



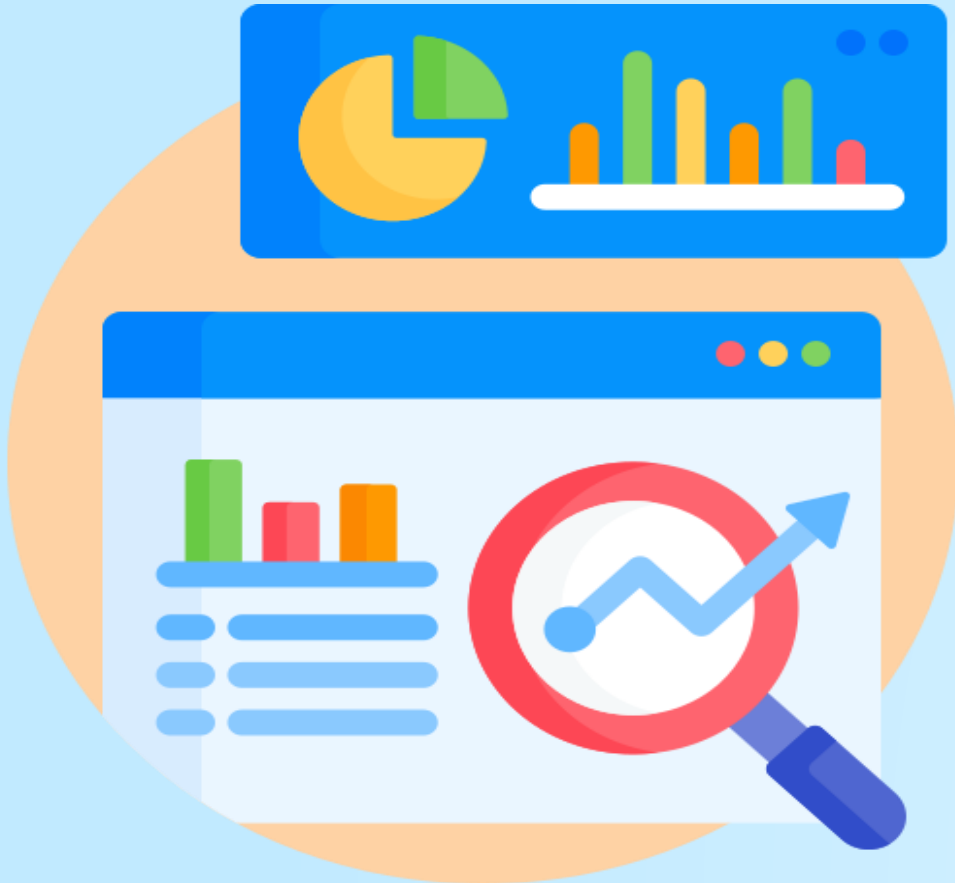
# **PIZZA SALES AND PERFORMANCE DASHBOARD**

**(JAN-DEC-2015)**



**GODSPOWER CHIBUZO  
IGNATIUS  
SEPTEMBER, 2025**

# SYNOPSIS



- Title Slide
- Synopsis
- Project overview
- Process Workflow
- Raw Data
- Data Cleaning Process
- Clean Data
- KPI Overview
- Dash board
- Recommendation
- Limitations
- Conclusion
- Q &A Session



# PROJECT OVERVIEW



## Dataset

Pizza Sales (JAN-  
DEC)



## Tools

Microsoft Excel and  
Power Query



## Focus

product performance  
and customer  
preferences



# PROCESS WORKFLOW



## Data Collection

The Dataset was downloaded and opened via Microsoft Excel with duplicate of original file kept safely

## Data Cleaning and Preparation

Power Query was used to fix inconsistencies, correct errors in ingredient names, and unpivot the ingredient columns for better analysis.

## Analysis

PivotTables and formulas were applied to build KPIs, identify best-selling pizzas, detect slow movers, and evaluate trends by date, category, size, and ingredients.

## Visualization

Interactive Excel dashboards with slicers, KPIs, and charts were created to clearly communicate insights and support decision-making.



# UNCLEAN DATA



pizza_id	order_id	pizza_name	quantity	order_date	order_time	unit_price	total_price	pizza_size	pizza_category	pizza_ingredients	pizza_name		
1	1	hawaiian_t	1	01/01/2015	11:38:36	13.25	13.25	M	Classic	Sliced Ham, Pineapple, Mozzarella Cheese	The Hawaiian Pizza		
2	2	classic_dlx	1	01/01/2015	11:57:40	16	16	M	Classic	Pepperoni, Mushrooms, Red Onions, Red Peppers, Bacon	The Classic Deluxe Pizza		
3	2	five_chees	1	01/01/2015	11:57:40	18.5	18.5	L	Veggie	Mozzarella Cheese, Provolone Cheese, Smoked Gouda Cheese, Romano Cheese, Blue Cheese, Garlic	The Five Cheese Pizza		
4	2	ital_supr_l	1	01/01/2015	11:57:40	20.75	20.75	L	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, Green Olives, Garlic	The Italian Supreme Pizza		
5	2	mexicana_	1	01/01/2015	11:57:40	16	16	M	Veggie	Tomatoes, Red Peppers, Jalapeno Peppers, Red Onions, Cilantro, Corn, Chipotle Sauce, Garlic	The Mexicana Pizza		
6	2	thai_ckn_l	1	01/01/2015	11:57:40	20.75	20.75	L	Chicken	Chicken, Pineapple, Tomatoes, Red Peppers, Thai Sweet Chilli Sauce	The Thai Chicken Pizza		
7	3	ital_supr_n	1	01/01/2015	12:12:28	16.5	16.5	M	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, Green Olives, Garlic	The Italian Supreme Pizza		
8	3	prsc_argla	1	01/01/2015	12:12:28	20.75	20.75	L	Supreme	Prosciutto di San Daniele, Arugula, Mozzarella Cheese	The Prosciutto and Arugula Pizza		
9	4	ital_supr_n	1	01/01/2015	12:16:31	16.5	16.5	M	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, Green Olives, Garlic	The Italian Supreme Pizza		
10	5	ital_supr_n	1	01/01/2015	12:21:30	16.5	16.5	M	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, Green Olives, Garlic	The Italian Supreme Pizza		
11	6	bbq_ckn_s	1	01/01/2015	12:29:36	12.75	12.75	S	Chicken	Barbecued Chicken, Red Peppers, Green Peppers, Tomatoes, Red Onions, Barbecue Sauce	The Barbecue Chicken Pizza		
12	6	the_greek_	1	01/01/2015	12:29:36	12	12	S	Classic	Kalamata Olives, Feta Cheese, Tomatoes, Garlic, Beef Chuck Roast, Red Onions	The Greek Pizza		
13	7	spinach_su	1	01/01/2015	12:50:37	12.5	12.5	S	Supreme	Spinach, Red Onions, Pepperoni, Tomatoes, Artichokes, Kalamata Olives, Garlic, Asiago Cheese	The Spinach Supreme Pizza		
14	8	spinach_su	1	01/01/2015	12:51:37	12.5	12.5	S	Supreme	Spinach, Red Onions, Pepperoni, Tomatoes, Artichokes, Kalamata Olives, Garlic, Asiago Cheese	The Spinach Supreme Pizza		
15	9	classic_dlx	1	01/01/2015	12:52:01	12	12	S	Classic	Pepperoni, Mushrooms, Red Onions, Red Peppers, Bacon	The Classic Deluxe Pizza		
16	9	green_garc	1	01/01/2015	12:52:01	12	12	S	Veggie	Spinach, Mushrooms, Tomatoes, Green Olives, Feta Cheese	The Green Garden Pizza		
17	9	ital_cpello	1	01/01/2015	12:52:01	20.5	20.5	L	Classic	Capocollo, Red Peppers, Tomatoes, Goat Cheese, Garlic, Oregano	The Italian Capocollo Pizza		
18	9	ital_supr_l	1	01/01/2015	12:52:01	20.75	20.75	L	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, Green Olives, Garlic	The Italian Supreme Pizza		
19	9	ital_supr_s	1	01/01/2015	12:52:01	12.5	12.5	S	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, Green Olives, Garlic	The Italian Supreme Pizza		
20	9	mexicana_	1	01/01/2015	12:52:01	12	12	S	Veggie	Tomatoes, Red Peppers, Jalapeno Peppers, Red Onions, Cilantro, Corn, Chipotle Sauce, Garlic	The Mexicana Pizza		
21	9	spicy_ital_l	1	01/01/2015	12:52:01	20.75	20.75	L	Supreme	Capocollo, Tomatoes, Goat Cheese, Artichokes, Peperoncini verdi, Garlic	The Spicy Italian Pizza		
22	9	spin_pesto	1	01/01/2015	12:52:01	20.75	20.75	L	Veggie	Spinach, Artichokes, Tomatoes, Sun-dried Tomatoes, Garlic, Pesto Sauce	The Spinach Pesto Pizza		
23	9	veggie_veg	1	01/01/2015	12:52:01	12	12	S	Veggie	Mushrooms, Tomatoes, Red Peppers, Green Peppers, Red Onions, Zucchini, Spinach, Garlic	The Vegetables + Vegetables Pizza		
24	10	mexicana_	1	01/01/2015	13:00:15	20.25	20.25	L	Veggie	Tomatoes, Red Peppers, Jalapeno Peppers, Red Onions, Cilantro, Corn, Chipotle Sauce, Garlic	The Mexicana Pizza		
25	10	southw_ck	1	01/01/2015	13:00:15	20.75	20.75	L	Chicken	Chicken, Tomatoes, Red Peppers, Red Onions, Jalapeno Peppers, Corn, Cilantro, Chipotle Sauce	The Southwest Chicken Pizza		
26	11	bbq_ckn_l	1	01/01/2015	13:02:59	20.75	20.75	L	Chicken	Barbecued Chicken, Red Peppers, Green Peppers, Tomatoes, Red Onions, Barbecue Sauce	The Barbecue Chicken Pizza		
27	11	cali_ckn_l	1	01/01/2015	13:02:59	20.75	20.75	L	Chicken	Chicken, Artichoke, Spinach, Garlic, Jalapeno Peppers, Fontina Cheese, Gouda Cheese	The California Chicken Pizza		
28	11	cali_ckn_r	1	01/01/2015	13:02:59	16.75	16.75	M	Chicken	Chicken, Artichoke, Spinach, Garlic, Jalapeno Peppers, Fontina Cheese, Gouda Cheese	The California Chicken Pizza		
29	11	pepperoni	1	01/01/2015	13:02:59	15.25	15.25	L	Classic	Mozzarella Cheese, Pepperoni	The Pepperoni Pizza		

# DATA CLEANING PROCESSES



## Correcting Ingredient Errors:

Fixed typos and inconsistencies in the ingredient column (e.g., "?duja" corrected to "Nduja")



## Unpivoting Ingredients

Transformed multiple ingredient columns into a single normalized column to allow ingredient-level analysis.



## Handling Missing/Invalid Entries and duplicates

Checked for missing or invalid values in key fields like Quantity, Order Date, and Total Price



## Creating Derived Columns

Added new fields such as grouped date (Month, Year) and price buckets to support trend and revenue analysis



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Clean Dataset														
Pizza ID	Order ID	Pizza Name	Quantity	Order Date	Week Day	Order Time	Hour	Time of Day	Unit Price	Price Bucket	Total Price	Pizza Size	Pizza Category	Pizza Ingredients
1	1	hawaiian_m	1	01/01/2015	Thursday	11:38:36	11	Morning	\$13.25	\$11 - \$15	\$13.25	M	Classic	Sliced Ham, Pineapple, Mozzarella Cheese
2	2	classic_dlx_m	1	01/01/2015	Thursday	11:57:40	11	Morning	\$16.00	\$16 - \$20	\$16.00	M	Classic	Pepperoni, Mushrooms, Red Onions, Red Peppers, Bacon
3	2	five_cheese_l	1	01/01/2015	Thursday	11:57:40	11	Morning	\$18.50	\$16 - \$20	\$18.50	L	Veggie	Mozzarella Cheese, Provolone Cheese, Smoked Gouda
4	2	ital_supr_l	1	01/01/2015	Thursday	11:57:40	11	Morning	\$20.75	\$21 - \$25	\$20.75	L	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, Red Peppers
5	2	mexicana_m	1	01/01/2015	Thursday	11:57:40	11	Morning	\$16.00	\$16 - \$20	\$16.00	M	Veggie	Tomatoes, Red Peppers, Jalapeno Peppers, Red Onions, Queso
6	2	thai_ckn_l	1	01/01/2015	Thursday	11:57:40	11	Morning	\$20.75	\$21 - \$25	\$20.75	L	Chicken	Chicken, Pineapple, Tomatoes, Red Peppers, Thai Sweet Basil
7	3	ital_supr_m	1	01/01/2015	Thursday	12:12:28	12	Afternoon	\$16.50	\$16 - \$20	\$16.50	M	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, Red Peppers
8	3	prsc_argla_l	1	01/01/2015	Thursday	12:12:28	12	Afternoon	\$20.75	\$21 - \$25	\$20.75	L	Supreme	Prosciutto di San Daniele, Arugula, Mozzarella Cheese, Tomatoes
9	4	ital_supr_m	1	01/01/2015	Thursday	12:16:31	12	Afternoon	\$16.50	\$16 - \$20	\$16.50	M	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, Red Peppers
10	5	ital_supr_m	1	01/01/2015	Thursday	12:21:30	12	Afternoon	\$16.50	\$16 - \$20	\$16.50	M	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, Red Peppers
11	6	bbq_ckn_s	1	01/01/2015	Thursday	12:29:36	12	Afternoon	\$12.75	\$11 - \$15	\$12.75	S	Chicken	Barbecued Chicken, Red Peppers, Green Peppers, Tomatoes
12	6	the_greek_s	1	01/01/2015	Thursday	12:29:36	12	Afternoon	\$12.00	\$11 - \$15	\$12.00	S	Classic	Kalamata Olives, Feta Cheese, Tomatoes, Garlic, Basil
13	7	spinach_supr_s	1	01/01/2015	Thursday	12:50:37	12	Afternoon	\$12.50	\$11 - \$15	\$12.50	S	Supreme	Spinach, Red Onions, Pepperoni, Tomatoes, Artichokes
14	8	spinach_supr_s	1	01/01/2015	Thursday	12:51:37	12	Afternoon	\$12.50	\$11 - \$15	\$12.50	S	Supreme	Spinach, Red Onions, Pepperoni, Tomatoes, Artichokes
15	9	classic_dlx_s	1	01/01/2015	Thursday	12:52:01	12	Afternoon	\$12.00	\$11 - \$15	\$12.00	S	Classic	Pepperoni, Mushrooms, Red Onions, Red Peppers, Bacon
16	9	green_garden_s	1	01/01/2015	Thursday	12:52:01	12	Afternoon	\$12.00	\$11 - \$15	\$12.00	S	Veggie	Spinach, Mushrooms, Tomatoes, Green Olives, Feta Cheese
17	9	ital_cpello_l	1	01/01/2015	Thursday	12:52:01	12	Afternoon	\$20.50	\$21 - \$25	\$20.50	L	Classic	Capocollo, Red Peppers, Tomatoes, Goat Cheese, Garlic
18	9	ital_supr_l	1	01/01/2015	Thursday	12:52:01	12	Afternoon	\$20.75	\$21 - \$25	\$20.75	L	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, Red Peppers
19	9	ital_supr_s	1	01/01/2015	Thursday	12:52:01	12	Afternoon	\$12.50	\$11 - \$15	\$12.50	S	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, Red Peppers
20	9	mexicana_s	1	01/01/2015	Thursday	12:52:01	12	Afternoon	\$12.00	\$11 - \$15	\$12.00	S	Veggie	Tomatoes, Red Peppers, Jalapeno Peppers, Red Onions, Queso
21	9	spicy_ital_l	1	01/01/2015	Thursday	12:52:01	12	Afternoon	\$20.75	\$21 - \$25	\$20.75	L	Supreme	Capocollo, Tomatoes, Goat Cheese, Artichokes, Pepperoni
22	9	spin_pesto_l	1	01/01/2015	Thursday	12:52:01	12	Afternoon	\$20.75	\$21 - \$25	\$20.75	L	Veggie	Spinach, Artichokes, Tomatoes, Sun-dried Tomatoes, Basil
23	9	veggie_veg_s	1	01/01/2015	Thursday	12:52:01	12	Afternoon	\$12.00	\$11 - \$15	\$12.00	S	Veggie	Mushrooms, Tomatoes, Red Peppers, Green Peppers, Basil
24	10	mexicana_l	1	01/01/2015	Thursday	13:00:15	13	Afternoon	\$20.25	\$21 - \$25	\$20.25	L	Veggie	Tomatoes, Red Peppers, Jalapeno Peppers, Red Onions, Queso
25	10	southw_ckn_l	1	01/01/2015	Thursday	13:00:15	13	Afternoon	\$20.75	\$21 - \$25	\$20.75	L	Chicken	Chicken, Tomatoes, Red Peppers, Red Onions, Jalapeno Peppers
26	11	bbq_ckn_l	1	01/01/2015	Thursday	13:02:59	13	Afternoon	\$20.75	\$21 - \$25	\$20.75	L	Chicken	Barbecued Chicken, Red Peppers, Green Peppers, Tomatoes
27	11	cali_ckn_l	1	01/01/2015	Thursday	13:02:59	13	Afternoon	\$20.75	\$21 - \$25	\$20.75	L	Chicken	Chicken, Artichoke, Spinach, Garlic, Jalapeno Peppers
28	11	cali_ckn_m	1	01/01/2015	Thursday	13:02:59	13	Afternoon	\$16.75	\$16 - \$20	\$16.75	M	Chicken	Chicken, Artichoke, Spinach, Garlic, Jalapeno Peppers
29	11	pepperoni_l	1	01/01/2015	Thursday	13:02:59	13	Afternoon	\$15.25	\$16 - \$20	\$15.25	L	Classic	Mozzarella Cheese, Pepperoni
30	12	cali_ckn_l	1	01/01/2015	Thursday	13:04:41	13	Afternoon	\$20.75	\$21 - \$25	\$20.75	L	Chicken	Chicken, Artichoke, Spinach, Garlic, Jalapeno Peppers
31	12	cali_ckn_s	1	01/01/2015	Thursday	13:04:41	13	Afternoon	\$12.75	\$11 - \$15	\$12.75	S	Chicken	Chicken, Artichoke, Spinach, Garlic, Jalapeno Peppers
32	12	ckn_pesto_l	1	01/01/2015	Thursday	13:04:41	13	Afternoon	\$20.75	\$21 - \$25	\$20.75	L	Chicken	Chicken, Tomatoes, Red Peppers, Spinach, Garlic, Pepperoni
33	12	ital_supr_m	1	01/01/2015	Thursday	13:04:41	13	Afternoon	\$16.50	\$16 - \$20	\$16.50	M	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, Red Peppers
34	13	mexicana_l	1	01/01/2015	Thursday	13:11:55	13	Afternoon	\$20.25	\$21 - \$25	\$20.25	L	Veggie	Tomatoes, Red Peppers, Jalapeno Peppers, Red Onions, Queso
35	13	ital_cpello_m	1	01/01/2015	Thursday	13:11:55	13	Afternoon	\$18.25	\$16 - \$20	\$18.25	M	Classic	Capocollo, Red Peppers, Tomatoes, Goat Cheese, Garlic



# KEY PERFORMANCE INSIGHT

**48,620**

Total Listings

**21,350**

Orders

**49,574**

Total Sold

**\$817,860**

Total Revenue

**\$38**

Average Price



48,620 total listings was recorded



\$817,860 was gotten in revenue  
From all pizzas sold



Total orders of over 21,000 pizzas  
was received



Average price of all pizzas sold came  
up to is \$38



Of the over 21,000 orders received,  
Almost 50,000 pizzas was sold

# DATA VISUALIZATION

## PIZZA SALES AND PERFORMANCE DASHBOARD (JAN-DEC, 2015)

TOTAL ORDERS

21,350



TOTAL PIZZAS SOLD

49,574

SOLD



TOTAL REVENUE

\$817,860



AVERAGE VALUE ORDER

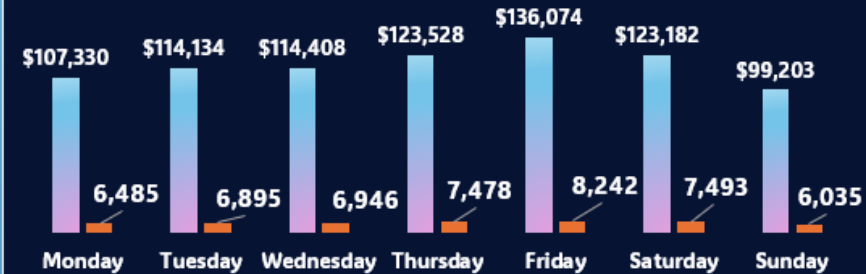
\$38



### Monthly Revenue Trend



### Weekly Sales Performance (Quantity vs Revenue)



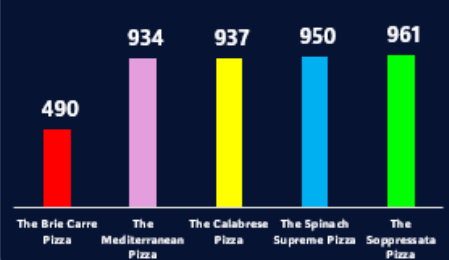
### Price Bucket Performance



### Top 5 Best-Selling Pizza by Quantity



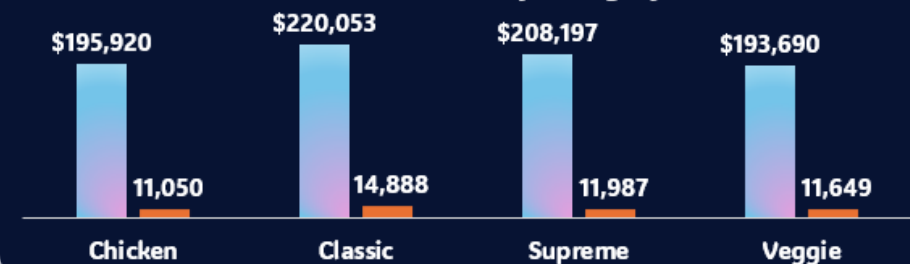
### Bottom 5 Slow-Moving Pizzas



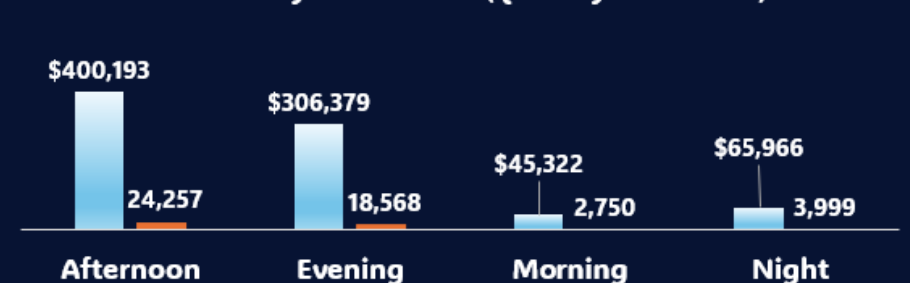
### Revenue & Sales by Pizza Size



### Sales & Revenue by Category



### Time of Day Performance (Quantity vs Revenue)



Months ...

Jan  
Feb  
Mar  
Apr  
May  
Jun  
Jul  
Aug  
Sept  
Oct  
Nov  
Dec

Pizza Size

L  
M  
S  
XL  
XXL

Pizza Ca...

Chicken  
Classic  
Supreme  
Veggie

Pizza Name

The Italian Su...  
The Italian Ve...  
The Mediterra...  
The Mexicana ...  
The Napolitan...  
The Pepper S...  
The Pepperoni...





# Recommendation



1. **Prioritize Large Pizzas** : Largest contributor to revenue; focus marketing and inventory here.
2. **Review Underperforming Sizes & Pizzas:** XL/XXL and slow movers (e.g., Brie Carre) need re-pricing, rebranding, or replacement.
3. **Leverage Top Performers:** Promote best-sellers like Thai Chicken & Barbecue Chicken through bundles and campaigns.
4. **Maximize Weekend Demand:** Run targeted Thursday/Friday/Saturday promotions to capture peak sales.
5. **Prioritize Afternoon & Evening Sales:** These periods generate the bulk of revenue; strengthen operations here while testing promotions for mornings and nights.



# LIMITATIONS

## 1. Single-Year Dataset (2015 only):

Insights are limited to one year, making it hard to analyze long-term growth or seasonal shifts across multiple years.

## 2. No Customer Demographics:

The dataset lacks information on age, gender, or location of buyers, which could have supported deeper customer preference insights.

TIONS



# CONCLUSION

The analysis revealed strong sales performance in the \$16–\$25 price range, with Large and Classic pizzas driving the highest revenue.

Customer demand peaks on during afternoons and also weekends, which highlight opportunities for targeted promotions.

Overall, the insights can guide better pricing, inventory planning, and menu optimization to boost sales and customer satisfaction.

The background features a horizontal gradient from light blue on the left to a deep purple on the right. Two thin, light blue circles are overlaid: a large one on the left and a smaller one on the right, partially overlapping the larger one.

**THANK YOU FOR  
YOUR TIME**