

DATA ANALYST PORTFOLIO PROJECT



PART 1

MS SQL SERVER



Microsoft®
SQL Server®





MS SQL SERVER



IMPORT DATA



Introduction

Introduction

Specify Input File

Preview Data

Modify Columns

Summary

Results

Help

Import Flat File

This wizard will help you import the contents of a file into a new table in your database.

To import data, you must:

- Specify the input file containing the data.
- Preview the automatically generated table schema and optionally modify columns.



To begin importing your data, click Next.

☐ Do not show this page again.



MS SQL SERVER



CREATING DB



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MS SQL SERVER



WRITING QUERIES

```
SELECT DATENAME(DW, order_date) AS order_day, COUNT(DISTINCT order_id) AS total_orders
FROM pizza_sales
WHERE DATEPART(QUARTER, order_date) = 1
GROUP BY DATENAME(DW, order_date)

SELECT DATEPART(HOUR, order_time) as order_hours, COUNT(DISTINCT order_id) as total_orders
from pizza_sales
group by DATEPART(HOUR, order_time)
order by DATEPART(HOUR, order_time)

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
```




MS SQL SERVER



CREATING REPORT

PIZZA SALES SQL QUERIES

A. KPI's

1. Total Revenue:

```
SELECT SUM(total_price) AS Total Revenue FROM pizza_sales;
```

Results		Messages	
	Total_Revenue		
1	817860.05083847		

2. Average Order Value

```
SELECT (SUM(total_price) / COUNT(DISTINCT order_id)) AS Avg_order Value  
FROM pizza_sales
```

Results		Messages	
	Avg_order_Value		
1	38.3072623343546		

3. Total Pizzas Sold

```
SELECT SUM(quantity) AS Total pizza sold FROM pizza_sales
```

Results		Messages	
	Total_pizza_sold		
1	49574		

DATA ANALYST PORTFOLIO PROJECT



PART 2

TABLEAU

Busiest Days & Times

DAYS
Orders are highest on weekends, Friday/Saturday evenings.

TIMES
There are maximum orders from 12-01pm & after 5 - 8pm.

Sales by Category & Size

CATEGORY
Classic Category contributes to maximum sales & total orders.

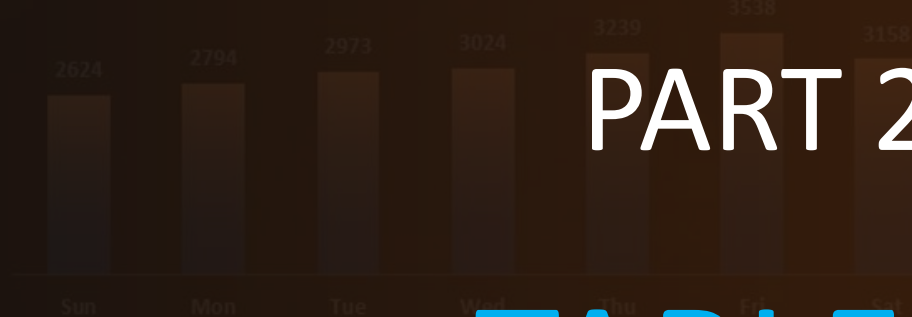
SIZE
Large size pizza contribute to maximum sales

Best & Worst Sellers

BEST
Classic Deluxe & Chicken pizzas are the sellers and revenue generators.

WORST
The Brie Carre is at the bottom in both orders and revenue.

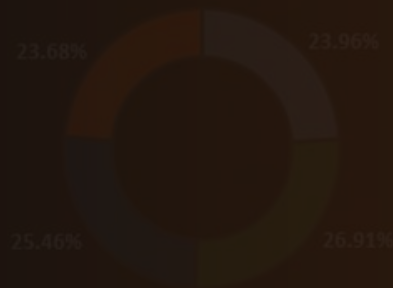
Daily Trend for Total Orders



Hourly Trend for Total Orders



% of Sales by Pizza Category



% of Sales by Pizza Size



Total Pizzas Sold by Pizza Category

Classic	14888
Supreme	11987
Veggie	11849
Chicken	11050

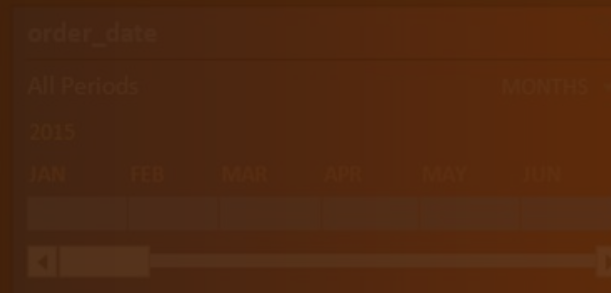
Top 5 Best Sellers by Total Pizzas Sold

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

Top 5 Worst Sellers by Total Pizzas Sold

The Supersize Pizza	961
The Spicy Supreme Pizza	950
The Barbecue Pizza	937
The Mediterranean Pizza	934
The Brie Carre Pizza	490

Timeline Slicer/ Filter



PIZZA



SALES

Total Revenue	Avg Order Value	Total Pizzas Sold	Total Orders	Avg Pizzas Sold
\$17,640	\$38.31	49,574	21,350	2.32



CONNECTING TO Excel Sheet

Busiest Days & Times

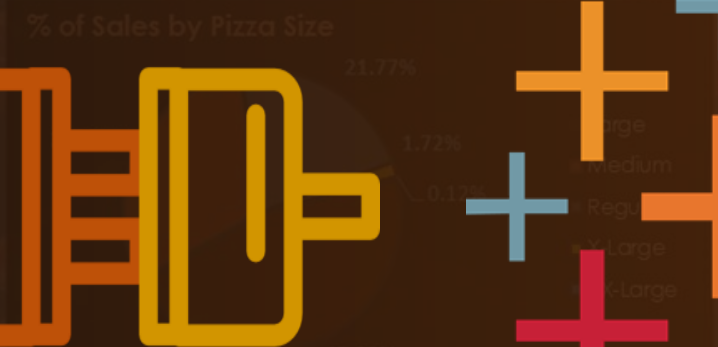
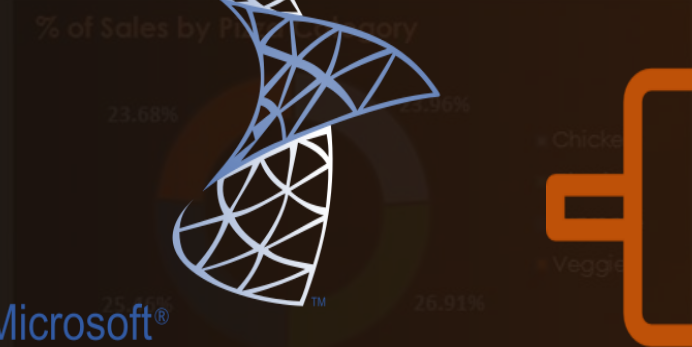
There are maximum orders from 12-01pm & after 5 - 8pm.



Sales by Category & Size

CATEGORY
Classic Category contributes to maximum sales & total orders.

SIZE
Large size pizza contribute to maximum sales



Total Pizzas Sold by Pizza Category

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Best & Worst Sellers

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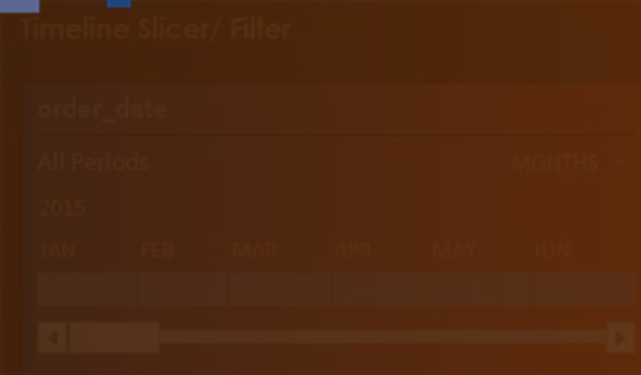
WORST
The Brie Carre is at the bottom in both orders and revenue.

Top 5 Best Sellers by Total Pizzas Sold

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

Bottom 5 Worst Sellers by Total Pizzas Sold

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





able u



DATA PROCESSING



Edit Aliases [Pizza Size] ✕

Member [^]	Has Alia:	Value (Alias)
L	*	Large
M	*	Medium
S	*	Small
XL	*	X - Large
XXL	*	XX - Large

OK

Cancel

Clear Aliases



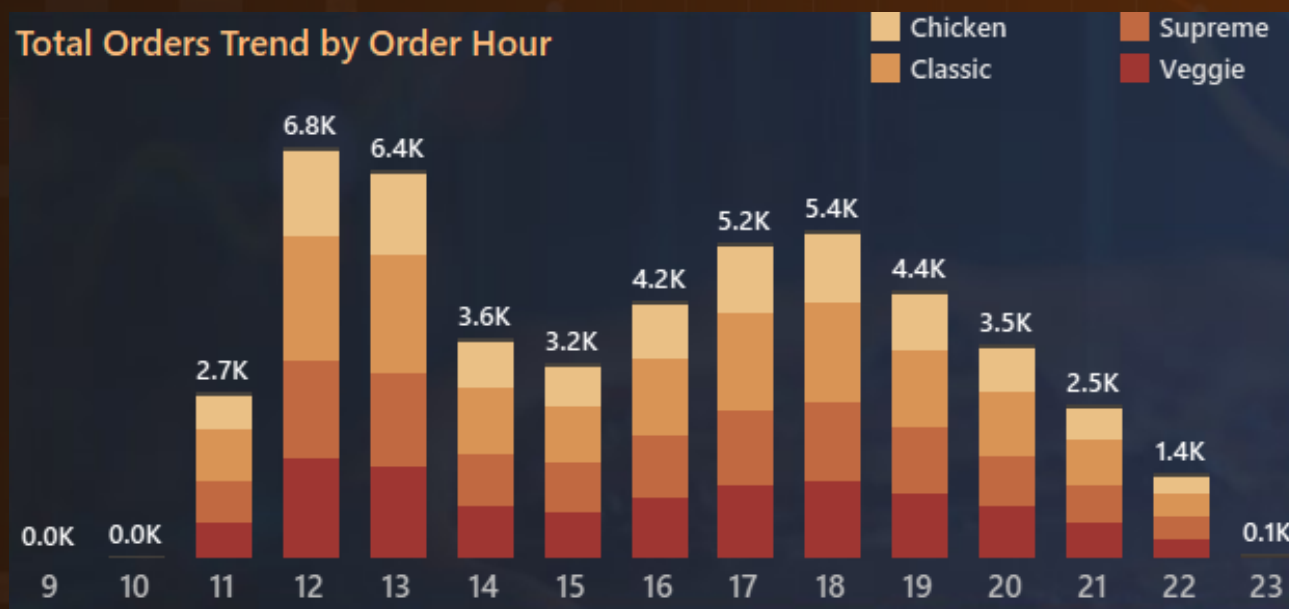
tableau®



DATA VISUALIZATION



Total Orders Trend by Order Hour



Bottom 5 Worst Sellers by Total Pizzas Sold

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

Timeline Slicer/ Filter

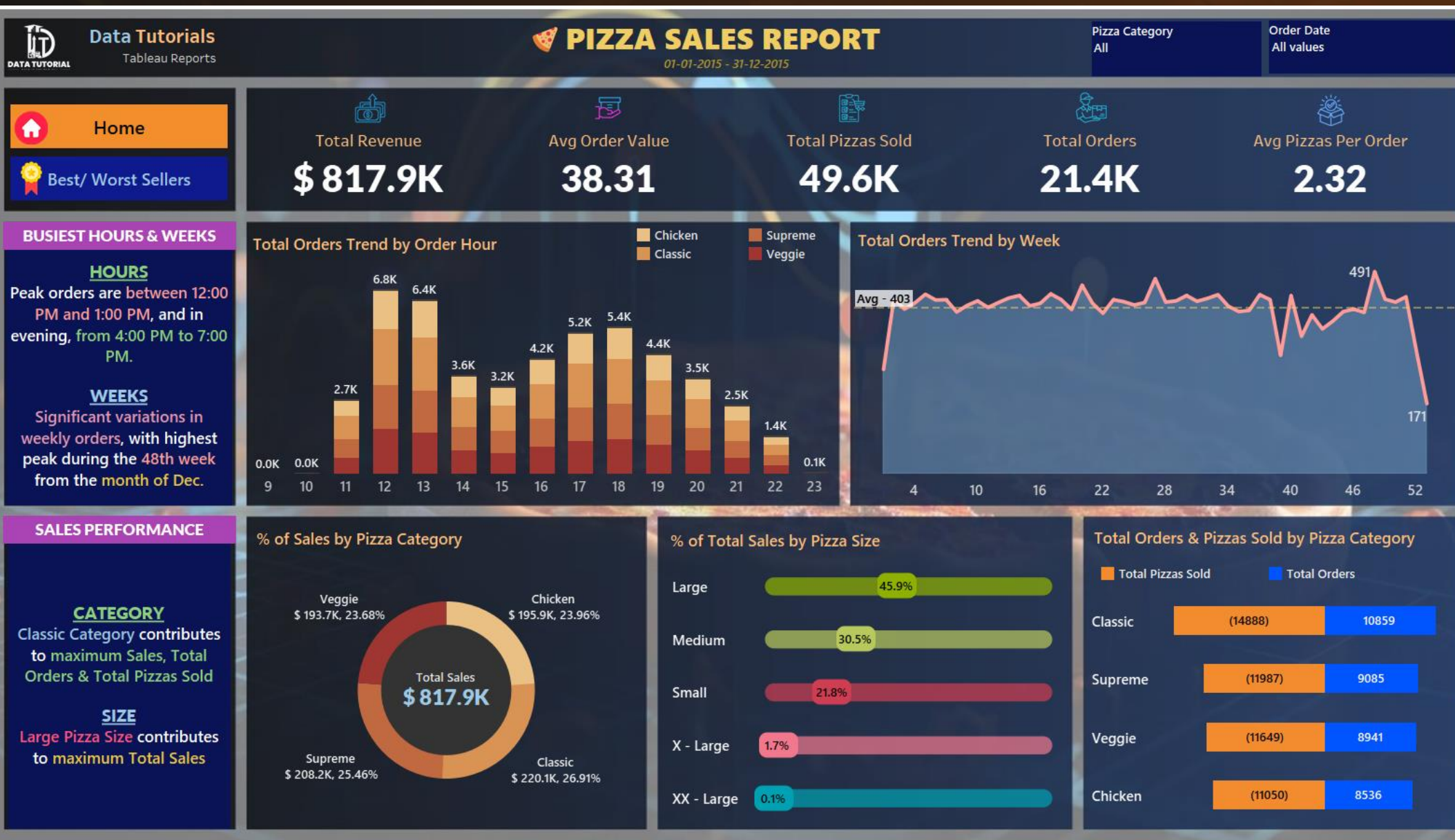
order_date

All Periods MONTHS →

2015

JAN FEB MAR APR MAY JUN

Timeline Slicer/ Filter





tableau

REPORT/ DASHBOARD



Data Tutorials

Tableau Reports

PIZZA SALES REPORT

01-01-2015 - 31-12-2015

Pizza Category
All

Order Date
All values

Home

Best/ Worst Sellers



Total Revenue

\$ 817.9K



Avg Order Value

38.31



Total Pizzas Sold

49.6K



Total Orders

21.4K



Avg Pizzas Per Order

2.32

BUSIEST HOURS & WEEKS

REVENUE

The Thai Chicken Pizza
contributes to Maximum
Revenue

QUANTITY

The Classic Deluxe Pizza
contributes to Maximum Total
Quantities

TOTAL ORDERS

The Classic Deluxe Pizza
contributes to Maximum Total
Orders

Top 5 Pizzas by Revenue

The Thai Chicken Pizza	\$43.4K
The Barbecue Chicken Pizza	\$42.8K
The California Chicken Pizza	\$41.4K
The Classic Deluxe Pizza	\$38.2K
The Spicy Italian Pizza	\$34.8K

Top 5 Pizzas by Quantity

The Classic Deluxe Pizza	2.45K
The Barbecue Chicken Pizza	2.43K
The Thai Chicken Pizza	2.37K
The California Chicken Pizza	2.37K
The Spicy Italian Pizza	1.92K

Top 5 Pizzas by Orders

The Classic Deluxe Pizza	2,329
The Barbecue Chicken Pizza	2,273
The Thai Chicken Pizza	2,225
The California Chicken Pizza	2,197
The Spicy Italian Pizza	1,822

SALES PERFORMANCE

REVENUE

The Brie Carre Pizza
contributes to Minimum
Revenue

QUANTITY

The Brie Carre Pizza
contributes to Minimum Total
Quantities

TOTAL ORDERS

The Brie Carre Pizza
contributes to Minimum Total
Orders

Bottom 5 Pizzas by Revenue

The Brie Carre Pizza	\$11.6K
The Green Garden Pizza	\$14.0K
The Spinach Supreme Pizza	\$15.3K
The Mediterranean Pizza	\$15.4K
The Spinach Pesto Pizza	\$15.6K

Bottom 5 Pizzas by Quantity

The Brie Carre Pizza	490
The Mediterranean Pizza	934
The Spinach Supreme Pizza	950
The Spinach Pesto Pizza	970
The Green Garden Pizza	997

Bottom 5 Pizzas by Orders

The Brie Carre Pizza	480
The Mediterranean Pizza	912
The Spinach Supreme Pizza	918
The Spinach Pesto Pizza	945
The Green Garden Pizza	976

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:

- Total Revenue:** The sum of the total price of all pizza orders.
- Average Order Value:** The average amount spent per order, calculated by dividing the total revenue by the total number of orders.
- Total Pizzas Sold:** The sum of the quantities of all pizzas sold.
- Total Orders:** The total number of orders placed.
- 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.



PROBLEM STATEMENT

CHARTS 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.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.

PROBLEM STATEMENT

CHARTS REQUIREMENT

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.



SOFTWARE USED

MS OFFICE/ EXCEL

MS SQL SERVER

SQL SERVER MANAGEMENT STUDIO

TABLEAU: 2023.2.0

