**PIZZA SALES DASHBOARD**

**PROBLEM STATEMENT:**

KEY METRICES:

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 metrices:

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 Pizza Sold:** The Sum of the quantities of all pizza sold.
4. **Total Orders:** The total number of orders placed.
5. **Average Pizza Per Order:** The average number of pizzas sold per order, calculated by dividing the total number of pizzas sold by the total no of orders.

CHART REQUIREMENT:

We would like to visualize various aspects of our pizza sales data to gain insights and 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 specific time-period. This chart will help us identify any patterns or fluctuations in order volumes on daily basis.
2. **Monthly trend for Total Orders:** Create a line chart that illustrates the hourly trend of the orders throughout the day. This chart will allow us to identify peak hours or periods of high order activity.
3. **Percentage of Sales by Pizza Category:** Carete a Pie chart that shows the distribution of sales across different pizza categories. Tis chart provides 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 Pizza 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 bestselling pizzas based on the revenue, Total Quantity, Total Orders. This chart will help us identify the most popular pizza options.
7. **Bottom 5 Least Sellers by Revenue, Total Quantity and Total Orders:** Create a Bar chart highlighting the bottom 5 least selling pizzas based on the revenue, Total Quantity, Total Orders. This chart will help us identify the underperforming or less popular pizza options.

SQL Queries:

-- KPI Metrices

-- 1. Total Revenue:

select ROUND(SUM(total\_price),2) as total\_revenue from pizza\_sales;



-- 2. Average Order Value:

select ROUND(SUM(total\_price) / COUNT(DISTINCT(order\_id)),2) as avg\_rev\_per\_order from pizza\_sales;

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-- 3. Total Pizza Sold:

select CAST(SUM(quantity) as DECIMAL(10,2)) as total\_pizza\_sold from pizza\_sales;

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-- 4. Total Orders:

select CAST(COUNT(DISTINCT(order\_id)) AS DECIMAL(10,2)) as total\_orders from pizza\_sales;

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-- 5. Average Pizza Per Order:

select CAST( CAST(SUM(quantity) as DECIMAL(10,2))/CAST(COUNT(DISTINCT(order\_id)) AS DECIMAL(10,2)) AS DECIMAL(10,2)) avg\_pizza\_per\_order from pizza\_sales;

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-- CHART REPRESENTATIONS:

-- 1. Daily Trend for Total Orders:

SELECT DATENAME(WEEKDAY, order\_date) as day, COUNT(DISTINCT order\_id) as orders from pizza\_sales GROUP BY DATENAME(WEEKDAY, order\_date) ;

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-- 2. Monthly Trend for Total Orders:

SELECT DATENAME(MONTH, order\_date) as month, COUNT(DISTINCT order\_id) as orders from pizza\_sales GROUP BY DATENAME(MONTH, order\_date);

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-- 3. Percentage of Sales by Pizza Category:

SELECT pizza\_category as pizza\_category, CAST(SUM(total\_price) as decimal(10,2)) as Total\_Sales,

CAST(SUM(total\_price) as decimal(10,2)) \*100 /( SELECT CAST(SUM(total\_price) as decimal(10,2)) from pizza\_sales) as Percent\_Total\_Sales

from pizza\_sales Group by pizza\_category ;

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-- 4. Percentage of Sales by Pizza Size:

SELECT pizza\_size, CAST(SUM(total\_price) as DECIMAL(10,2)) as total\_sales,

CAST(SUM(total\_price) \*100/(select sum(total\_price) from pizza\_sales) as DECIMAL(10,2)) as percent\_total\_sales

from pizza\_sales group by pizza\_size;

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-- 5. Total Pizza Sold by Pizza Category:

SELECT pizza\_category, sum(quantity) as Pizza\_sold from pizza\_sales group by pizza\_category;

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-- 6. Top 5 Best Sellers by Revenue, Total Quantity and Total Orders:

-- by revenue

SELECT TOP 5 pizza\_name, CAST(SUM(total\_price) as DECIMAL(10,2)) as Total\_Revenue from pizza\_sales group by pizza\_name order by Total\_Revenue DESC;

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-- by quntity

SELECT TOP 5 pizza\_name,SUM(quantity) as Total\_quantity from pizza\_sales group by pizza\_name order by Total\_quantity DESC;

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-- by orders

SELECT TOP 5 pizza\_name, COUNT(DISTINCT order\_id) as Total\_orders from pizza\_sales group by pizza\_name order by Total\_orders DESC;

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-- 7. Bottom 5 Least Sellers by Revenue, Total Quantity and Total Orders

-- by Revenue

SELECT TOP 5 pizza\_name, CAST(SUM(total\_price) as DECIMAL(10,2)) as Total\_Revenue from pizza\_sales group by pizza\_name order by Total\_Revenue;

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-- by quntity

SELECT TOP 5 pizza\_name, SUM(quantity) as Total\_quantity from pizza\_sales group by pizza\_name order by Total\_quantity;

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-- by orders

SELECT TOP 5 pizza\_name, COUNT(DISTINCT order\_id) as Total\_orders from pizza\_sales group by pizza\_name order by Total\_orders ;

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DAX:

Avg. Order Value = SUM(pizza\_sales[total\_price])/DISTINCTCOUNT(pizza\_sales[order\_id])

Avg. Pizza Per Order = SUM(pizza\_sales[quantity])/DISTINCTCOUNT(pizza\_sales[order\_id])

Max Order Date = FORMAT(MAX(pizza\_sales[order\_date]),"MMM-YYYY")

Min Order Date = FORMAT(MIN(pizza\_sales[order\_date]),"MMM-YYYY")

Total Orders = DISTINCTCOUNT(pizza\_sales[order\_id])

Total Pizza Sold = SUM(pizza\_sales[quantity])

Total Revenue = SUM(pizza\_sales[total\_price])