







Pizza Sales Analysis Dashboard

The primary goal is to develop a real-time, interactive Power BI dashboard that provides stakeholders with deep insights into sales performance, customer behaviour, product preferences, and operational efficiency.

Pizza Sales Report — Executive Summary

Overview:

This report analyzes the performance of pizza sales, focusing on revenue trends, top-selling products, and operational insights. It provides a breakdown of key metrics including total revenue, total orders, average order value, and product performance by category and size.

 order_details	14-05-2025 14:15	Microsoft Excel C...	1,278 KB
 orders	14-05-2025 14:15	Microsoft Excel C...	553 KB
 pizza_types	14-05-2025 14:15	Microsoft Excel C...	4 KB
 pizzas	14-05-2025 14:15	Microsoft Excel C...	4 KB

Contains order ID, date, order type (dine-in, delivery, takeout)

Itemized pizza orders with quantity and price

Contains pizza names, category (Classic, Supreme, Veggie), size

Provides further categorization (ingredients, types)

Data Cleaning & Merged Table:

[5]

<

s csv

_details csv

s csv

types csv

order

X

✓

f_x

= Table.TransformColumnTypes("#Filtered Rows2",{{"Sales", Currency.Type}})

<div><div><div></div></div></div> <div>1²₃ order_id</div>	<div><div><div></div></div></div> <div>date</div>	<div><div><div></div></div></div> <div>1²₃ Hour</div>	<div><div><div></div></div></div> <div>1²₃ quantity</div>	<div><div><div></div></div></div> <div>A^B_C pizza_type_id</div>	<div><div><div></div></div></div> <div>A^B_C size</div>	
<div><div><div>Valid</div><div>Error</div><div>Empty</div></div><div><div>100%</div><div>0%</div><div>0%</div></div></div>	<div><div><div>Valid</div><div>Error</div><div>Empty</div></div><div><div>100%</div><div>0%</div><div>0%</div></div></div>	<div><div><div>Valid</div><div>Error</div><div>Empty</div></div><div><div>100%</div><div>0%</div><div>0%</div></div></div>	<div><div><div>Valid</div><div>Error</div><div>Empty</div></div><div><div>100%</div><div>0%</div><div>0%</div></div></div>	<div><div><div>Valid</div><div>Error</div><div>Empty</div></div><div><div>100%</div><div>0%</div><div>0%</div></div></div>	<div><div><div>Valid</div><div>Error</div><div>Empty</div></div><div><div>100%</div><div>0%</div><div>0%</div></div></div>	
1	1	01-01-2015	11	1	hawaiian	M
2	11	01-01-2015	13	1	bbq_ckn	S
3	63	01-01-2015	20	1	bbq_ckn	M
4	90	02-01-2015	15	1	bbq_ckn	M
5	26	01-01-2015	14	1	bbq_ckn	L
6	43	01-01-2015	17	1	bbq_ckn	L
7	71	02-01-2015	11	1	bbq_ckn	L
8	83	02-01-2015	12	1	bbq_ckn	L
9	31	01-01-2015	15	1	cali_ckn	S
10	28	01-01-2015	15	1	cali_ckn	M
11	27	01-01-2015	15	1	cali_ckn	L
12	30	01-01-2015	15	1	cali_ckn	L
13	2	01-01-2015	11	1	classic_dlx	M
14	72	02-01-2015	11	1	classic_dlx	M
15	91	02-01-2015	15	1	classic_dlx	M
16	6	01-01-2015	12	1	thai_ckn	L
17	42	01-01-2015	17	1	thai_ckn	L
18	68	01-01-2015	22	1	thai_ckn	L
19	76	02-01-2015	12	1	thai_ckn	L
20	89	02-01-2015	14	1	thai_ckn	L
21						

Query Settings

PROPERTIES

Name

pizza order

All Properties

APPLIED STEPS

Merged Queries1

Expanded pizzas csv

Removed Columns1

Merged Queries2

Expanded pizza_types csv

Removed Columns2

Renamed Columns2

Removed Columns3

Inserted Month Name

Renamed Columns3

Inserted Quarter

Filtered Rows

Inserted Week of Year

Added Custom

Extracted Hour

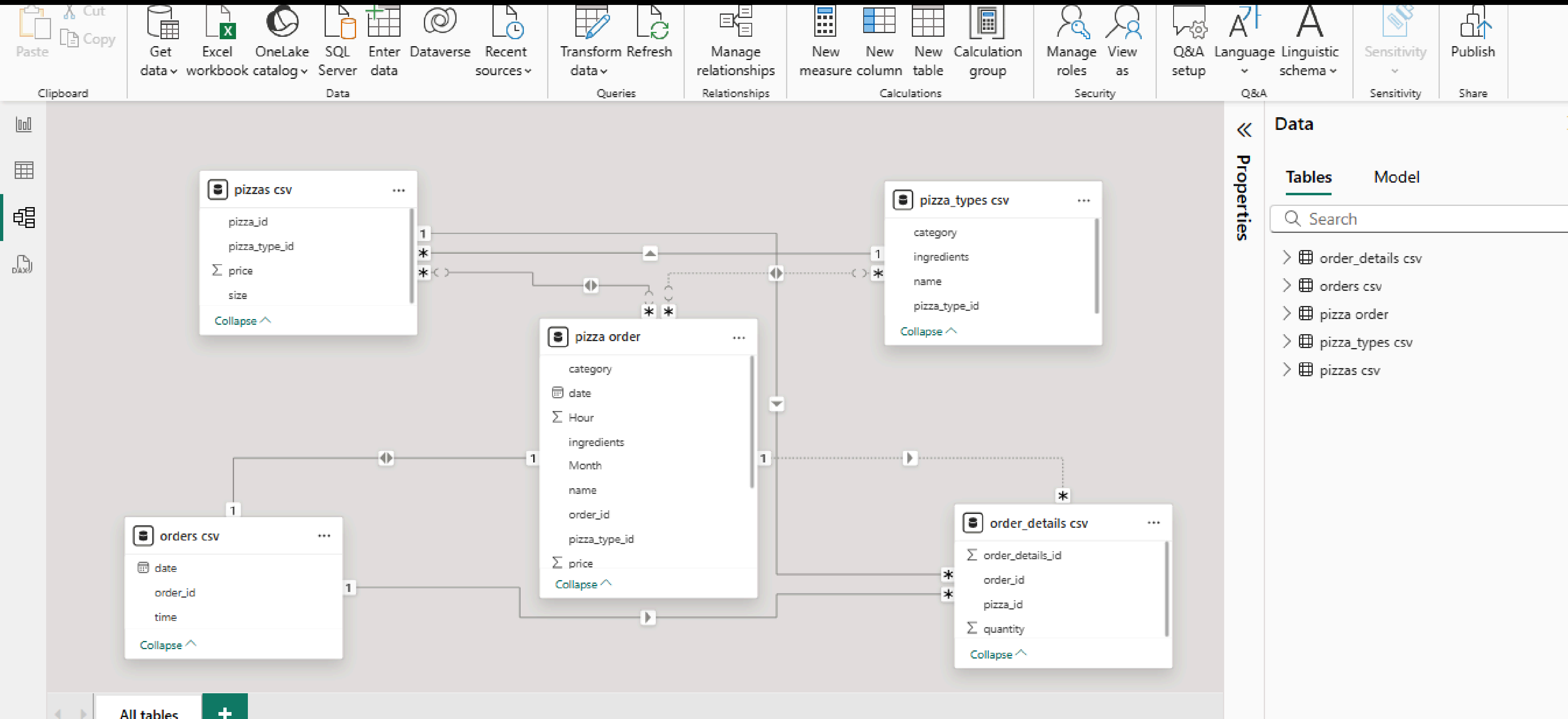
Filtered Rows1

Renamed Columns4

Filtered Rows2

Changed Type

Relationship Build: Star Schema



Pizza Sales Analysis

All

22K

Sum of quantity

₹ 359.23K

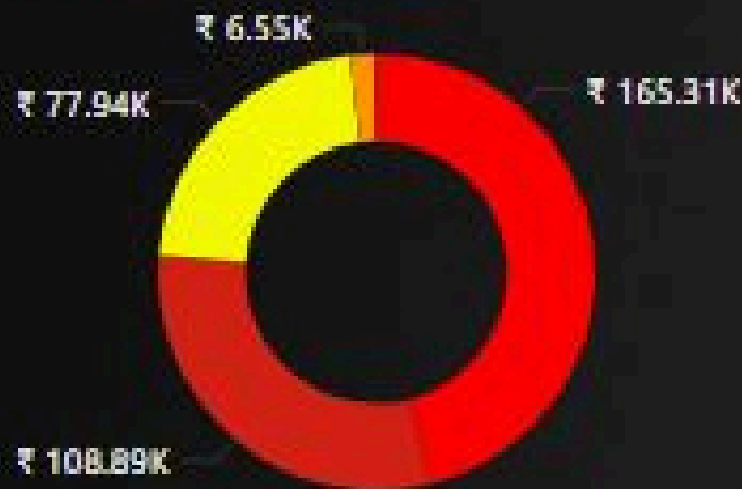
Sum of Sales

32

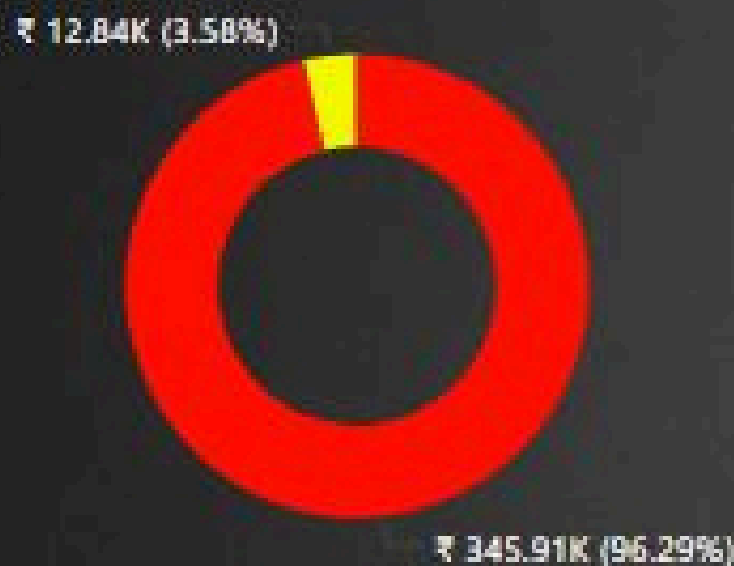
Count of pizza_type_id



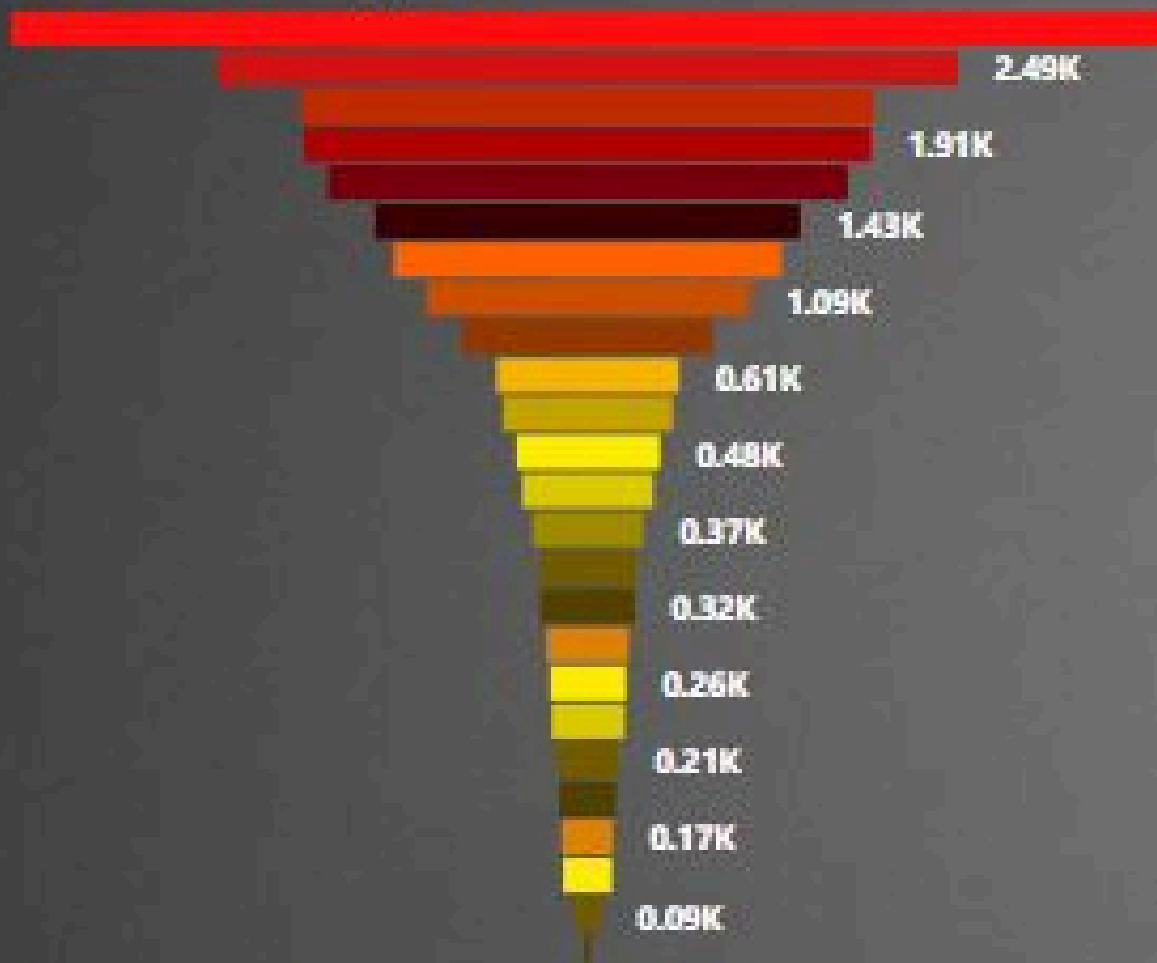
Sum of Sales by size



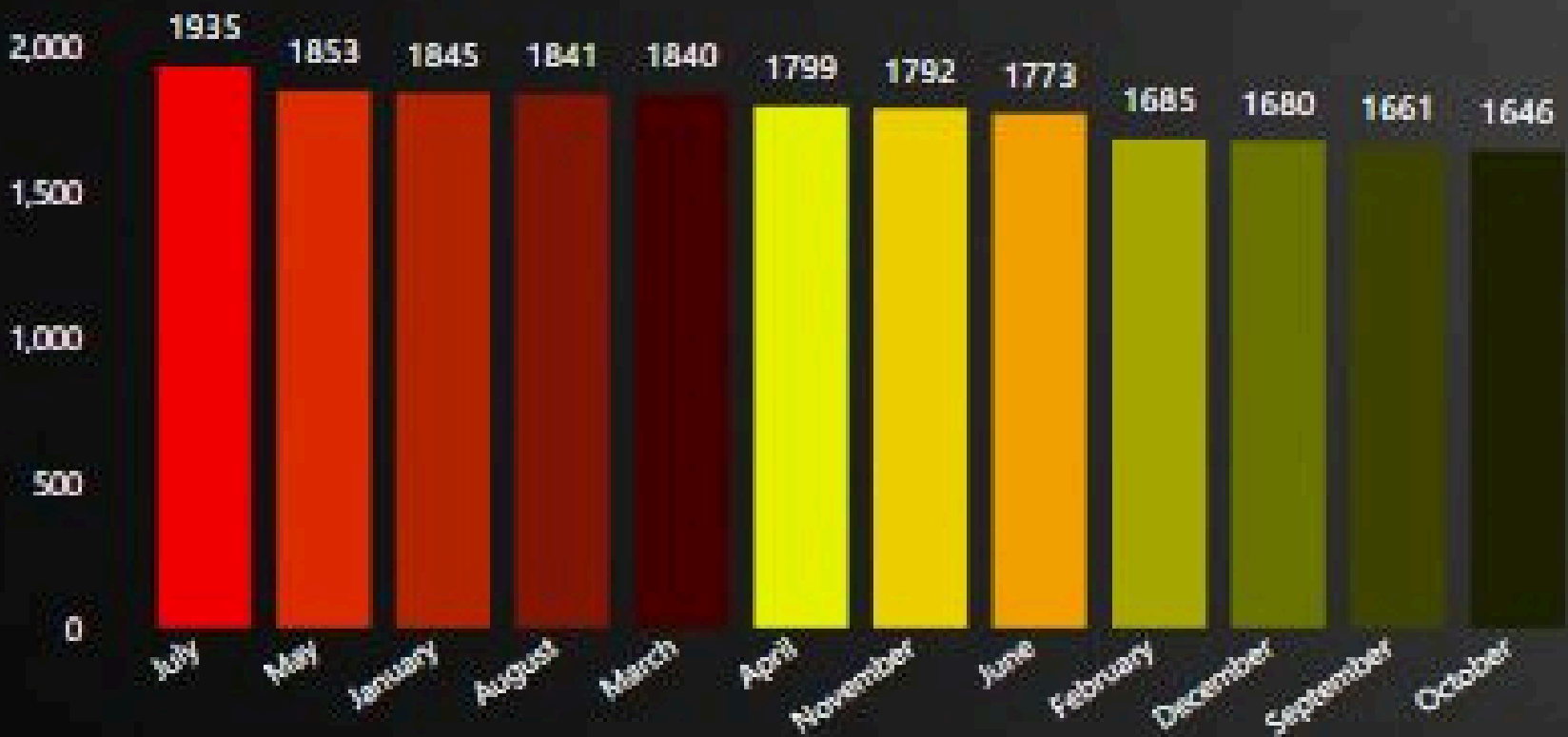
Sum of Sales by quantity



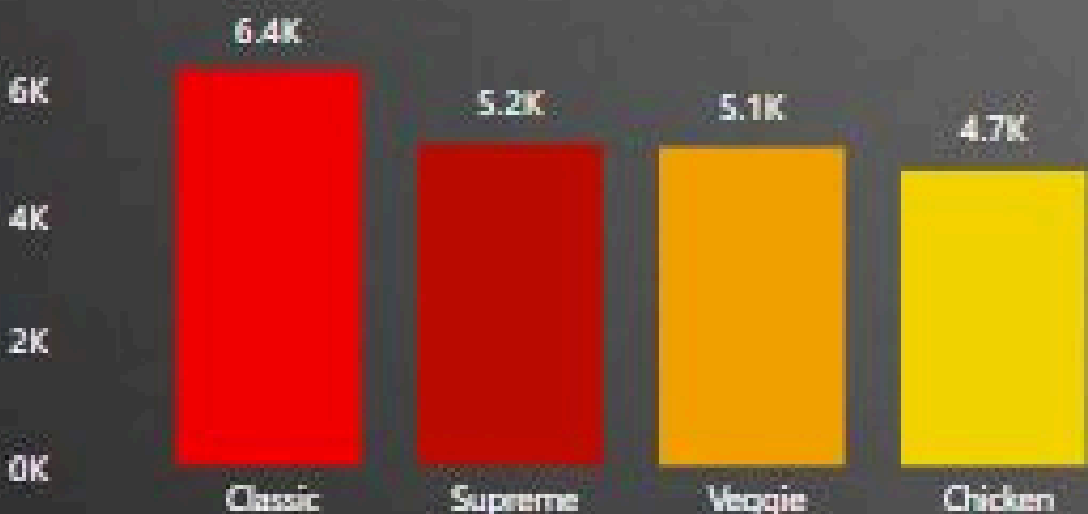
Count of Sales by price



Count of Sales by Month



Count of Sales by category



Pizza Sales Analysis

Classic

6475

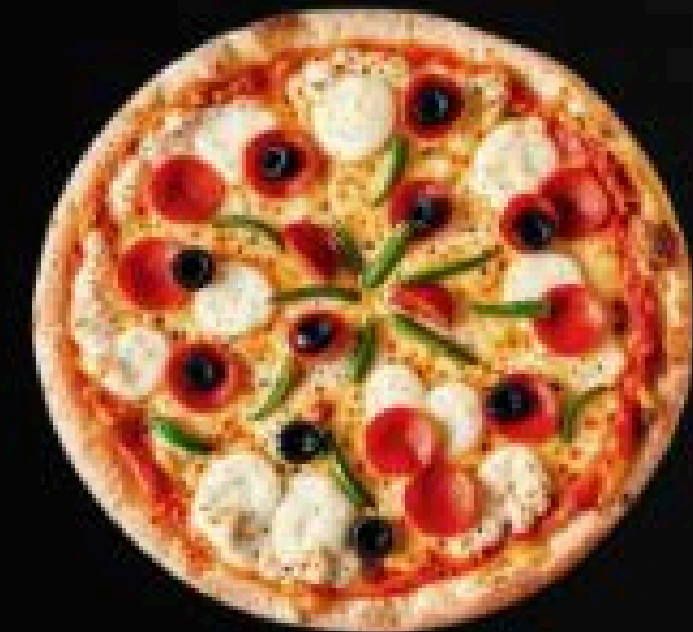
Sum of quantity

₹ 95.7K

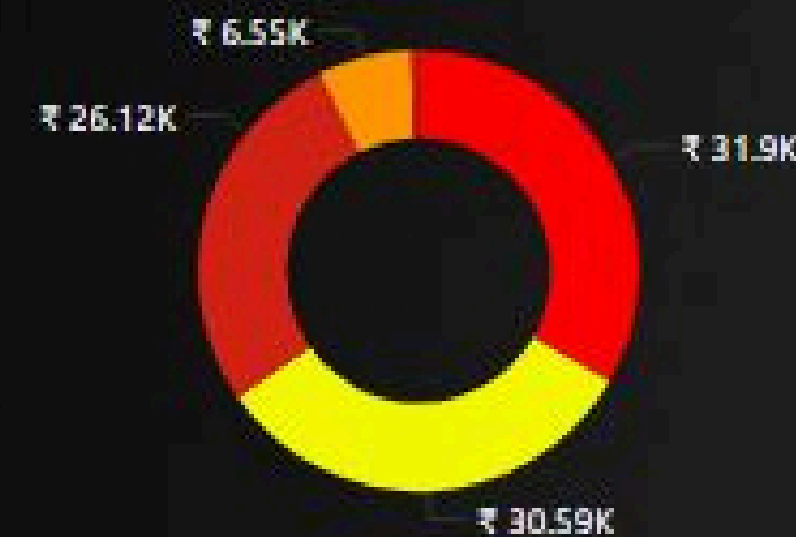
Sum of Sales

8

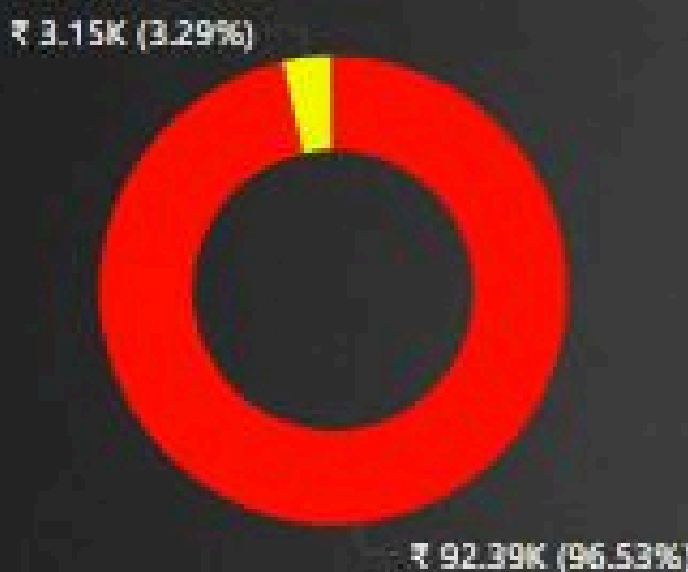
Count of pizza_type_id



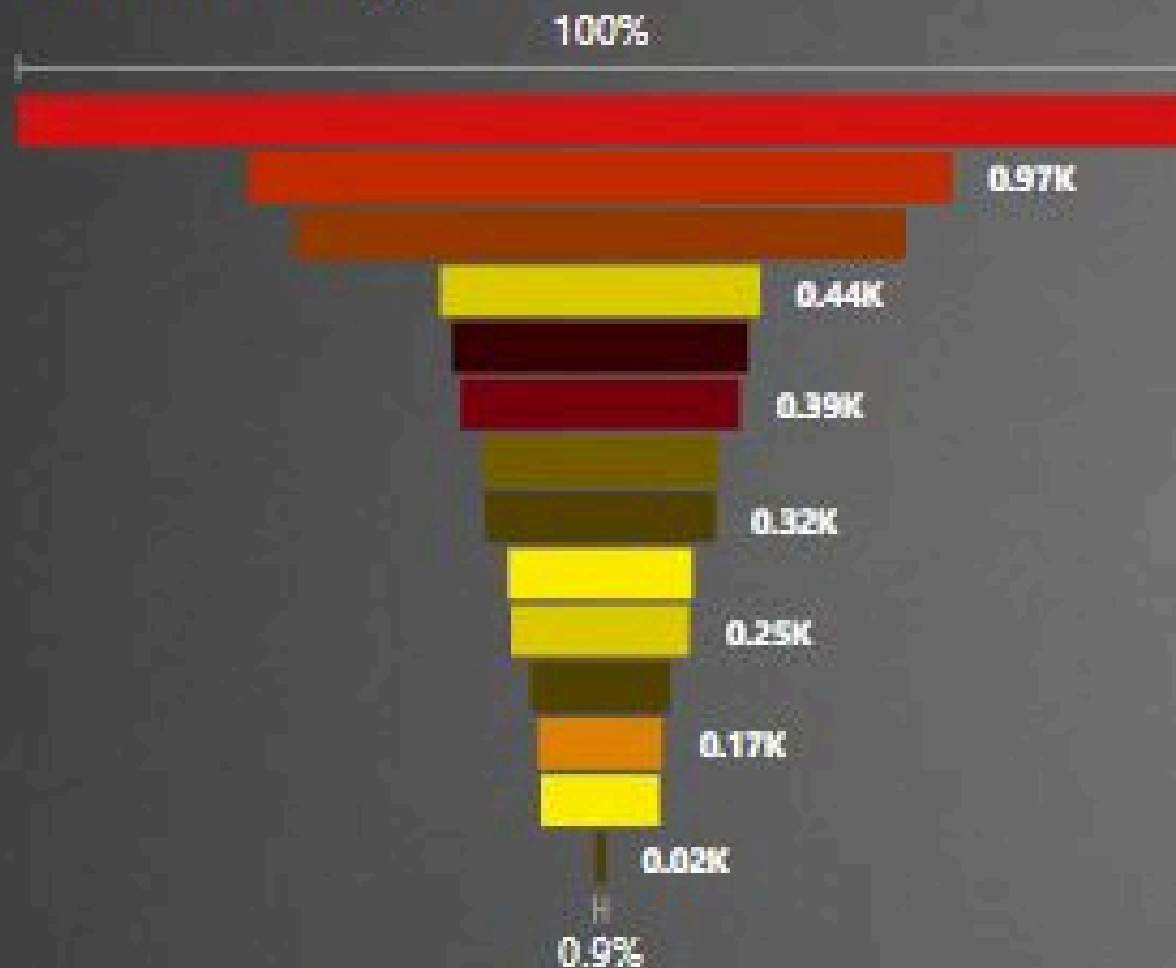
Sum of Sales by size



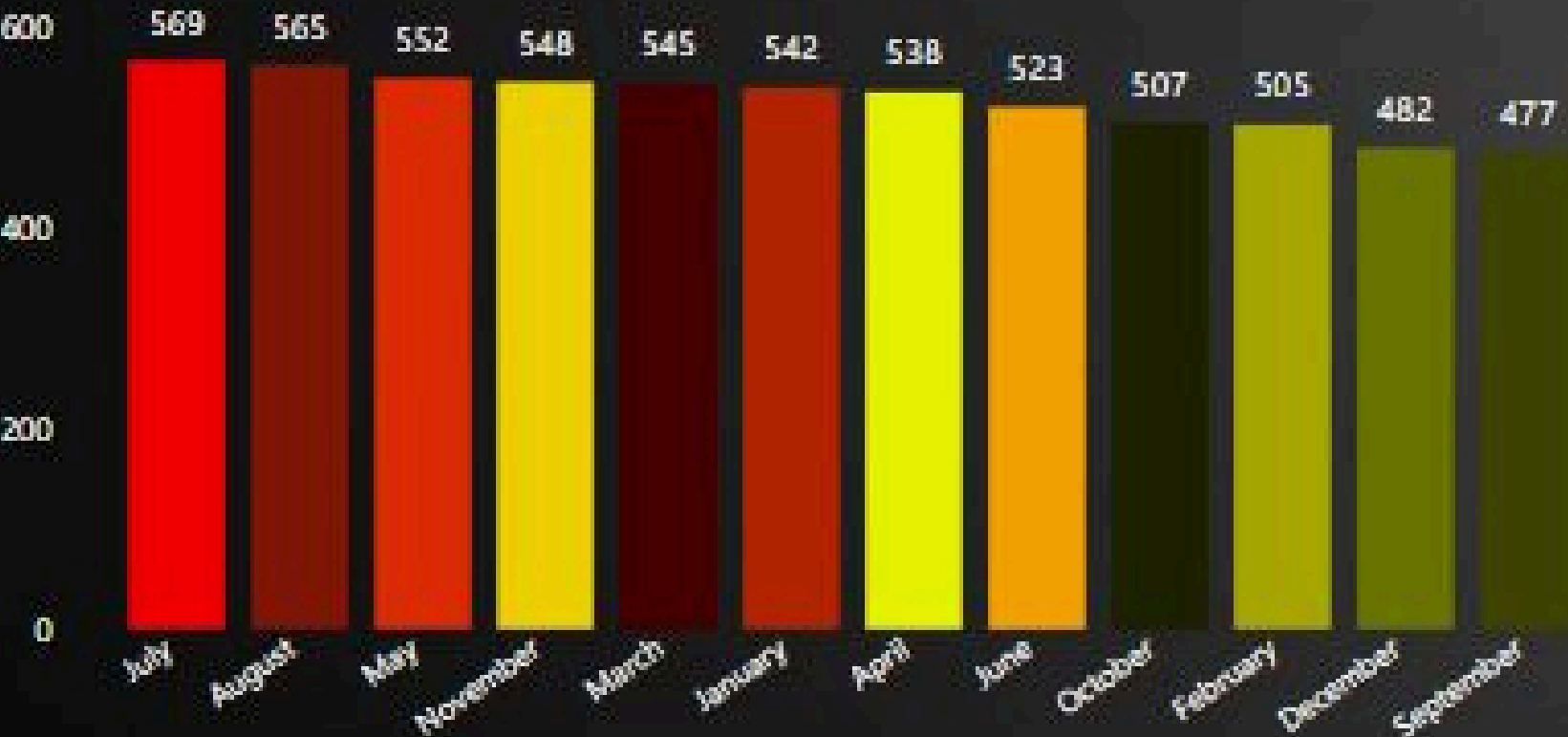
Sum of Sales by quantity



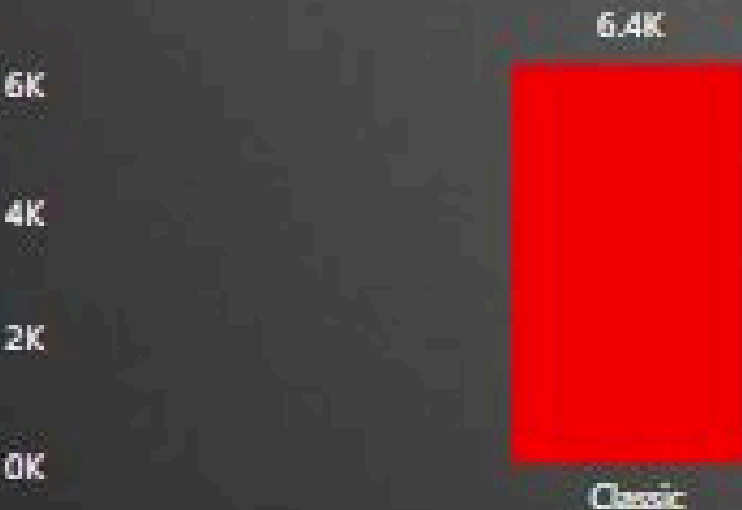
Count of Sales by price



Count of Sales by Month



Count of Sales by category

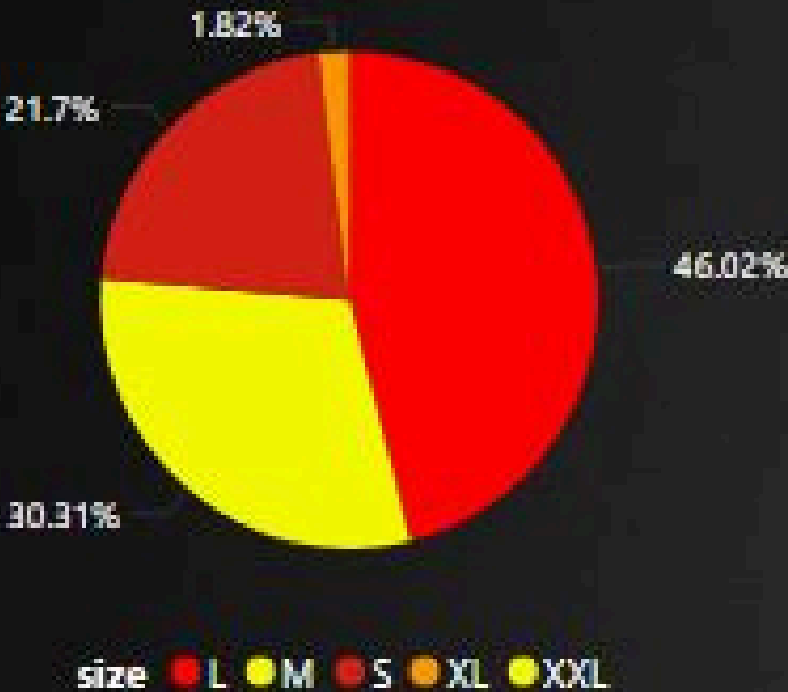
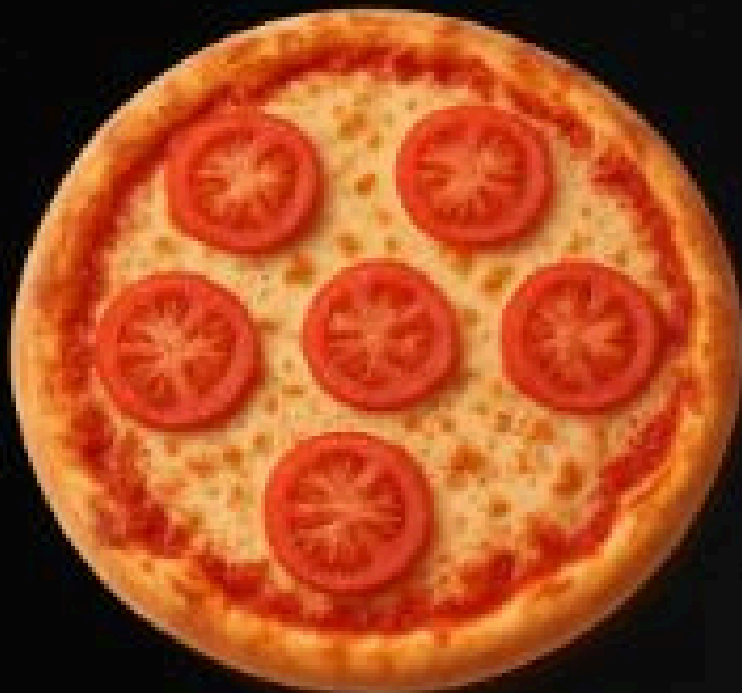


Customer Trend Analysis

Sales

All

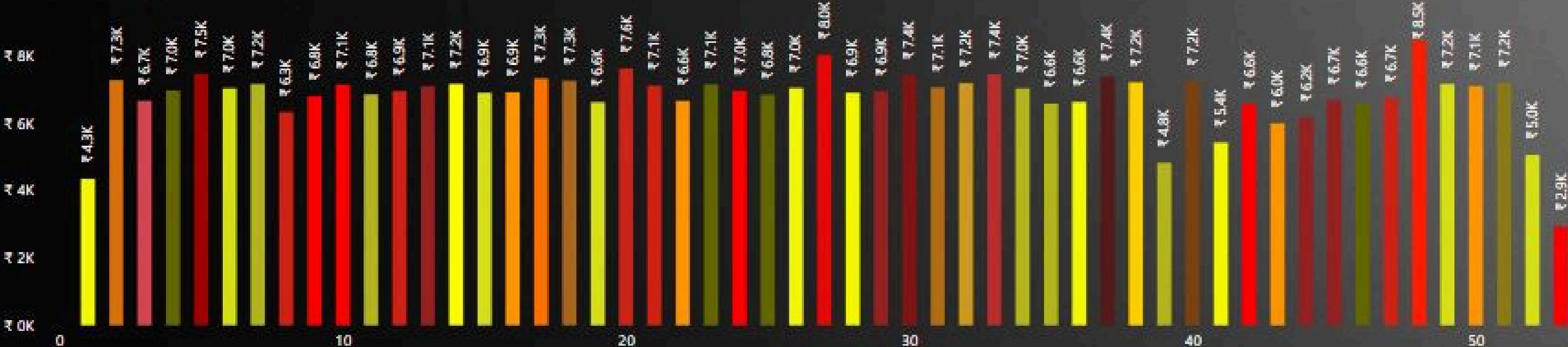
Sum of Sales by size



Count of Sales by Hour



Sum of Sales by Week of Year



Customer Trend Analysis

Sales

₹ 9.75



Sum of Sales by size



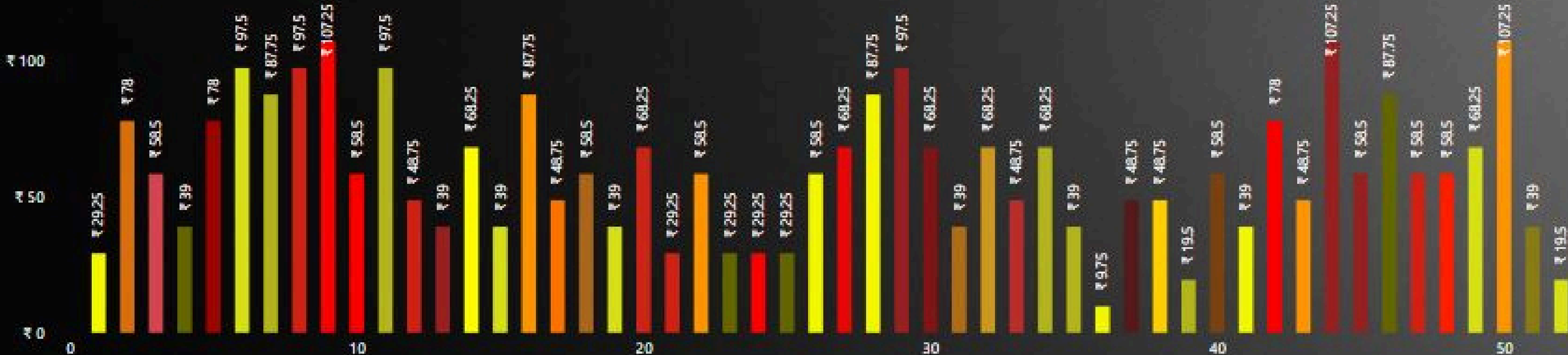
100%

size ● 5

Count of Sales by Hour



Sum of Sales by Week of Year



Conclusion:

The Pizza Sales Analysis provides a comprehensive view of the business's performance across key metrics such as revenue, orders, product popularity, and customer behavior. Based on the data:

- Classic pizzas, particularly Pepperoni, are the top revenue generators.
- Medium-sized pizzas dominate in popularity and profitability, suggesting optimal portion sizing for customer preference and margin.
- Delivery orders account for the highest share of revenue, indicating a strong preference for off-premise dining.
- Sales peak during weekends and certain months, revealing opportunities for timed marketing campaigns and seasonal promotions.
- Vegetarian and small-sized pizzas underperform, prompting a potential reevaluation of product offerings or marketing efforts to boost their sales.

Overall, the insights gained can be used to:

- Optimize menu offerings,
- Focus marketing on high-demand times and products,
- Improve inventory and supply chain efficiency,
- And enhance profitability through data-driven decisions.

This project demonstrates the value of using Power BI to turn raw data into actionable business intelligence for the food and beverage industry.