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Time analysis

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PIZZA RESTUARANT

AUTHENTIC ITALIAN PIZZAS

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Welcome to this journey

In this Power BI project, I've created interactive dashboards to analyze pizza sales, showcasing metrics like total revenue and top-selling pizza types. This project highlights my skills in data visualization, including using Power BI's features for dynamic reports and custom visuals, and applying DAX for effective data analysis.

This project is an overview for businesses to find their best-selling pizzas and manage inventory better. By showing which pizzas make the most money, it helps companies plan their next steps and stay ahead of future trends.

SALES ANALYSIS

PIZZA SIZE

All

TIME

All



\$817.86K

TOTAL REVENUE



21K

NUM OF ORDERS



49K

Total Orders



1.02

AVG PIZZA PER ORDER

\$38.31

AVG ORDER VALUE

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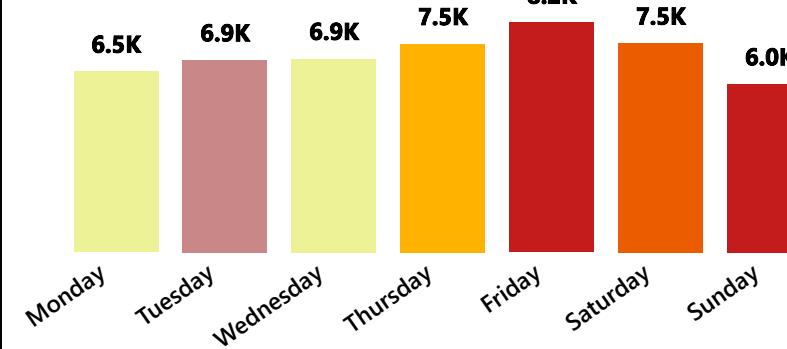
Sales...

Time analysis

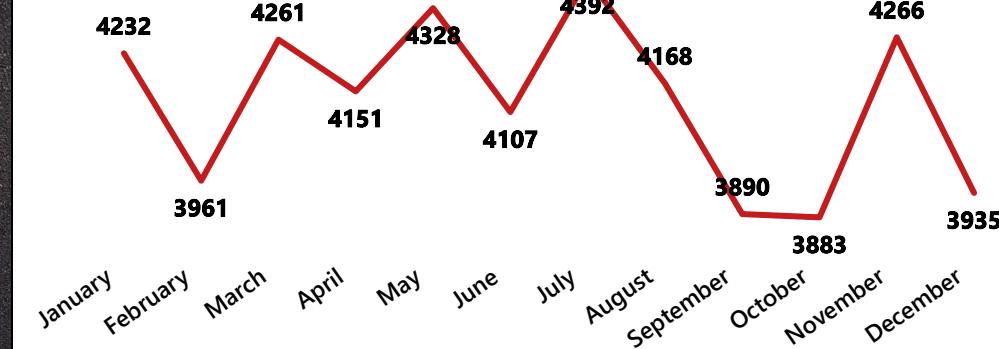
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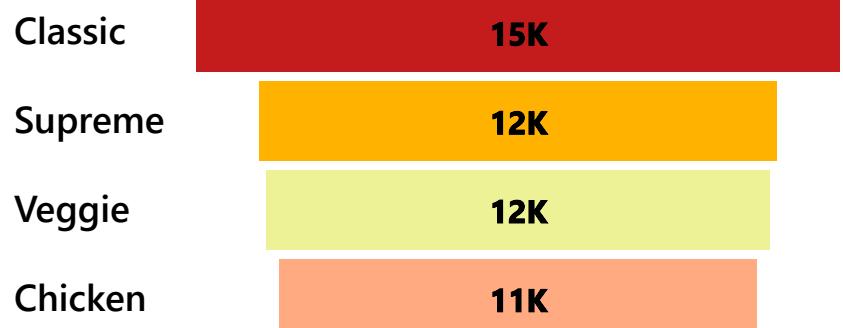
TOTAL PIZZA SOLD BY DAYS



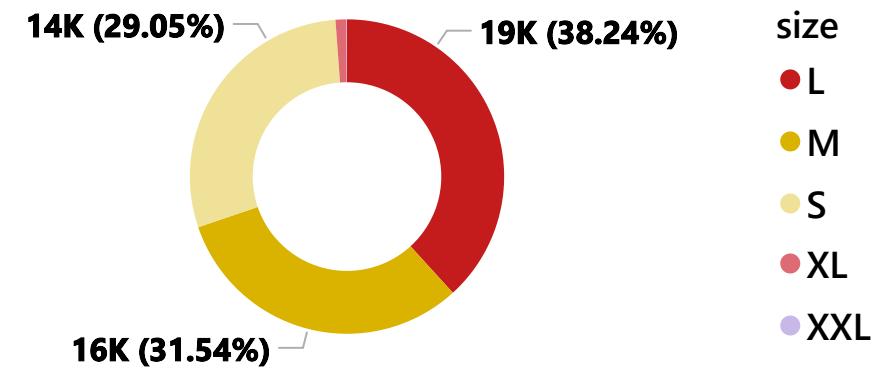
TOTAL PIZZA SOLD BY DAYS



TOTAL PIZZA SOLD BY PIZZA CATEGORY



TOTAL PIZZA SOLD BY SIZE



SALES ANALYSIS BY TIME

In my project, time analysis in Power BI will help by identifying peak hours for optimized staffing and inventory, enhancing customer service with faster delivery times, and timing promotions effectively to boost sales

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Start of Hour	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
23:00:00	4			3	26	31	4
22:00:00	112	148	146	113	381	343	143
21:00:00	278	272	271	216	613	591	304
20:00:00	360	476	398	451	706	738	405
19:00:00	537	600	516	587	748	841	577
18:00:00	666	639	756	807	936	881	732
17:00:00	712	669	772	856	759	729	714
16:00:00	541	630	571	650	578	646	623
15:00:00	411	420	465	468	441	525	486
14:00:00	460	488	516	574	525	530	520
13:00:00	803	1018	938	1131	1040	794	689
12:00:00	1126	1105	1058	1149	1101	633	604
11:00:00	472	426	534	468	388	208	232
10:00:00	2		5	5		2	2
Total	6485	6895	6946	7478	8242	7493	6035

Observation from the Chart:

The heatmap shows when orders are highest, with darker colors for busy times. This helps us see which days and hours are the busiest.

How It Can Improve the Business:

By knowing peak times, we can adjust staffing and inventory to match demand, leading to better service and less waste. This makes the business run more smoothly and keeps customers happier.

Correlation Analysis

Social media has the strongest correlation with sales at 0.83, indicating it significantly drives sales. Print media follows with a strong correlation of 0.70, while electronic media shows a moderate correlation of 0.53. Prioritizing social media is recommended for the best impact on sales.

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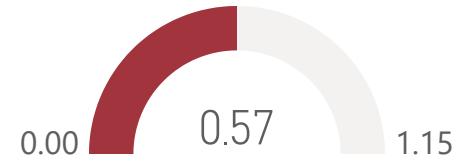
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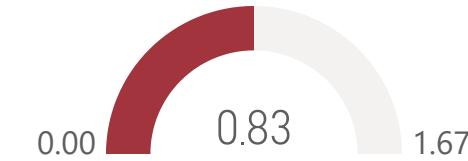
Electronic Media and Sales correlation for Month



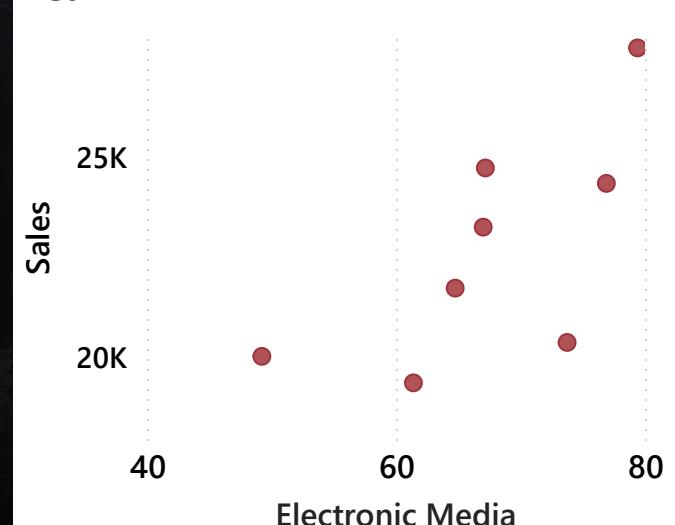
Print Media and Sales correlation for Month



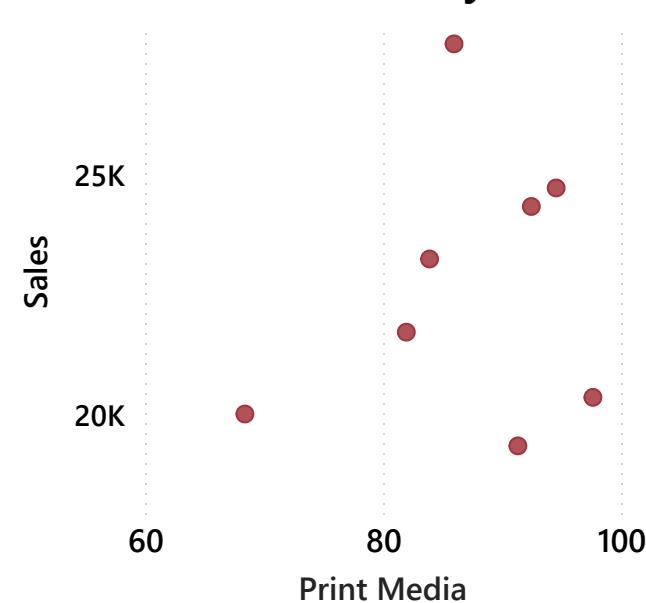
Social Media and Sales correlation for Month



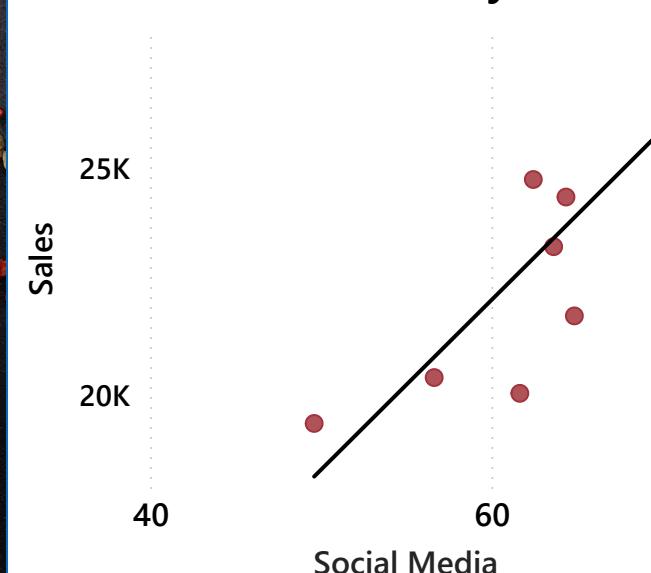
Electronic Media and Sales by Year



Print Media and Sales by Year



Social Media and Sales by Year



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In this project, I effectively showcased my skills in data analysis and visualization through several key steps:

- 1. Data Preparation:** I meticulously gathered and cleaned the dataset, ensuring accuracy and consistency to make it suitable for thorough analysis.
- 2. DAX Queries:** By utilizing basic DAX queries, I created various measures that provided a deeper understanding of the data and supported meaningful analysis.
- 3. Visualization Techniques:** I employed visualization tools such as heatmaps to identify patterns and scatter charts to analyze correlations. These visualizations helped in effectively communicating insights and trends.
- 4. Business Insights:** My analysis uncovered valuable insights into how different marketing channels impact sales, guiding more effective marketing strategies and addressing various business challenges.

Overall, this project demonstrates my ability to transform raw data into actionable insights, leveraging data preparation, DAX measures, and advanced visualization techniques to drive business decisions and improve marketing strategies.

