**PIZZA SALES PROJECT (SQL, POWERBI)**

**PROBLEM STATEMENT:**

Analyze key indicators (KPI) for pizza sales data to gain the insights for business performance and calculate the following metric:

**A. KPI**

1. Total Revenue
2. Total Orders
3. Average Order Value
4. Total Pizzas Sold
5. Average Pizza Per Order

**B. ORDER TREND**

1. Daily Trend for Total Orders
2. Hourly Trend for Total Orders
3. Monthly Trend for Total Orders

**C. OTHER METRIC**

1. Sales Percentage by Pizza Category
2. Sales Percentage by Pizza Size
3. Total Pizza Sold by Category
4. Top Pizza by Sales
5. Bottom Pizza by Sales
6. Top Pizza by Quantity
7. Bottom Pizza by Quantity

**A.KPI**

**1. Total Revenue:**

select sum(total\_price) as total\_revenue from pizza\_sales;



**2. No of orders**

select count(distinct order\_id) as total\_orders from pizza\_sales;



**3. Average order value**

select sum(total\_price)/count(distinct order\_id) as avg\_order\_value from pizza\_sales;



**4. Total pizzas sold**

select sum(quantity) as total\_pizzas\_sold from pizza\_sales;



**5. Average pizza per order**

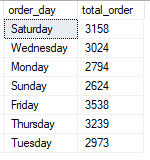
select cast(cast(sum(quantity)as decimal(10,2)) / cast(count(distinct order\_id)as decimal(10,2)) as decimal(10,2)) as avg\_pizza\_per\_order from pizza\_sales;



**B. ORDER TREND**

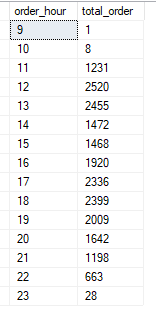
**1. Daily trend for Total orders**

select datename(dw,order\_date) as order\_day, count(distinct order\_id) as total\_order from pizza\_sales group by datename(dw,order\_date);



**2. Hourly trend for total order**

SELECT datepart(hour, order\_time) as order\_hour, count(distinct order\_id) as total\_order from pizza\_sales group by datepart(hour, order\_time) order by datepart(hour, order\_time);



**3. Monthly trend**

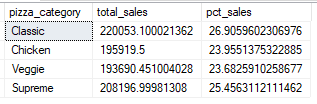
select datename(month,order\_date) as order\_month, count(distinct order\_id) as total\_order from pizza\_sales group by datename(month, order\_date);



**C.OTHER METRIC**

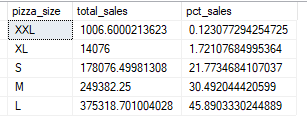
**1. Sales % by Pizza category**

select pizza\_category,sum(total\_price) as total\_sales, sum(total\_price)\*100/ (select sum(total\_price) from pizza\_sales) as pct\_sales from pizza\_sales group by pizza\_category;



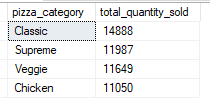
**2. Sales % by Pizza size**

select pizza\_size,sum(total\_price) as total\_sales, sum(total\_price)\*100/ (select sum(total\_price) from pizza\_sales) as pct\_sales from pizza\_sales group by pizza\_size order by pct\_sales;



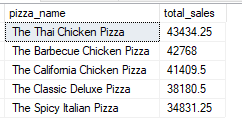
**3. Total Pizza sold by Category**

select pizza\_category,sum(quantity) as total\_quantity\_sold from pizza\_sales group by pizza\_category order by total\_quantity\_sold desc;



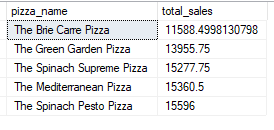
**4. Top 5 pizza by Sales**

select top 5 pizza\_name, sum(total\_price) as total\_sales from pizza\_sales group by pizza\_name order by total\_sales desc;



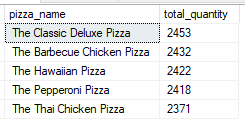
**5. Bottom 5 pizza by sales**

select top 5 pizza\_name, sum(total\_price) as total\_sales from pizza\_sales group by pizza\_name order by total\_sales asc;



**6.Top 5 pizza by sales quantity**

select top 5 pizza\_name, sum(quantity) as total\_quantity from pizza\_sales group by pizza\_name order by total\_quantity desc;



**7.Bottom 5 pizza by sales quantity**

select top 5 pizza\_name, sum(quantity) as total\_quantity from pizza\_sales group by pizza\_name order by total\_quantity asc;

