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Pie Bakery Dashboard

Overview Analysis

First Transaction Date | Last Transaction Date

11-06-2019 | **30-11-2021**

2773
Total Orders

353.45K
Total revenue

127.46
Avg Revenue

Pie Flavour

| Apple | Blueberry | Cherry | Fudge | Other | Pumpkin | Strawberry Rhubarb |

Slice Type

- Whole
- Slice

Order Types

- Pre-Order
- In-Store

Cumulative Revenue by Day of Week

Revenue by Quarter
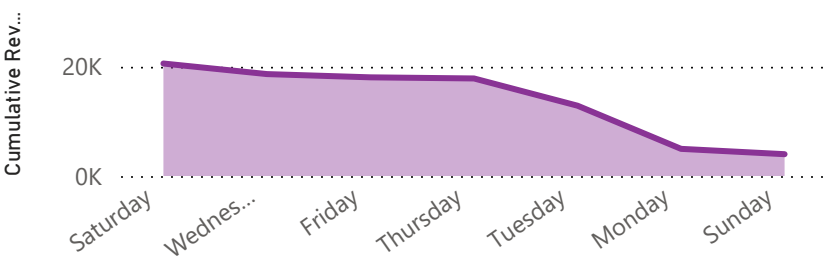
YEARS

- 2019
- 2020
- 2021

Pretotalorders and Instoretotalorders by Day of Week
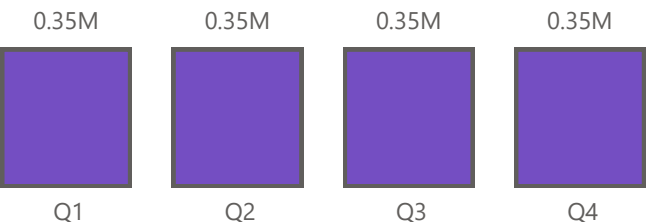
● Pretotalorders ● Instoretotalorders
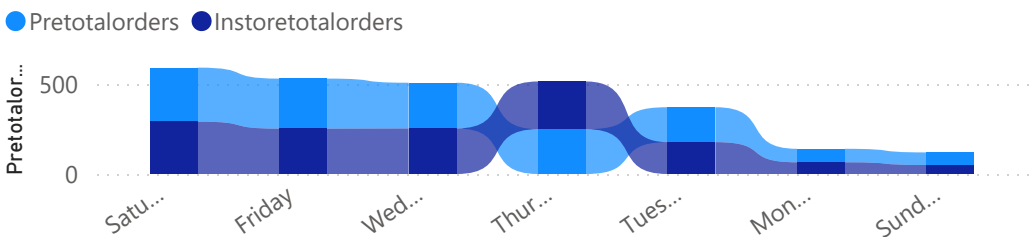
Means of Order & Types of Pie Ordered

Pre-Order/In-Store Purchase	Slice Or Whole Pie	Total Orders	Total revenue
In-Store	Slice	644	17,532.50
In-Store	Whole	709	1,53,420.00
Pre-Order	Slice	673	19,355.00
Pre-Order	Whole	747	1,63,140.00
Total		**2773**	**3,53,447.50**

The Pie Bakery Dashboard, as shown, offers comprehensive insights into the business's performance from 2019 to 2021. Key metrics such as total orders (8,333), total revenue (353.45K), and average revenue per transaction (127.5) allow us to gauge business growth. The dashboard is categorized by pie types (e.g., Apple, Blueberry) and order types (In-Store, Pre-Order) to track consumer preferences.

Steps Taken to Build the Dashboard:

1. Data : Historical sales data, including pie types, order methods, and transaction details, were collected from the bakery's records.

2. Visualisation : Power BI was used to create the dashboard. Key visualizations include cumulative revenue over time, quarterly revenue comparison, and weekday sales distribution.

3. Segmentation: Pies were segmented by types (e.g., Apple, Fudge) and sales channels (In-Store, Pre-Order) to identify trends and customer preferences.

4. Filters & Interactivity: Users can filter data by pie type and order method to better understand specific revenue streams and customer choices.

Recommendations to Grow the Business:

Focus on Popular Flavours : Based on the data, popular pies like Apple and Blueberry should be prioritized.

Optimize Sales Channels : Expanding pre-order sales, which account for a significant portion of revenue, can further boost business.

Target High-Traffic Days: Weekdays such as Friday and Sunday show higher sales, suggesting targeted marketing or promotions on these days.