INTRODUCTION

Pizza is a beloved food item around the world, and its sales are a major part of the food industry. This project will examine pizza sales data to gain insights into trends and patterns. The goal is to identify actionable insights that can help pizza businesses improve their sales performance.

OBJECTIVES

- IDENTIFYING THE MOST POPULAR PIZZA TOPPINGS AND SIZES.
- DETERMINING THE BEST-SELLING PIZZAS AT DIFFERENT TIMES OF DAY, DAYS OF THE WEEK, AND MONTHS OF THE YEAR.
- ANALYZING CUSTOMER DEMOGRAPHICS AND PURCHASE HISTORY TO IDENTIFY TARGET MARKETS.
- TRACKING THE PERFORMANCE OF MARKETING CAMPAIGNS AND PROMOTIONS.
- MEASURING THE EFFICIENCY OF ORDER FULFILLMENT AND DELIVERY.
- IDENTIFYING OPPORTUNITIES TO REDUCE COSTS AND INCREASE PROFITS.

LINK FOR THE DATASET :

HTTPS://WWW.MAVENANALYTICS.IO/DATA-PLAYGROUND?PAGE=3&PAGESIZE=5

EXPLORING AND IMPORTING THE DATA IN POWER-BI.

THE DATASET IS CONSIST OF THE FOUR TABLES SUCH AS ORDER DETAILS , ORDERS , PIZZA TYPES AND PIZZAS.

DATA MUNGING AND DATA CLEANING :

RENAMING THE COLUMNS OF THE TABLE AS THE REQUIRED FORMAT AS SHOWN BELOW.

1^2_3 Order Detail Id	1^2_3 Order Id	A^B_C Pizza Id	1^2_3 Quantity

SIMILARLY THE ABOVE STEP IS REPEATED FOR ALL FOUR TABLES.

1^2_3 Order Id	Date	Time

HERE WE USE THE FIRST ROW AS HEADER.

A^B_C Pizza Type Id	A^B_C Name	A^B_C Category	A^B_C Ingredients
bbq_ckn	The Barbecue Chicken Pizza	Chicken	Barbecued Chicken, Red Peppers, Green Peppers, Tomatoes, Red Onio...
cali_ckn	The California Chicken Pizza	Chicken	Chicken, Artichoke, Spinach, Garlic, Jalapeno Peppers, Fontina Cheese,...

A^B_C Pizza Id	A^B_C Pizza Type Id	A^B_C Size	1.2 Price
bbq_ckn_s	bbq_ckn	S	12.75
bbq_ckn_m	bbq_ckn	M	16.75

ALSO CHECK THE DATA FOR THE REPLACING THE NULL VALUES BUT THERE IS NO NULL VALUES IN ALL FOUR TABLES IN THE DATA.

1^2_3 Order Detail Id		1^2_3 Order Id		A^B_C Pizza Id		1^2_3 Quantity	
● Valid	100%	● Valid	100%	● Valid	100%	● Valid	100%
● Error	0%	● Error	0%	● Error	0%	● Error	0%
● Empty	0%	● Empty	0%	● Empty	0%	● Empty	0%
	1		1	hawaiian_m			1

DAX CALCULATIONS :

FOR CREATING A NEW TABLE (DATE TABLE) :

```
Date Table = ADDCOLUMNS(CALENDAR(MIN(Orders[Date]),
        MAX(Orders[Date])), "Year", YEAR([Date]), "Month",
        FORMAT([Date], "mmm"),"Month No", MONTH([Date]), "Quarter",
        FORMAT([Date], "\QQ"), "Day", FORMAT([Date], "ddd"), "Day No",
        WEEKDAY([Date]) )
```

AVERAGE ORDERS IN A DAY

```
Avg orders in a day = DIVIDE(DISTINCTCOUNT('Order Details'[Order Id]),
                    DISTINCTCOUNT(Orders[Date]))
```

AVERAGE PIZZAS IN A ORDER

```
Avg Pizzas in an order = DIVIDE(DISTINCTCOUNT('Order Details'[Order Detail Id]),
                    DISTINCTCOUNT(Orders[Order Id]))
```
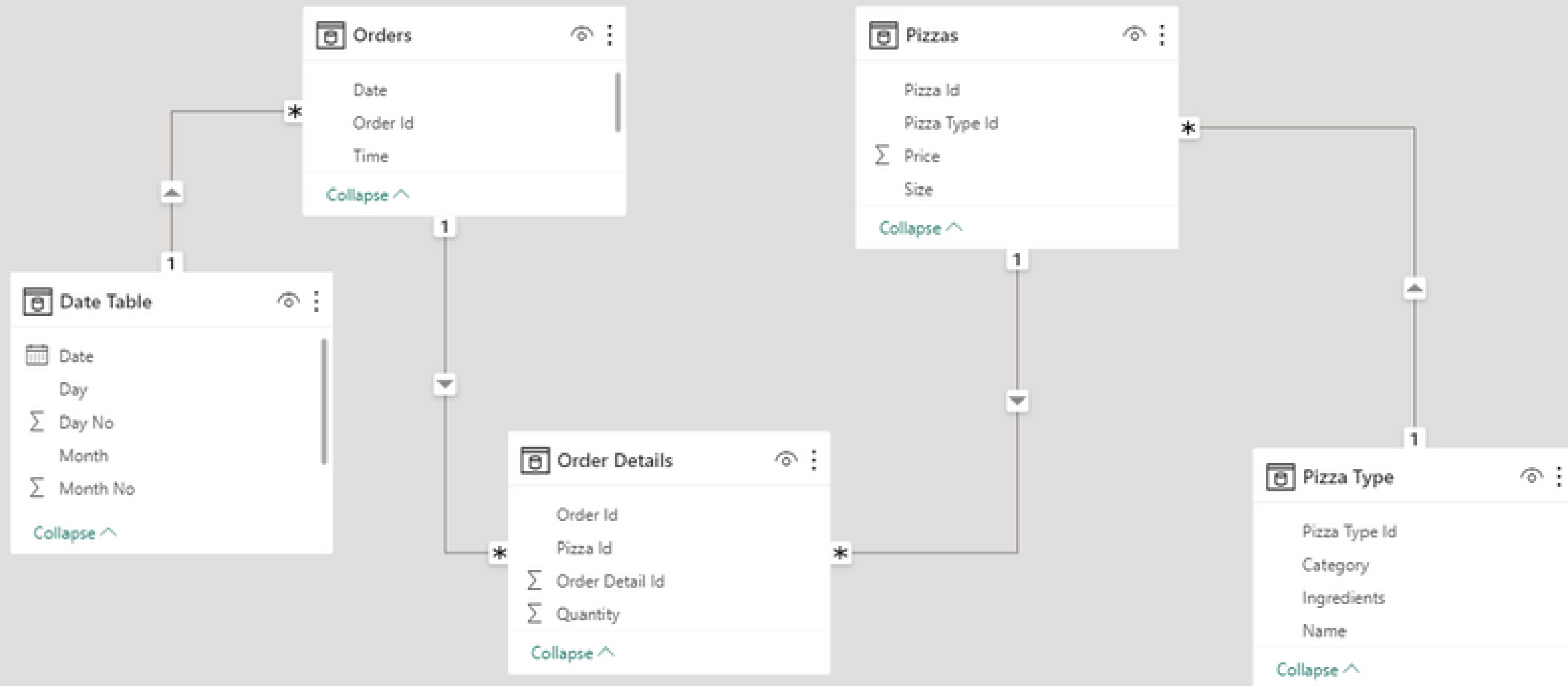
ORDERS :

```
Orders = DISTINCTCOUNT('Order Details'[Order Id])
```
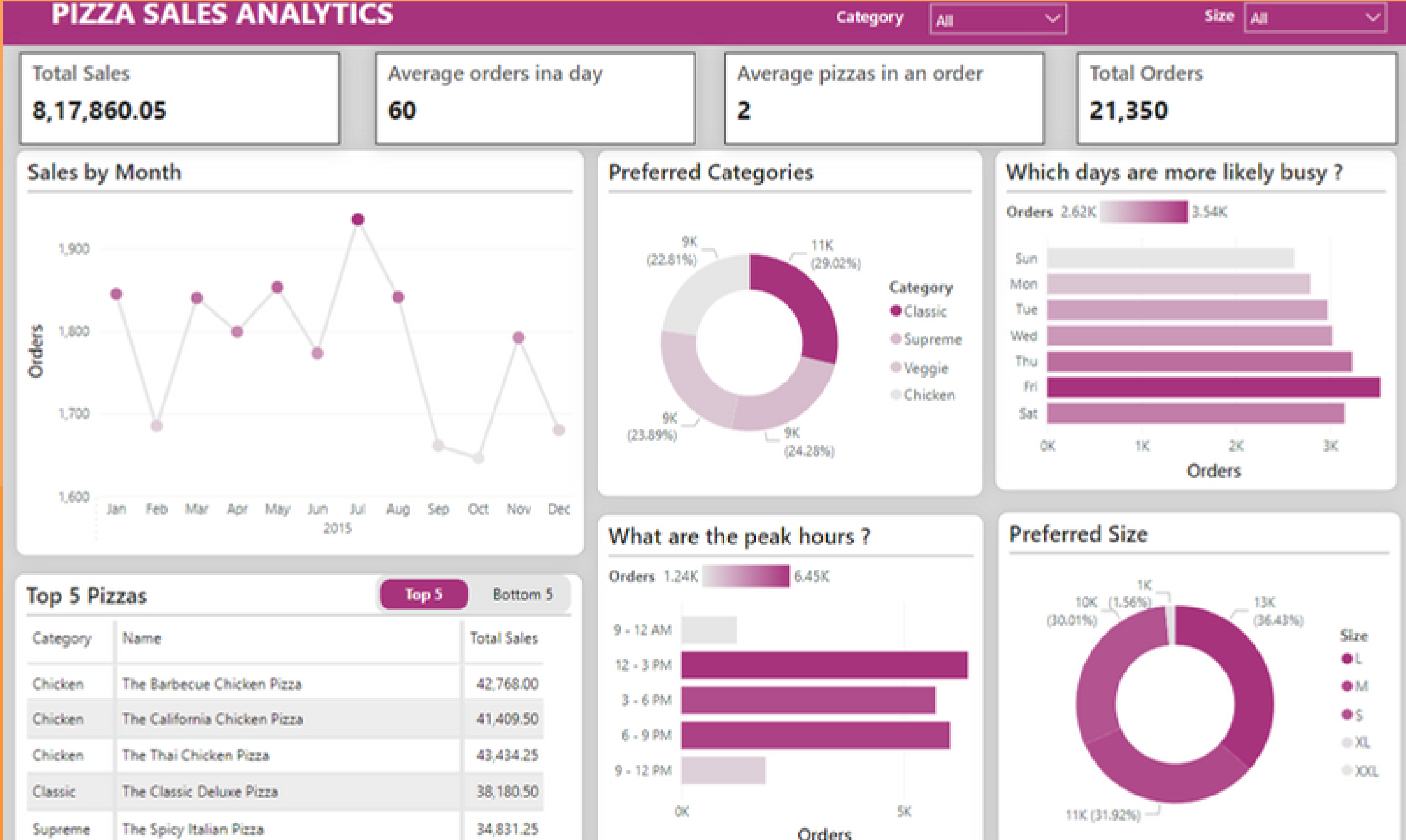
TOTAL SALES :

```
Total Sales = SUMX('Order Details','Order Details'[Quantity]
                   * RELATED(Pizzas[Price]))
```

DATA MODEL :

FINAL DASHBOARD :

PIZZA SALES ANALYTICS

Category All   Size All

Total Sales	Average orders ina day	Average pizzas in an order	Total Orders
8,17,860.05	60	2	21,350

Sales by Month

Preferred Categories

Category
- Classic
- Supreme
- Veggie
- Chicken

9K (22.81%)   11K (29.02%)
9K (23.89%)   9K (24.28%)

Which days are more likely busy ?

Orders 2.62K — 3.54K

Sun, Mon, Tue, Wed, Thu, Fri, Sat
0K 1K 2K 3K
Orders

Top 5 Pizzas   Top 5 | Bottom 5

Category	Name	Total Sales
Chicken	The Barbecue Chicken Pizza	42,768.00
Chicken	The California Chicken Pizza	41,409.50
Chicken	The Thai Chicken Pizza	43,434.25
Classic	The Classic Deluxe Pizza	38,180.50
Supreme	The Spicy Italian Pizza	34,831.25

What are the peak hours ?

Orders 1.24K — 6.45K

9 - 12 AM
12 - 3 PM
3 - 6 PM
6 - 9 PM
9 - 12 PM
0K   5K
Orders

Preferred Size

1K (1.56%)
10K (30.01%)   13K (36.43%)
11K (31.92%)

Size
- L
- M
- S
- XL
- XXL

CONCLUSIONS :

- FROM THE DASHBOARD WE CONCLUDE THAT THE MOST ORDERS ARE COMING IN THE JULY MONTH AND LESS ORDERS ARE COMING IN THE OCTOBER MONTH.

- 12 TO 3 IS THE MOST BUSIEST TIME SLOT IN THE DAY AND FRIDAY IS THE MOST BUSIEST DAY FROM THE WEEK.

- THE PEAK HOURS ARE 9-12 AM AND 6-9 PM. THESE ARE THE TIMES WHEN PEOPLE ARE MOST LIKELY TO BE HUNGRY AND LOOKING FOR A QUICK AND EASY MEAL.

- THE MOST POPULAR PIZZA CATEGORY IS CLASSIC. THIS CATEGORY INCLUDES PIZZAS LIKE THE CLASSIC DELUXE PIZZA AND THE SUPREME PIZZA.

- THE MOST POPULAR SIZE IS MEDIUM. THIS IS THE SIZE THAT IS MOST SUITABLE FOR TWO TO THREE PEOPLE.

- THE TOP FIVE PIZZAS ARE ALL CHICKEN PIZZAS. THIS SUGGESTS THAT CHICKEN IS THE MOST POPULAR TOPPING AMONG CUSTOMERS.

THANK
YOU