**Project Overview:**

This project focuses on analyzing sales data from a fictional pizza store to extract actionable insights and create a comprehensive overview of business performance. It integrates advanced **data analysis techniques** and **visualization** to evaluate sales trends, customer behavior, and key performance indicators (KPIs).

**Tools Used:**

* **MySQL Workbench**: For database creation, data management, and executing SQL queries to clean and transform the data.
* **Microsoft Excel**: For data visualization, dashboard design, and showcasing final analysis results in an accessible manner.

**Data Analysis Objectives:**

1. **Understand Key Performance Indicators (KPIs)**:
   * Evaluate total revenue, total orders, and total pizza quantities sold.
   * Analyze the average order value and the average number of pizzas per order.
2. **Identify Sales Trends**:
   * Daily and weekly sales performance to find peak sales days.
   * Order trends over specific timeframes to determine patterns.
3. **Data Exploration and Cleaning**:
   * Ensure the dataset is cleaned and structured appropriately for analysis.
   * Integrate various attributes such as order IDs, customer details, and pizza categories for deeper insights.

**File Structure:**

The Excel file contains the following sheets:

1. **KPI**:
   * A summarized view of the store's performance, including total revenue, number of orders, and average order values.
   * Highlights metrics like "Average Pizzas Per Order" to assess customer purchasing behavior.
2. **Trends**:
   * A breakdown of sales trends by day, with metrics like total orders grouped by weekdays (e.g., Sunday, Monday, etc.).
   * Helps identify peak sales days and understand customer purchase patterns.
3. **pizzadb\_sales**:
   * Likely contains raw or structured sales data, including detailed records of pizza orders, quantities, and transaction values.
4. **dashboard**:
   * Contains visualization elements such as charts, graphs, and tables summarizing the analyzed data.
   * Provides an intuitive overview for stakeholders to quickly interpret the findings.

**Key Takeaways from Analysis:**

* The project identifies high-performing days for sales and key metrics that contribute to overall profitability.
* Insights can be leveraged to optimize operations, such as aligning promotions with high-demand days or targeting specific customer preferences.
* The dashboard design ensures that all critical data is visually accessible for non-technical audiences.

**Skills Demonstrated:**

* **SQL Proficiency**: Designing queries for extracting insights from raw data.
* **Data Cleaning**: Ensuring the dataset is ready for accurate analysis.
* **Visualization**: Crafting meaningful and actionable dashboards to communicate findings effectively.

**How to Use the Repository:**

1. Explore the Excel file to understand the different sheets and their contents.
2. Refer to the "KPI" sheet for summary statistics and metrics.
3. Review the "dashboard" sheet for a visual representation of the analysis.
4. Use the raw sales data in "pizzadb\_sales" for custom analysis or exploration.

**Future Improvements:**

* Automating data updates through SQL queries and live dashboards.
* Expanding analysis to include customer demographics and feedback.
* Using advanced tools like Python for deeper analysis and predictive modeling.

This project is an excellent demonstration of foundational data analysis skills and offers a starting point for more advanced analytical solutions. Let me know if you'd like me to elaborate further or refine any part!