**PIZZA SALES DASHBOARD**

**PROBLEM STATEMENT**

**KPI’s REQUIREMENT**

**We need to analyze key indicators for our pizza sales data to gain insights into our business performance. Specifically, we want to calculate the following metrics:**

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 the total number of orders.
3. **Total Pizzas 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.

**CHARTS REQUIREMENT**

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

1. **Hourly Trend for Total Pizzas Sold:**

Create a stacked bar chart that displays the hourly trend of total orders over a specific time period. This chart will help us identify any patterns or fluctuations in order volumes on a hourly basis.

**2.Weekly Trend for Total Orders:**

Create a line chart that illustrates the weekly trend of total orders throughout the year. This chart will allow us to identify peak weeks 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 pizza categories. This chart will provide insights into the popularity of various pizza categories and their contribution to overall sales.

**4.Percentage of Sales by Pizza Size:**

Generate a pie chart that represents the percentage of sales attributed to different pizza sizes. This chart will help us understand customer preferences for pizza sizes and their impact on sales.

**5.Total Pizzas Sold by Pizza Category:**

Create a funnel chart that presents the total number of pizzas sold for each pizza category. This chart will allow us to compare the sales performance of different pizza categories.

**6.Top 5 Best Sellers by Revenue, Total Quantity and 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.

**7. Bottom 5 Best Sellers by Revenue, Total Quantity and 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 or less popular pizza options.

***1. Total Revenue:***  
SELECT SUM(total\_price) AS Total\_Revenue from pizza\_sales;

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***2. Average Order Value***

SELECT (SUM(total\_price) / COUNT(DISTINCT order\_id)) AS Avg\_order\_Value FROM pizza\_sales

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***3.Total Pizza Sold***

SELECT SUM(quantity) AS Total\_pizza\_sold FROM pizza\_sales



***4.Total Orders***

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



*5. Average Pizzas Per Order*

SELECT CAST(CAST(SUM(quantity) AS DECIMAL(10,2)) /

CAST(COUNT(DISTINCT order\_id) AS DECIMAL(10,2)) AS DECIMAL(10,2))

AS Avg\_Pizzas\_per\_order

FROM pizza\_sales



**Charts Queries**

1. **Hourly Trend for Total Pizzas Sold:**

SELECT DATEPART

(HOUR, order\_time) AS order\_hours,

SUM(quantity) AS total\_pizza\_sold

FROM pizza\_sales

GROUP BY DATEPART(HOUR, order\_time)

ORDER BY order\_hours;

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1. **Weekly Trend for Total Orders**

SELECT YEAR(order\_date) AS year,

DATEPART(ISO\_WEEK, order\_date) AS WeekNumber,

COUNT(DISTINCT order\_id) AS total\_orders

FROM pizza\_sales

GROUP BY DATEPART(ISO\_WEEK, order\_date),

YEAR(order\_date)

ORDER BY year, WeekNumber;

A table of numbers with numbers

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1. **Percentage 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

ORDER BY total\_revenue DESC;

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1. **% of Sales by Pizza Size**

SELECT pizza\_size,

ROUND(SUM(total\_price), 2) AS total\_revenue,

ROUND(SUM(total\_price) \* 100 / (SELECT SUM(total\_price) FROM pizza\_sales), 2) AS pct\_total\_revenue

FROM pizza\_sales

GROUP BY pizza\_size

ORDER BY total\_revenue DESC;

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1. **Total Pizza Sold by Pizza Category**

SELECT

pizza\_category,

SUM(quantity) AS total\_pizza\_sold

FROM pizza\_sales

GROUP BY pizza\_category

ORDER BY total\_pizza\_sold DESC;

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1. **Top 5 Best Sellers by Revenue**

SELECT TOP 5

pizza\_name,

SUM(total\_price) AS Total\_Revenue

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Revenue DESC

A menu of a pizza

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1. **Top 5 Pizza Best Sellers by Total Quantity**

SELECT TOP 5

pizza\_name,

SUM(quantity) AS Total\_Price\_Sold

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_price\_sold DESC

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1. **Bottom 5 Best Sellers by Total Orders**

SELECT TOP 5 pizza\_name, SUM(quantity) AS Total\_Pizza\_Sold

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Pizza\_Sold ASC

A screenshot of a menu

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1. **a. Bottom 5 Pizzas by Revenue:**

SELECT TOP 5

pizza\_name,

SUM(total\_price) AS Total\_Revenue

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Revenue ASC;

A screenshot of a menu

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1. **Bottom 5 Best Sellers by Total Quantity**

SELECT TOP 5 pizza\_name, SUM(quantity) AS Total\_Pizza\_Sold

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Pizza\_Sold ASC

A screenshot of a menu

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1. **. Bottom 5 Best Sellers by Total Orders**

SELECT Top 5 pizza\_name, COUNT(DISTINCT order\_id) AS Total\_Orders

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Orders ASC

A menu with a list of food

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**To apply a pizza\_category, pizza\_size, order\_date, order\_time or other filter to the queries, you can use a WHERE clause, like this example**

ELECT TOP 5

pizza\_name,

SUM(quantity) AS total\_pizzas\_sold

FROM pizza\_sales

WHERE

MONTH(order\_date) IN (4, 5)

AND pizza\_category = 'Chicken'

GROUP BY pizza\_name

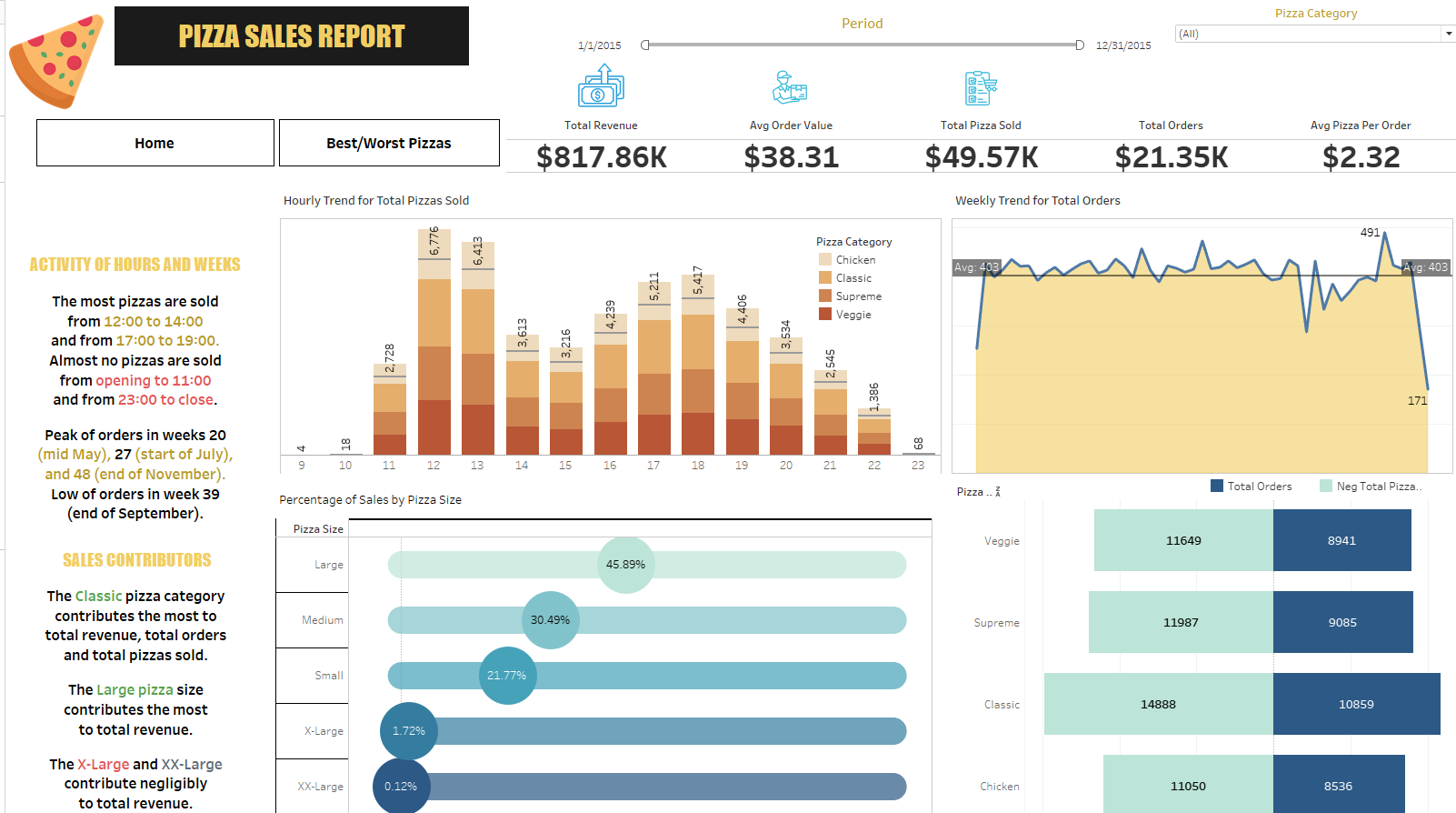
ORDER BY total\_pizzas\_sold DESC;

**A menu of a restaurant

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**Output:**

**Home**

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Best/Worst Pizza

