P🍕ZZA SALES REPORT

- Project Overview: This project aimed to analyze pizza sales data to gain insights into the performance of different pizza categories and sizes.

- Data Sources: The project utilized data from a SQL database and Excel files, allowing for comprehensive analysis of sales metrics.

Pizza Sales SQL Queries

A.KPI'S

1. TOTAL REVENUE.

SELECT SUM(total_price) as total_revenue FROM pizza_sales

Result Grid	Fil
total_revenue
817860.049999993

2. AVERAGE ORDER VALUE .

SELECT SUM(total_price) / COUNT(DISTINCT order_id)
FROM pizza_sales

Result Grid	Filter Rows:
SUM(total_price) / COUNT(DISTINCT order_id)
▶ 38.307262295081635

3. TOTAL PIZZA SOLD.

SELECT SUM(quantity) AS total_pizza_sold
FROM pizza_sales

Result Grid	
total_pizza_sold
▶ 49574

4. TOTAL ORDERS.

SELECT COUNT(DISTINCT order_id) AS total_orders
FROM pizza_sales

Result Grid	
total_orders
▶ 21350

5. AVERAGE PIZZA PER ORDERS.

SELECT CAST(SUM(quantity) AS DECIMAL (10,2)) /
CAST(COUNT(DISTINCT order_id) AS DECIMAL (10,2))
FROM pizza_sales

Result Grid	Filter Rows:
CAST(SUM(quantity) AS DECIMAL (10,2)) / CAST(COUNT(DISTINCT order_id) AS DECIMAL (10,2))
▶ 2.321967

SQL QUERIES

Key Sales Metrics: Two critical metrics were calculated

- Total Revenue: The sum of the total prices from pizza sales.

- Average Order Value: This was obtained by dividing the sum of total prices by the count of distinct order IDs.

B. HOURLY Trend OF Orders

```
SELECT EXTRACT(HOUR FROM order_time) as order_hours,
    COUNT(DISTINCT order_id) as total_orders
FROM pizza_sales
GROUP BY EXTRACT(HOUR FROM order_time)
ORDER BY EXTRACT(HOUR FROM order_time)
LIMIT 1000;
```

Result Grid | Filter Rows:

order_hours	total_orders
9	1
10	8
11	1231
12	2520
13	2455
14	1472
15	1468
16	1920
17	2336
18	2399
19	2009
20	1642
21	1198

Result 6   ✕

C. % of Sales by Pizza Category

```
SELECT pizza_category, CAST(SUM(total_price) AS DECIMAL(10,2)) as total_revenue,
CAST(SUM(total_price) * 100 / (SELECT SUM(total_price) from pizza_sales) AS DECIMAL(10,2)) AS PCT
FROM pizza_sales
GROUP BY pizza_category
```

Result Grid | Filter Rows:

pizza_category	total_revenue	PCT
Classic	220053.10	26.91
Veggie	193690.45	23.68
Supreme	208197.00	25.46
Chicken	195919.50	23.96

D. % of Sales by Pizza Size

```
SELECT pizza_size, CAST(SUM(total_price) AS DECIMAL(10,2)) as total_revenue,
CAST(SUM(total_price) * 100 / (SELECT SUM(total_price) from pizza_sales) AS DECIMAL(10,2)) AS PCT
FROM pizza_sales
GROUP BY pizza_size
ORDER BY pizza_size
```

Result Grid | Filter Rows:

pizza_size	total_revenue	PCT
L	375318.70	45.89
M	249382.25	30.49
S	178076.50	21.77
XL	14076.00	1.72
XXL	1006.60	0.12

ORDER ANALYSIS

•Hourly Trend of Orders: This analysis revealed the distribution of orders by hour, providing valuable insights into the temporal patterns of pizza sales.

•Sales Distribution by Pizza Category: This query showcased the percentage of total revenue attributed to each pizza category, allowing for a deeper understanding of sales performance across different categories.

G. Bottom 5 Best Sellers by Total Pizzas Sold

```
SELECT pizza_name, SUM(quantity) AS Total_Pizza_Sold

FROM pizza_sales

GROUP BY pizza_name

ORDER BY Total_Pizza_Sold ASC

LIMIT 5;
```

Result Grid | Filter Rows:

pizza_name	Total_Pizza_Sold
The Brie Carre Pizza	490
The Mediterranean Pizza	934
The Calabrese Pizza	937
The Spinach Supreme Pizza	950
The Soppressata Pizza	961

E. Total Pizzas Sold by Pizza Category

```
SELECT pizza_category, SUM(quantity) as Total_Quantity_Sold
FROM pizza_sales
GROUP BY pizza_category
ORDER BY Total_Quantity_Sold DESC
```

pizza_category	Total_Quantity_Sold
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050

F. Top 5 Best Sellers by Total Pizzas Sold

```
SELECT pizza_name, SUM(quantity) AS Total_Pizza_Sold
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Pizza_Sold DESC
LIMIT 5;
```

Result Grid | Filter Rows:

pizza_name	Total_Pizza_Sold
The Classic Deluxe Pizza	2453
The Barbecue Chicken Pizza	2432
The Hawaiian Pizza	2422
The Pepperoni Pizza	2418
The Thai Chicken Pizza	2371

CONNECTING MY SQL & EXCEL
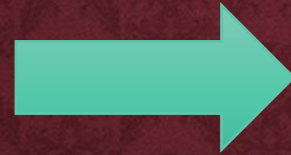
DASHBOARD:

PIZZA SALES

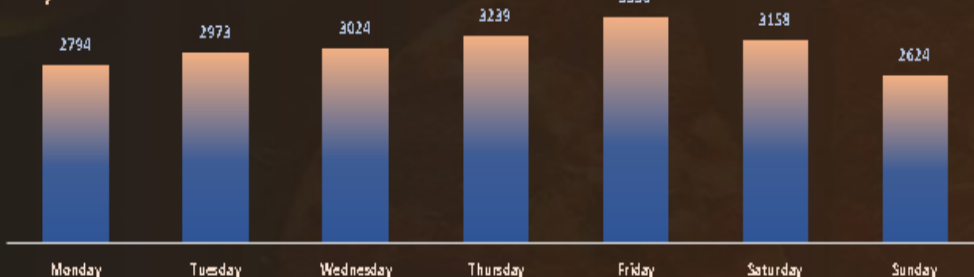| TOTAL REVENUE	AVG ORDER VALUE	TOTAL PIZZA SOLD	TOTAL ORDERS	AVG PIZZA PER ORDER
$,8,17,860	$,38.31	49574	21350	2.32

Busiest Day And Time

DAYS

Orders are highest on, Friday/Saturday evenings.

TIME

There are Maximum orders from 12 to 01pm & 5-8pm

Daily Trends For Total Orders

Monday 2794 · Tuesday 2973 · Wednesday 3024 · Thursday 3239 · Friday 3538 · Saturday 3158 · Sunday 2624

Hourly Trends For Total Orders

09: 1 · 10: 8 · 11: 1231 · 12: 2520 · 13: 2455 · 14: 1472 · 15: 1468 · 16: 1920 · 17: 2336 · 18: 2399 · 19: 2009 · 20: 1642 · 21: 1198 · 22: 663 · 23: 28

Sales By Category & Size

CATEGORY

CLASSIC CATEGORY

Contributes Maximum Sales & Total
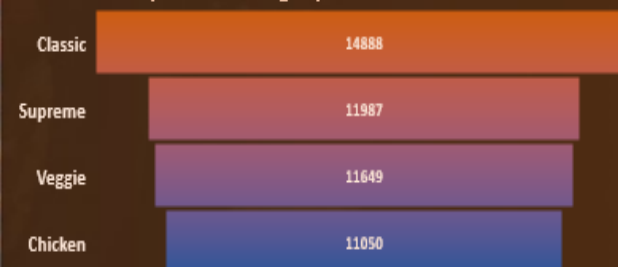
SIZE

LARGE SIZE

Contributes Maximum Sales & Total

% Of Sales By Pizza Category

- Chicken 23.96%
- Classic 26.91%
- Supreme 25.46%
- Veggie 23.68%

% Of Sales By Pizza Size

- Large 45.89%
- Medium 30.49%
- Regular 21.77%
- 1.72%
- 0.12%

Series "Total" Point "Large"
Value: 45.89% (46%)

% Of Sales By Pizza Category

Category	Value
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050
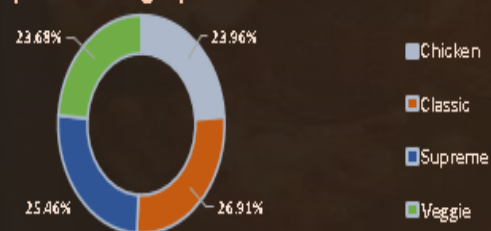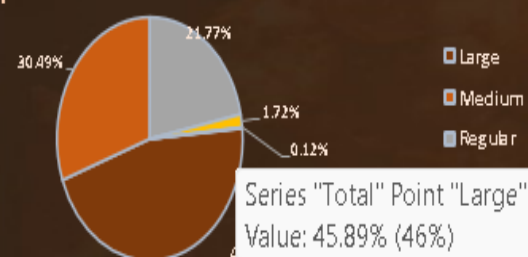
Best & Worst Sellers

CLASSIC DELUXE & BBQ CHICKEN

Are Revenue Generators & Most Sold

SPINACH SUPREME & BRIE CARRE

Are Loss makers & Worst Sold Pizzas

Top 5 Best Sellers By Total Pizza Sold

- The Classic Deluxe Pizza
- The Barbecue Chicken Pizza
- The Hawaiian Pizza
- The Pepperoni Pizza
- The Thai Chicken Pizza

2320 2340 2360 2380 2400 2420 2440 2460

Bottom 5 Worst Sellers By Total Pizza

- The Spinach Supreme Pizza
- The Calabrese Pizza
- The Mediterranean Pizza
- The Brie Carre Pizza
- (blank)

0 100 200 300 400 500 600 700 800 900 1000
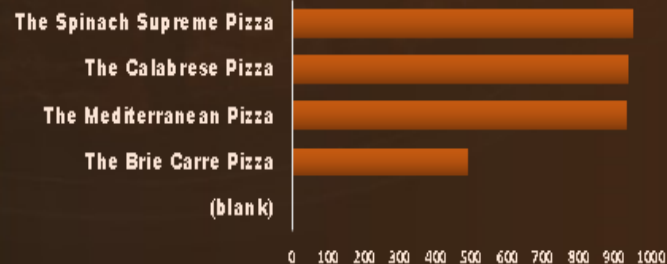
order_date

All Periods

MONTHS ▾

2015

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT

INSIGHTS

- The dashboard reveals key insights into the performance of different pizza categories and sizes, providing valuable information for strategic decision-making.

KEY FINDINGS:

1. **Sales Performance by Category:**

   1. The dashboard demonstrates the comparative sales performance of different pizza categories, highlighting the best-selling categories and identifying areas for potential improvement.

2. **Size Preference Analysis:**

   1. The data depicts a breakdown of pizza sales by size, offering insights into customer preferences and trends, which is crucial for inventory management and marketing strategies.

3. **Regional Sales Distribution:**

   1. The dashboard provides a geographical breakdown of sales, shedding light on regional variations in pizza sales that can inform targeted marketing efforts and regional supply chain management.

CONCLUSION

- The data from the dashboard offers valuable insights that can drive strategic decisions to optimize pizza sales. By leveraging the findings, the conclusion of the presentation will emphasize the importance of understanding customer preferences, regional variations, and category performance in devising effective sales and marketing strategies to enhance overall sales performance and revenue generation.

THANKS FOR WATCHING

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PROJECT LINK:

https://1drv.ms/x/c/d4db6d5cfafd80aa/Ecwujqit4JFCt0qbdXuwZf8BUQktnCRYxcEEr_rbiWAVug