Domino's Sales Dashboard

This dashboard provides an insightful analysis of Domino's sales performance over various periods and categories. Key metrics such as revenue, order count, and AOV (Average Order Value) are visualized in an easy-to-understand format. Below is a breakdown of each section:

1. **Overall Metrics (Top-right corner)**:
   - **Revenue**: ₹24.54M
   - **AOV (Average Order Value)**: ₹1.15K
     These numbers represent the overall sales figures for the selected period, providing a quick snapshot of Domino's financial performance.
2. **Revenue by Month**:
   - This section visualizes monthly revenue trends, helping to identify peak sales months and seasonal fluctuations.
   - The graph highlights a noticeable spike in **March** and **August**, while **September** shows the lowest revenue.
     This data helps analyze sales patterns over the year, essential for planning marketing and sales strategies.
3. **Order Count by Hour**:
   - The graph displays the count of orders over the hours of the day.
   - Notably, orders peak at **9 PM** and **8 PM**, while there is a decline during late-night hours.
   - This insight can help optimize staffing and delivery operations during peak hours.
4. **Revenue by Day**:
   - This chart presents revenue based on days of the week, showing that **Monday** sees the lowest sales, while **Wednesday** and **Friday** experience higher revenue.
   - These patterns are crucial for understanding weekly customer behavior, which can guide promotions or sales tactics.
5. **Revenue by Pizza Category**:
   - The final section displays revenue breakdown by pizza category, with **Classic**, **Supreme**, **Chicken**, and **Veggie** pizzas.
   - The revenue is relatively even across all categories, with **Supreme** and **Classic** leading slightly over others.
     This data can be leveraged for inventory management, targeted promotions, and understanding customer preferences.

This Power BI dashboard provides actionable insights that can help optimize sales strategies, staffing, and marketing efforts. By analyzing this data, businesses can improve customer experience, increase operational efficiency, and boost overall sales.