Pizza Sales Analysis

End-to-end data project using Microsoft Fabric, SQL & Power BI

Data Analytics Project Goals

Data Loading

Transform data in Microsoft Fabric

SQL Analysis

Clean and prepare sales data

Power BI Dashboards

Build interactive visualizations

Track KPIs
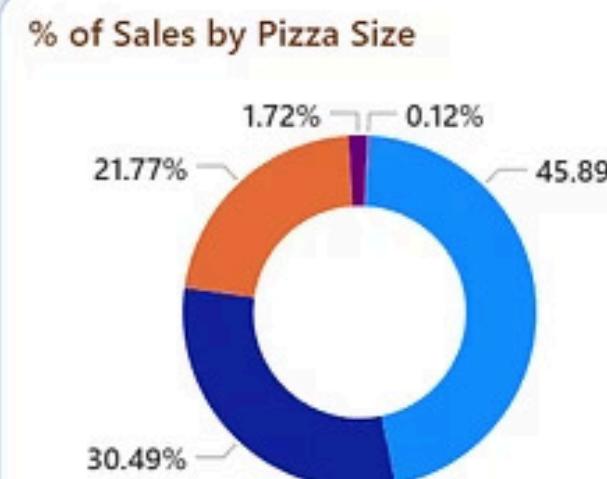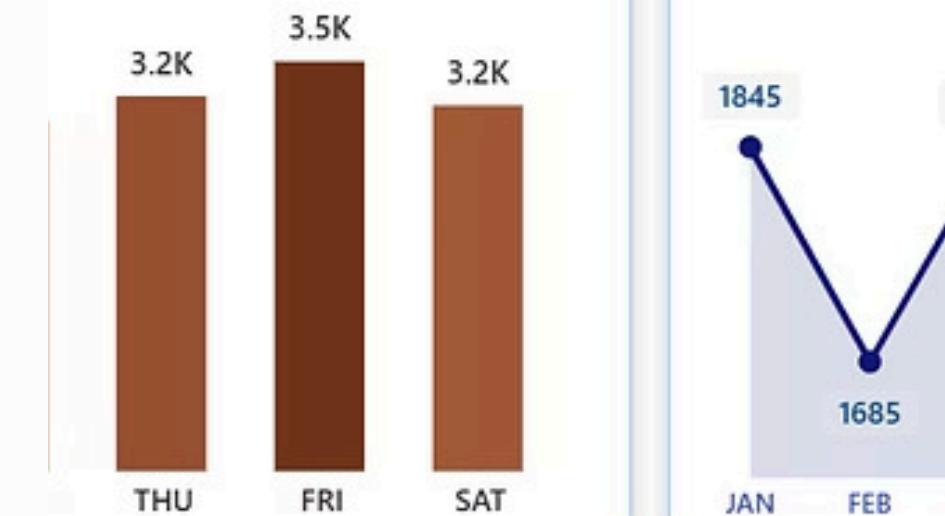
Revenue, trends, customer insights

## PIZZA SALES REPORT

Jan/15 - Dec/15

38.31
Avg Order Value

**49574**
Total Pizzas Sold

Monthly Tre

1845

1685

THU 3.2K
FRI 3.5K
SAT 3.2K

JAN   FEB

% of Sales by Pizza Size

1.72%   0.12%

21.77%   45.89

pizza_category

Classic
Supreme
Chicken
Veggie

30.49%

Made with GAMMA

Dataset Overview

48,620
Total Rows

## 12
Columns

Key Features

- Pizza demographics (size, category, ingredients)
- Purchase details (order ID, quantity, pricing)
- Shopping behavior (date, time patterns)

Data Preparation

01
Data Loading

Imported dataset using pandas

02
Initial Analysis

Used .info() and .describe() for summary statistics

03
Column Standardization

Cleaned and formatted column names

04
Data Engineering
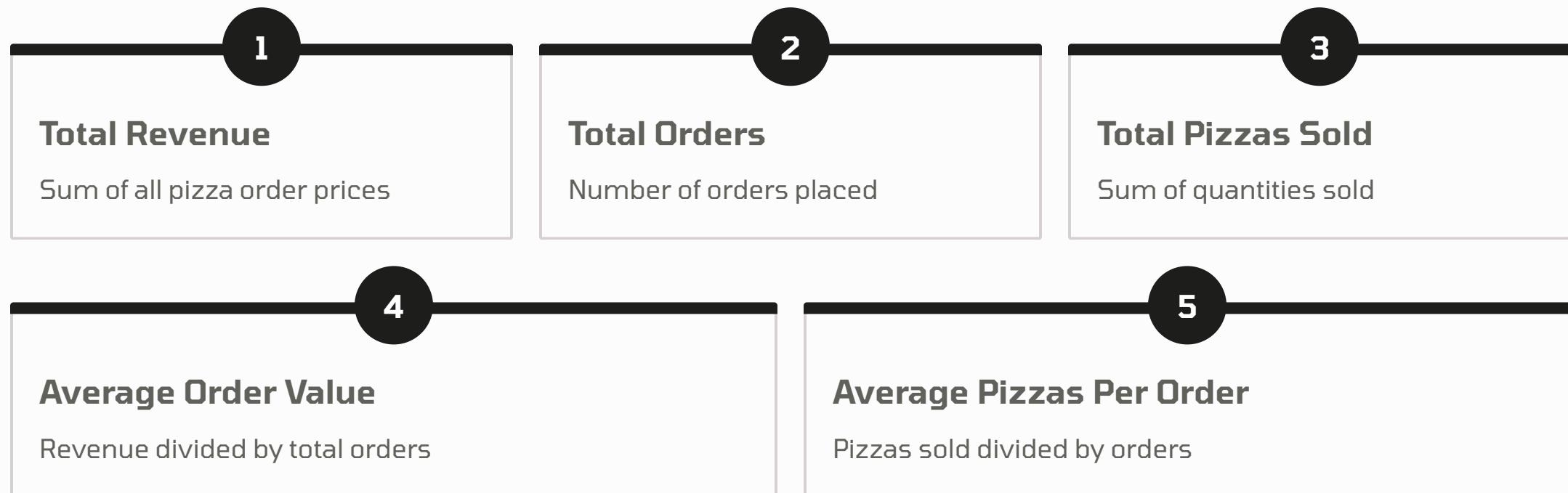
Transformed and enriched dataset

05
Database Integration

Connected to PostgreSQL for SQL analysis

Key Performance Indicators

1

Total Revenue

Sum of all pizza order prices

2

Total Orders

Number of orders placed

3

Total Pizzas Sold

Sum of quantities sold

4

Average Order Value

Revenue divided by total orders

5

Average Pizzas Per Order

Pizzas sold divided by orders

Daily Order Trends
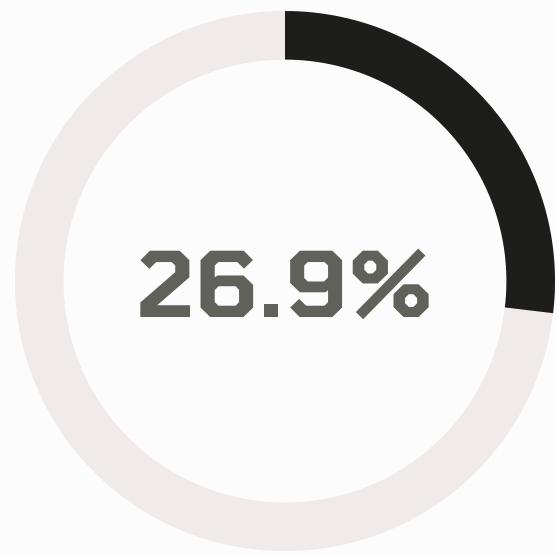
Orders analyzed by day of week
(0=Monday, 6=Sunday)

```
SELECT extract(isodow from
order_date) - 1
  as Order_Day,
  count(distinct(order_id))
  as Total_Orders
FROM pizza_orders_sales
GROUP BY Order_Day
```

Key Insight
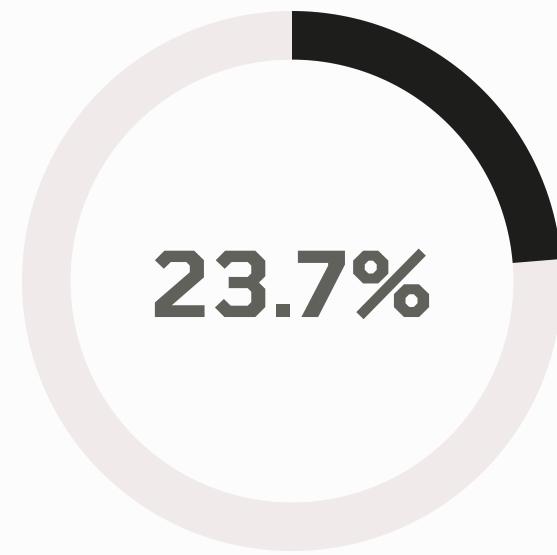
Identify peak ordering days to optimize staffing and inventory

Sales by Category

26.9%
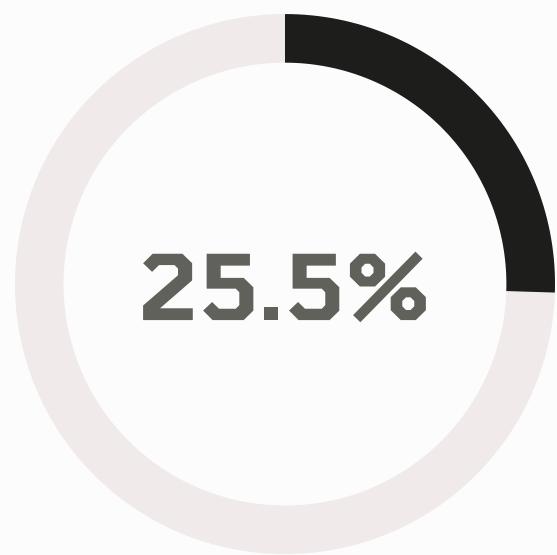
Classic

July sales percentage

23.7%
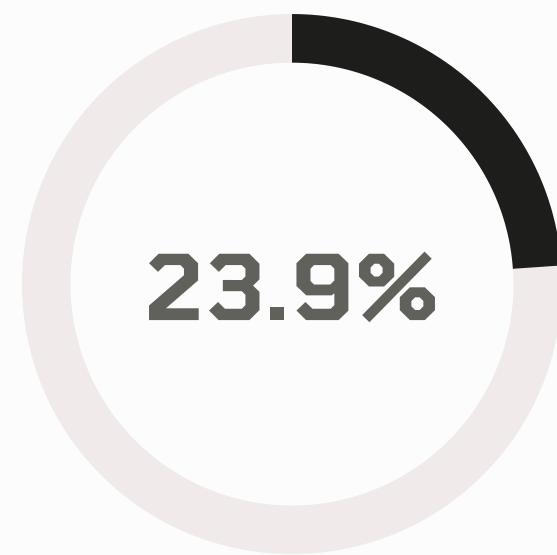
Supreme

July sales percentage

25.5%

Veggie

July sales percentage

23.9%

Chicken

July sales percentage

Sales by Pizza Size

Q1 Distribution

- **Large:** 45.89% of sales
- **Medium:** 30.49% of sales
- **Small:** 21.77% of sales
- **X-Large:** 1.72% of sales
- **XX-Large:** 0.12% of sales

Key Finding

Large pizzas dominate sales across all quarters, representing nearly half of total revenue

Top 5 Best Sellers

Thai Chicken Pizza Highest revenue generator	**Barbecue Chicken** Strong performer	**California Chicken** Popular choice
Classic Deluxe Consistent seller	**Spicy Italian** Top 5 revenue	
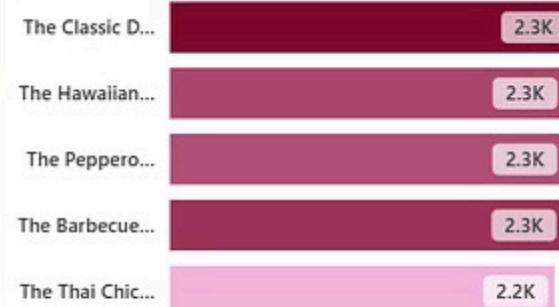
The Thai Chic...	43K
The Barbecue...	43K
The Californi...	41K
The Classic D...	38K
The Spicy Ital...	35K

The Classic D...	2.5K
The Barbecue...	2.4K
The Hawaiian...	2.4K
The Peppero...	2.4K
The Thai Chic...	2.4K

The Classic D...	2.3K
The Hawaiian...	2.3K
The Peppero...	2.3K
The Barbecue...	2.3K
The Thai Chic...	2.2K

All

1/1/2015   12/31/2015

Key Takeaways

Data-Driven Insights

SQL analysis reveals clear patterns in customer preferences and ordering behavior

Size Matters

Large pizzas drive 45%+ of revenue—optimize inventory accordingly

Category Balance

All four categories perform similarly, indicating diverse customer tastes

Actionable Intelligence

Power BI dashboards enable real-time monitoring of sales trends and KPIs