Project Pizza Sales Analysis

Instructions;

Load the data into SQL Server, then perform the analysis in SQL Server. Next, create a dashboard in Power BI based on the reference dashboard. Finally, create the report and documentation.

Problem Statement;

to analyze a pizza company's sales data to find underlying trends, identify top-selling products and categories, and uncover customer preferences to optimize sales strategies, improve customer satisfaction, and drive business growth

KPI Requirements

1. **Total Revenue**

   o   Description: The sum of all sales from pizza orders.

2. **Average Order Value**

   o   Description: The average amount spent per unique order (total revenue divided by total unique orders).

3. **Total Pizzas Sold**

   o   Description: The total quantity of pizzas sold across all orders.

4. **Total Orders**

   o   Description: The total number of unique orders placed.

5. **Average Pizzas per Order**

   o   Description: The average number of pizzas in each order (total pizzas sold divided by total unique orders, rounded to 2 decimal places).

Time-Based KPIs

These analyze orders by day of the week and month to identify trends.

6. **Orders by Day of Week**

   o Description: Number of unique orders grouped by day of the week (e.g., to spot busiest days).

   o Presentation: Use a table with columns for "Order Day" and "Count of Orders".

7. **Orders by Month**

   o Description: Number of orders grouped by month name (e.g., to identify seasonal peaks).

   o Presentation: Use a table with columns for "Month Name" and "Count of Orders".

Category and Size Breakdown KPIs

These show revenue and volume distributions.

8. **Revenue by Pizza Category**

   o Description: Total revenue and percentage of total revenue for each pizza category, ordered by percentage ascending.

   o Presentation: Use a table with columns for "Pizza Category", "Total Amount", and "Percentage".

9. **Revenue by Pizza Size**

   o Description: Total revenue and percentage of total revenue for each pizza size, ordered by percentage descending.

   o Presentation: Use a table with columns for "Pizza Size", "Total Amount", and "Percentage".

10. **Pizza Count by Category**

    o Description: Total quantity of pizzas sold per category, ordered by count ascending (e.g., to see least/most popular categories by volume).

    o Presentation: Use a table with columns for "Pizza Category" and "Pizza Count".

Top and Bottom Performer KPIs

These highlight best and worst-selling pizzas based on unique orders.

11. **Top 5 Pizzas by Orders**

- o Description: The 5 pizzas with the most unique orders, ordered descending.

- o Presentation: Use a table with columns for "Pizza Name" and "Total Orders".

12. **Bottom 5 Pizzas by Orders**

- o Description: The 5 pizzas with the fewest unique orders, ordered ascending.

- o Presentation: Use a table with columns for "Pizza Name" and "Total Orders".