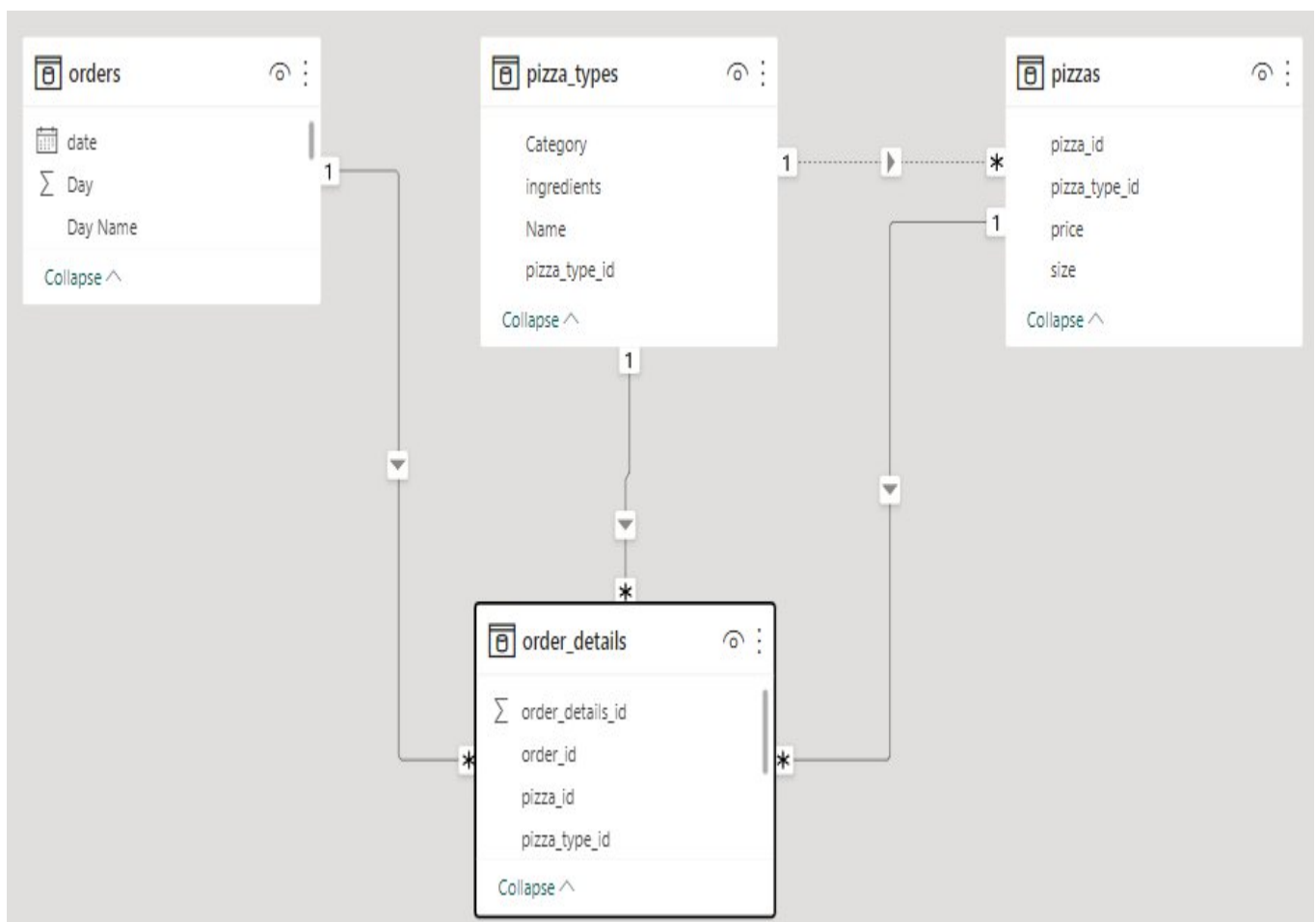# Problem Statement:

Data Extraction, Cleaning, Loading and Transformation:

- Extract the data from the four different files shared with you, clean, transform and load to Power BI desktop.
- Create a new column 'Revenue' that captures sales for each Pizza type. - *Revenue Column*
- In order to perform peak hour analysis, we will require an 'hours' column. Please extract the column as well as the day name from the date column. - *Hour, Day and Month Name column extracted*

Data Modeling:

- Convert the flat files into appropriate schema for better performance of the analysis.
- Establish appropriate relationships between the tables and comment on the schema type. - *Star Schema*

Recommended Data Analysis:

1. Calculate total revenue and total number of orders placed, and the count of pizzas prepared. - *In KPI overview page. I haved DAX function to calculate few KPI.*

2. How many customers do we have each day? [Hint: Calculate average orders/day] - *60 (Actual value~59.64)*

3. Do we see any seasonality in sales? Identify the months with highest revenues. - *July month with highest revenue and order and there is a massive decline in revenue at the start of 3rd quarter till end of 4th Quarter.*

4. How many pizzas are typically in an order? Do we have any bestsellers? - *Average 2 pizza within order and The Thai chicken pizza being the one with highest revenue and The Classic Deluxe pizza is highest ordered. As per report the highest ordered and revenue generating pizza are from Classic category.*

5. How much money did we make this year? Can we identify any seasonality in the sales? - *Total revenue - 818K and the revenue increase from 1st till 2nd quarter however there is a revenue falls from the end of 2nd quarter till 4th and lowest by the end of year.*

6. Identify the top five selling pizzas. Are there any pizzas we should take off the menu, or any promotions we could leverage? - *Check the pizza sales report panel for overall details.*

7. Using conditional formatting in matrix visualization, identify the peak hours for each day. - *12PM to 1PM being the hour where we generate most of the revenue.*

Publish the data (Optional for Power BI Services only):

- Create a PowerBI service account and publish the report online. Generate quick insights from the data.
- Create a dashboard that captures key insights.
- Add suitable KPIs and set a data alert on it.