

Project : Boston Pizza Sales Insights

Business Problem

Boston Pizza is a fictional restaurant chain seeking to optimize its sales strategy, customer retention, and operational efficiency. The business wants to understand which customers drive the most value, how loyalty evolves over time, and where performance bottlenecks exist across cities and product categories.

This dashboard was designed to support decision-makers in marketing, operations, and customer experience by delivering actionable insights through interactive visualizations.

Data Source

The dataset simulates transactional and customer-level data, including:

- Order-level details: order date, revenue, quantity, delivery time
- Customer attributes: customer ID, name, location
- Product information: item name, category
- Time intelligence: year, quarter, month

The data was modeled using a star schema and visualized in Power BI with custom DAX measures and calculated columns.

Analytical Approach

The dashboard was built using the following analytical techniques:

- **RFM Segmentation:** Recency, Frequency, and Monetary scoring to classify customers into segments (Champions, Loyal, New, Others)
- **Customer Loyalty Tracking:** Comparing returning vs first-time customers over time
- **Time Series Analysis:** Monthly and yearly trends in sales, orders, and growth
- **Geographic Mapping:** City-level performance for order volume and delivery time
- **Operational Metrics:** Average delivery time by item and region

Custom DAX measures were used to calculate behavioral metrics, repeat purchase rates, and YoY growth percentages.

Key Findings

- **Champions** represent a small portion of customers but contribute over 40% of total revenue.
- **Returning Customers** consistently outnumber first-time buyers, indicating strong retention.
- **YoY Growth** peaked in Q3, likely due to seasonal promotions or product launches.
- **Delivery Time** is highest in certain cities, suggesting potential operational inefficiencies.
- **Beverage Category** dominates total sales, accounting for over 65% of revenue.

Recommendations

- **Target Champions and Loyal Customers** with personalized offers to maximize retention and upsell opportunities.
- **Investigate High Delivery Times** in specific regions to improve operational efficiency.
- **Diversify Product Focus** beyond beverages to balance revenue streams.
- **Monitor Seasonal Trends** and align marketing campaigns with peak growth periods.
- **Enhance Customer Acquisition** by analyzing first-time buyer behavior and optimizing onboarding.

Conclusion

- The Boston Pizza Sales Insights dashboard successfully transforms raw transactional data into a strategic decision-making tool. By combining customer segmentation, time-based trends, and operational metrics, the project delivers a comprehensive view of business performance.
- Through advanced DAX logic and interactive visuals, the dashboard reveals key behavioral patterns—such as the outsized impact of loyal customers, seasonal sales fluctuations, and delivery inefficiencies across regions. These insights empower stakeholders to make data-driven decisions around marketing, customer retention, and operational optimization.
- This project demonstrates not only technical proficiency in Power BI and data modeling, but also a strong understanding of business intelligence storytelling. It serves as a foundational portfolio piece for roles in data analytics, customer insights, and BI development.