

Craving Pizza Sales Dashboard

Using MS SQL server & Power BI



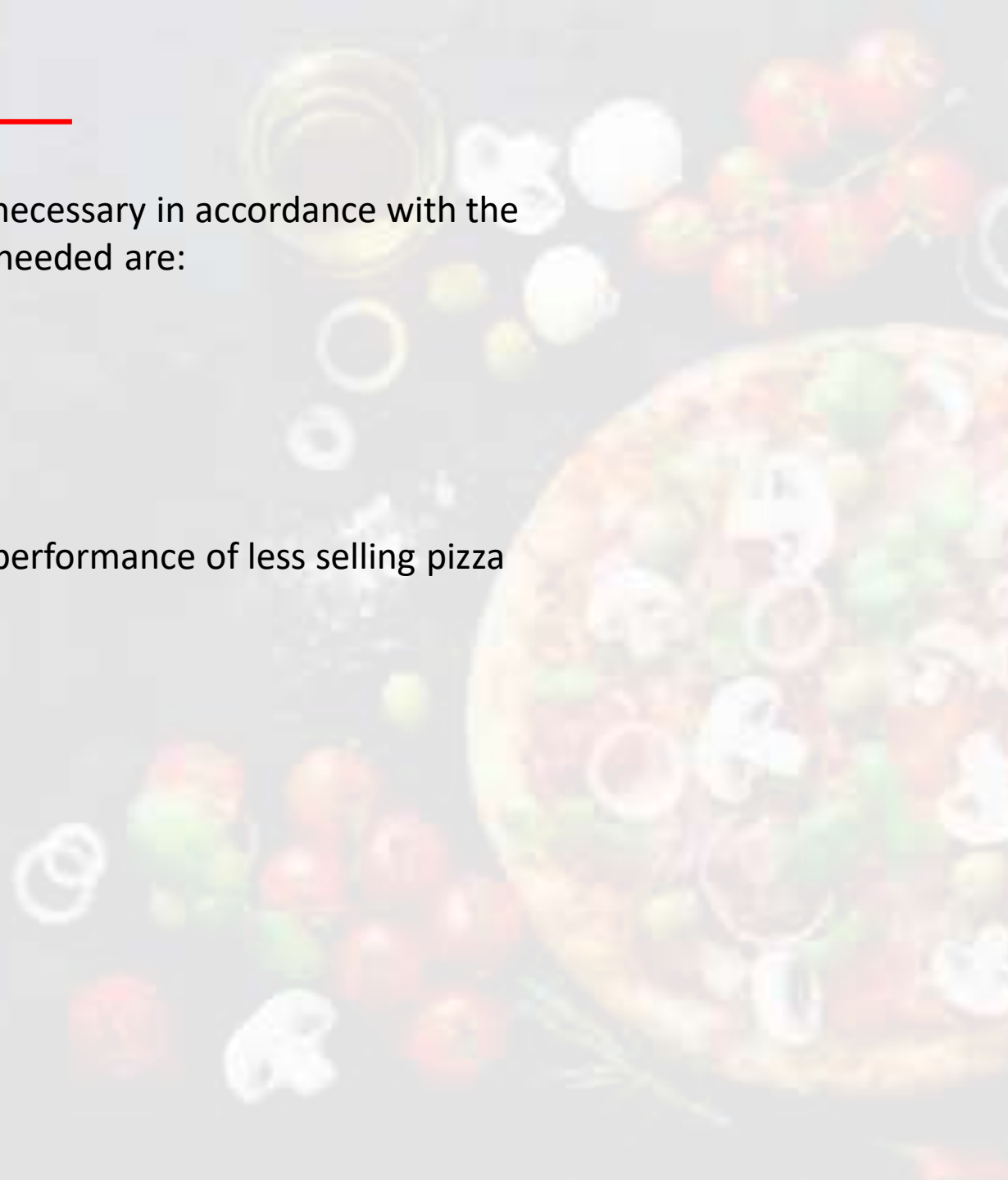
Problem Statement

To obtain sales insights for the pizza store, analysis of the data is necessary in accordance with the information provided by the client. Several of the crucial metrics needed are:

- Get the best-performing pizza's sales visualization.
- Get a sales visualization for a pizza that are performing poorly.
- overall sales of pizza

Expected Result

Business wants to develop marketing techniques to improve the performance of less selling pizza while generating more money from overall sales.



KPI Requirements

We need to analyze key indicators for our pizza sale data to gain insight into our business performance. Specifically, we want to calculate the following metric:

1. **Total Revenue:** The sum of the total price of all pizza orders.
2. **Average Order Value:** The average amount spent per order, calculated by dividing the total revenue by total number of orders.
3. **Total Pizza Sold:** The sum of the quantities of all pizzas sold.
4. **Total Orders:** The total Number of orders placed.
5. **Average Pizzas Per Order:** The average number of pizzas sold per order, calculated by dividing the total number of pizzas sold by the total number of orders.

Chart Requirements

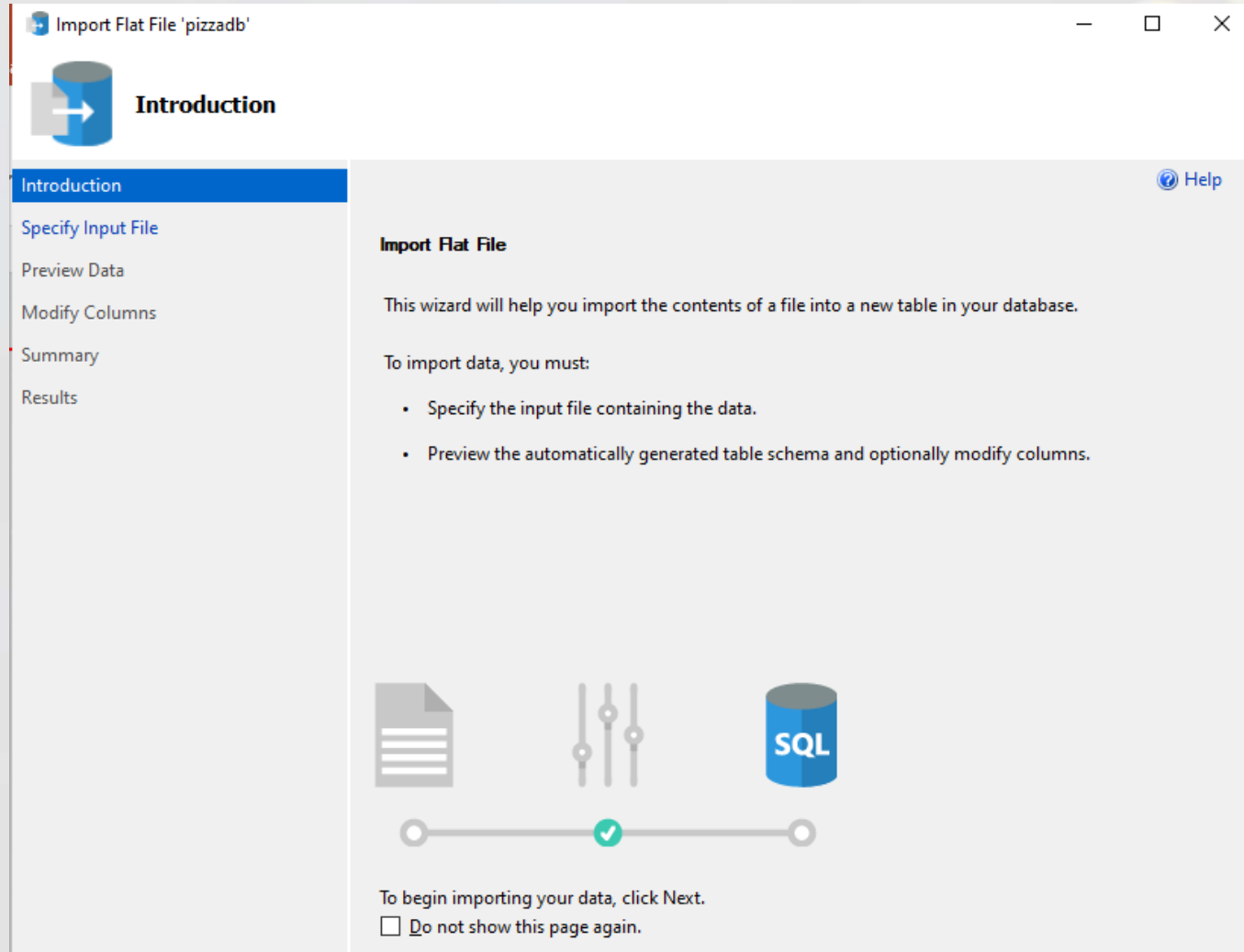
We would like to visualize aspects of our pizza sales data to gain insights & understand key trends. We have identified the following requirements for creating charts:

- 1. *Daily Trend for Total Orders:*** Create a bar chart that displays the daily trend of total orders over a specific period. This chart will help us identify any patterns or fluctuations in order volumes on a daily basis.
- 2. *Monthly Trend For Total Orders:*** Create a line chart that illustrates the hourly trend of total orders throughout the day. Those chart will allow us to identify peak hours or periods of high order activity.
- 3. *Percentage of sales by Pizza Category:*** Create a pie chart that shows the distribution of sales across different categories. This chart will provide insights into the popularity of various pizza categories & their contribution to overall sales.
- 4. *Percentage of sales by pizza size:*** Generate the pie chart that represents the percentage of sales attributed to different pizza sizes. This chart will help us understand customer preferences for pizza sizes & their impact on sales.
- 5. *Top 5 Best sellers by Revenue, Total Quality Total Orders:*** Create a bar chart highlighting the top 5 best-selling pizzas based on the revenue, total Quantity, total orders. This chart will help us identify the most popular pizza options.
- 6. *Bottom 5 worst Sellers by Revenue, Total Quantity & Total Orders:*** Create a bar chart showcasing the bottom 5 worst selling pizzas based on the Revenue, Total Quantity, Total Orders. This Chart will enable us to identify underperforming less popular pizza options.

Software Used

Software	Version
MS Office/Excel	2021
MS SQL Server	19.0
SQL Server Management Studio	19.0.20209.0
Power BI	September 2023

Data Fetching



Writing Queries & Creating Report

B) CHARTS

1. Daily Trend For Pizza Orders

```
select DATENAME(DW,order_date) as order_day, count(DISTINCT order_id) as Total_Orders
from pizza_sales
GROUP BY DATENAME(DW,order_date)
```

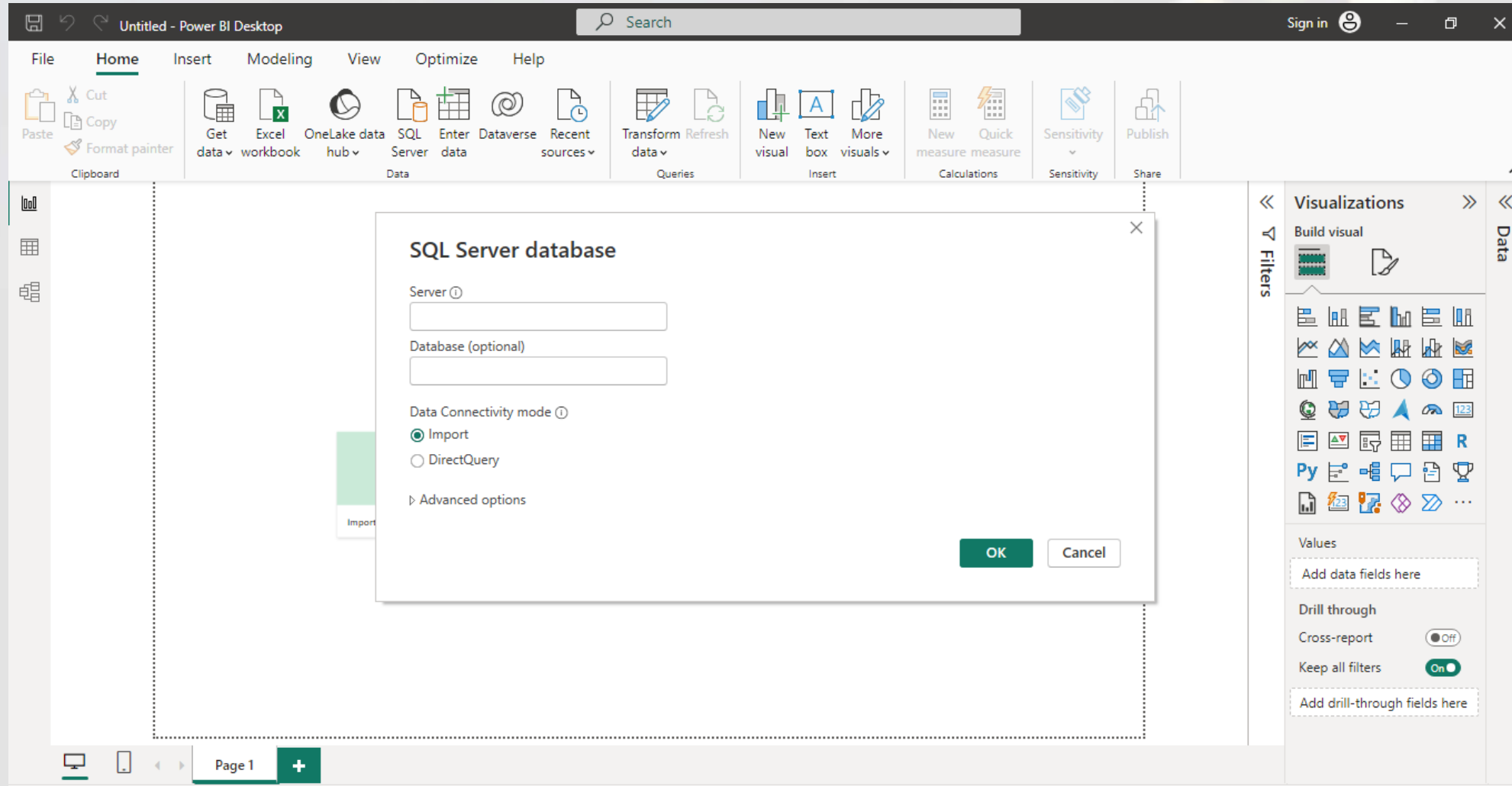
100 %

	order_day	Total_Orders
1	Saturday	3158
2	Wednesday	3024
3	Monday	2794
4	Sunday	2624
5	Friday	3538
6	Thursday	3239
7	Tuesday	2973

2. Total Orders By Month

```
select DATENAME(MONTH,order_date) as Month_Name , count(DISTINCT order_id) as
Total_Orders from pizza_sales
GROUP BY DATENAME(MONTH,order_date)
ORDER BY Total_Orders DESC
```

Import Data





Craving Pizza Sales

Pizza Category

All

1/1/2015

12/31/2015



Home



Best/Worst Pizza Sale

Busiest Days & Times

Days

Orders are **Highest** on
Weekends, Fridays & Saturdays

Months

Orders are **Highest** on the
month of July & January

Sales Performance

Category

Classic Pizza contributes to
Highest Sales & Total Orders

Size

Large Size pizza contributes to
Highest Sales



817.86K

Total_Revenue



38.31

Avg_Order_Value



49574

Total_Pizza_Sold



21350

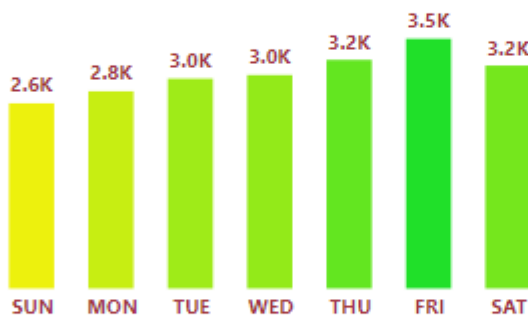
Total_Orders



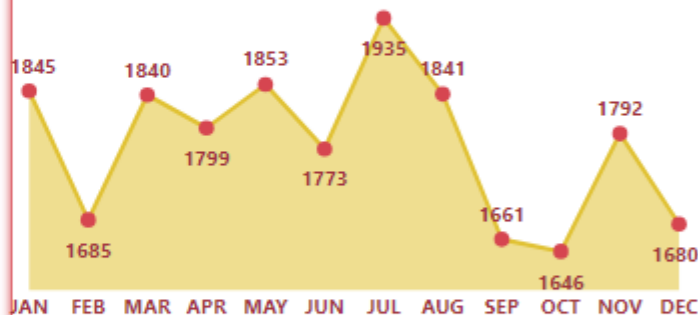
2.32

Avg_pizza_per_order

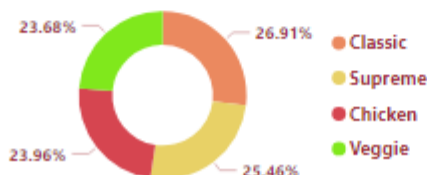
Daily Trend For Total Orders



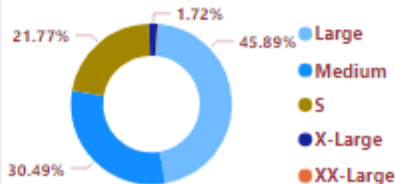
Monthly Trend For Total Orders



% Sale by Pizza Category



% Sale by Pizza Size



Total_Pizza_Sold by pizza_category

Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050



Craving Pizza Sales

Pizza Category

All

1/1/2015



12/31/2015



Home



Best/Worst Pizza Sale

Best Sellers

Revenue

The **Thai Chicken Pizza** contributes to **maximum** Revenue

Quantity

The **Classic Deluxe Pizza** contributes to **maximum** Total Quantities

Worst Sellers

Revenue

The **Brie Carre Pizza** contributes to **minimum** Revenue

Quantity

The **Brie Carre Pizza** contributes to **minimum** Total Quantities



817.86K

Total Revenue



38.31

Avg_Order_Value



49574

Total_Pizza_Sold



21350

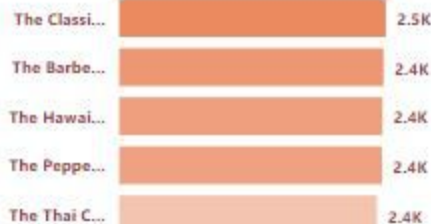
Total_Orders



2.32

Avg_pizza_per_order

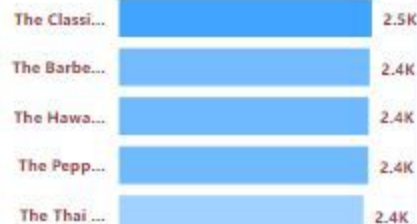
Top 5 Pizza by Revenue



Top 5 Pizza by Quantity



Top 5 Pizza by Orders



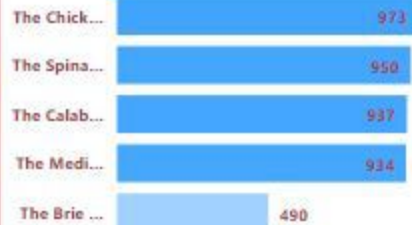
Bottom 5 Pizza by Revenue



Bottom 5 Pizza by Quantity



Bottom 5 Pizza by Orders



Summary

Report Highlights

- Large Size Pizza has emerged as the most significant response in the market, with a 45.90% market revenue share
- XXL size Pizza has failed to generate any revenue & XL Size Pizza has the market share of 1.73%
- Post analysis on the sale of Pizza throughout the year, it has been observed that the sales dips during the period from sep to feb with some exceptions
- It is observed from the report that The Carie Berrie Pizza fails to generate market interest in terms of revenue

Suggestions

- It is important that business concentrate on developing plans to boost sales of XL and XXL size pizza.
- Business must run Offline as well as Digital marketing campaigns mostly during the time of the year having dwindling sales.
- Given that it has the smallest market share compared to its rivals, the business should decide whether to keep serving the Carie Barrie pizza type or remove it from the menu.
- If the company decides to keep selling Carie Barrie Pizza, they will need to develop a compelling marketing and sales plan. They must also develop (if one does not already exist) a strong customer loyalty program that will increase the company's recurring revenue by a large amount.