Pizza Sales Analytics Dashboard (SQL + Excel)

Project Overview

This project demonstrates end-to-end data analysis using SQL Server Management Studio (SSMS) and Microsoft Excel. The goal is to analyze pizza sales data, generate KPIs, identify sales trends, and create an interactive Excel dashboard for business insights.

Tools & Technologies

- SQL Server Management Studio (SSMS)

- SQL for KPIs and trend analysis

- Excel for pivot tables, charts, and dashboard design

- Power Query (optional)

Project Structure

Pizza-Sales-Analytics/

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■■■ SQL/

■ ■■■ PIZZA SALES SQL QUERIES.docx

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■■■ Excel Dashboard/

■ ■■■ pizza_sales_dashboard.xlsx

■ ■■■ background_assets/

■ ■■■ Dashboard.png

■ ■■■ pizza image.png

■ ■■■ Pizza Background.jpg

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■■■ README.md

SQL Queries Summary

- KPI Calculations: Total Revenue, Avg Order Value, Total Pizzas Sold, Total Orders, Avg Pizzas per Order

- Trend Analysis: Daily orders, hourly orders

- Category & Size Analysis: Revenue % by category & size

- Product Performance: Top 5 best sellers, bottom 5 worst sellers

- Filters using WHERE, MONTH(), DATEPART()

Excel Dashboard Features

- KPI Cards

- Daily & Hourly Trend Charts

- Category & Size Revenue Pie/Donut Charts

- Top & Bottom Seller Visuals

- Timeline & Slicer Filters

- Custom Dark Theme Dashboard Layout

How to Run

1. Execute SQL queries in SSMS.

2. Load results into Excel.

3. Create pivot tables and charts.

4. Design dashboard using provided background assets.

Skills Demonstrated

- SQL data analysis

- Excel dashboard design

- Pivot tables & data visualization

- Business insight generation

- Analytical storytelling

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