

# **Case Study**

**BUILDING A SALES PERFORMANCE  
DASHBOARD FOR A PIZZERIA**

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# Background

A local pizzeria has experienced consistent growth over the past year, with an increasing volume of online and in-store orders.

However, management lacks a centralized view of performance trends, customer behavior, and product demand. Decisions around staffing, promotions, and menu updates are often made without data to support them.

To improve operational efficiency and business intelligence, it is necessary to build a **comprehensive, interactive sales dashboard** that brings clarity to sales performance at a glance.

# Objectives

The main goal of this project is to **develop a data dashboard** that helps the business answer key performance questions and make data-driven decisions.

The dashboard will provide real-time visibility into:



Sales trends across different days and hours.



The popularity of various pizza categories and sizes.



Top-performing and underperforming pizza items.



Customer purchasing behavior patterns.

# Dashboard Design Overview

The dashboard will feature several interactive charts and KPIs designed to give both high-level insights and granular views into sales dynamics.

## KPI Summary Tiles:

- Total Revenue
- Total Orders
- Average Order Value
- Total Pizzas Sold
- Average Pizzas per Order



# Core Visualizations



Daily Order Trend



Hourly Order Trend



Sales by Pizza Category



Sales by Pizza Size



Pizzas Sold by Category



Top 5 Best Sellers



Bottom 5 Worst Sellers





# Tools & Visualizations

- SQL Tool: Google Cloud Console – Bigquery.
- Visualization: MS Office/Excel.
- Data Cleaning & Querying: Google Cloud Console.

# Thank You

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