvement and potential strategies for product enhancement or marketing initiatives.

References

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2. https://www.youtube.com/
3. https://www.tableau.com/
4. https://www.google.com/
5. https://chat.openai.com/