

Pizza Sales Insights Dashboard

End-to-end data analysis: from raw sales data to actionable business insights for revenue optimization and strategic decision-making.



Understanding Sales Performance



Sales Performance

Track revenue trends and growth patterns



Customer Demand

Analyze ordering behavior and preferences



Product Trends

Identify top performers and opportunities



Dataset Overview

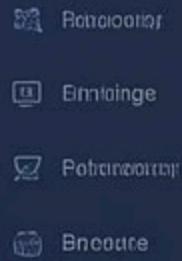
Transactional Sales Data

Excel file (.xlsx) format

Key Fields:

- Order ID & Date/Time
- Pizza Name, Category & Size
- Quantity & Unit Price
- Total Sales Amount

+	Pizeades	Skrid	Siolms	Sipine
1	Pizza ū:1θe	5,40%	14.05.8%	3.1860%
2	Pizza ū:13e	6,40%	1.2.05.8%	1.1.748%
2	Pizza ū:1en	3,40%	1.2.35.8%	2.1552%
4	Pizza ū:17e	2,40%	1.2.05.8%	3.15 42%
5	Pizza ū:19e	3,40%	9.2.05.8%	3.15 42%
6	Pizza ū:1θe	2,40%	1.2.45.8%	3.1.252%
4	Pizza ū:J9e	2,40%	3.4.05.8%	1.2.082%
3	Pizza ū:1et	5,40%	3.4.45.8%	1.2.262%
3	Pizza ū:1k	2,40%	3.4.05.8%	1.75 82%
6	Pizza ū:1et	6,40%	2.2.05.8%	1.72 52%
9	Pizza ū:1en	6,40%	3.4.48.8%	1.72.82%
7	Pizza ū:1θe	8,40%	3.4.48.8%	2.19.62%
4	Pizza ū:1θe	5,40%	2.4.45.8%	1.78 85%
9	Pizza ū:J9e	5,40%	5.4.05.8%	2.10 92%
=	Pizza ū:1θe	3,40%	3.4.45.8%	3.19 82%



TECHNOLOGY STACK

Tools & Technologies

01

Microsoft Excel

Data loading and initial cleaning

03

SQL

Querying, aggregations, trend analysis

02

MySQL

Database storage and management

04

Power BI

Interactive dashboard and visualizations



DATA PREPARATION

Data Loading & Cleaning



Import Raw Data

Loaded pizza sales data from Excel,
verified structure and column
consistency



Remove Duplicates

Eliminated duplicate records and
handled missing values



Standardize Formats

Unified date/time formats and ensured
correct data types

★ KEY METRICS

Performance KPIs

\$817.9K

Total Revenue

Overall sales performance

\$38.31

Avg Order Value

Revenue per transaction

49.6K

Pizzas Sold

Total quantity delivered

21.4K

Total Orders

Unique transactions

2.32

Avg Per Order

Pizzas per transaction

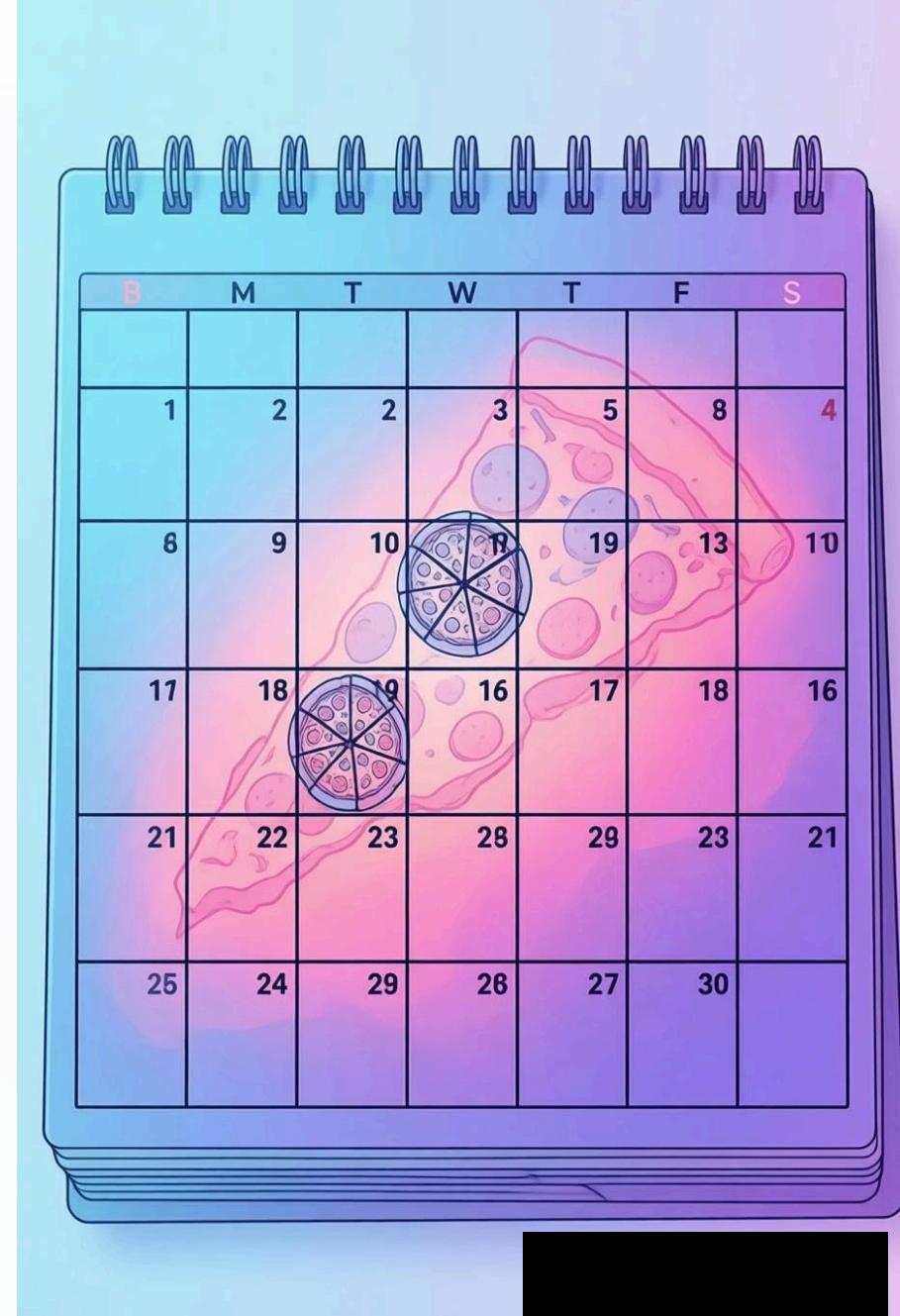
Order Trends Analysis

Daily Order Pattern

Peak Days: Friday and Saturday drive highest order volumes
Strategic staffing and inventory planning needed for weekends

Monthly Performance

Top Month: July leads with maximum orders
Seasonal trends inform promotional timing



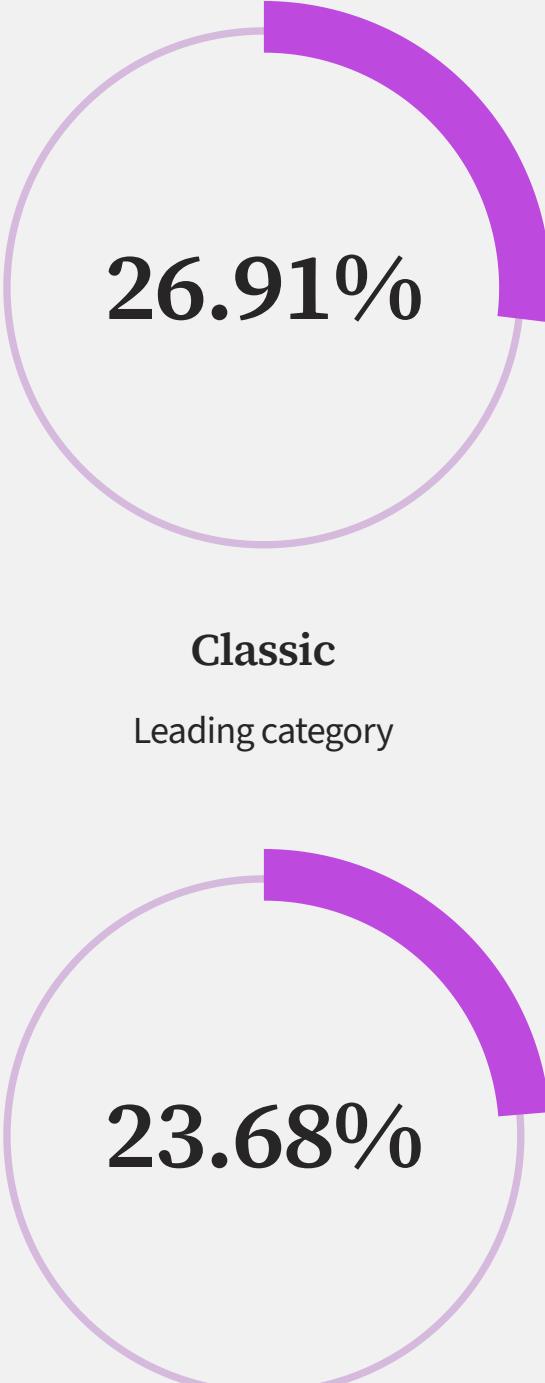
Category & Size Performance

A background image showing several pizzas of different sizes and toppings (pepperoni, veggie, chicken) displayed in a refrigerated pizza warmer. The pizzas are arranged in two rows, with larger pizzas in the back and smaller ones in the front.

26.91%

Classic

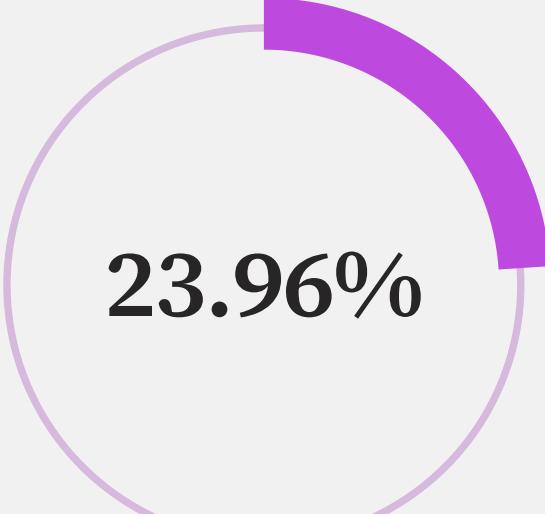
Leading category



A donut chart with a purple border and a white center. The central circle contains the percentage value "26.91%".
23.68%

Supreme

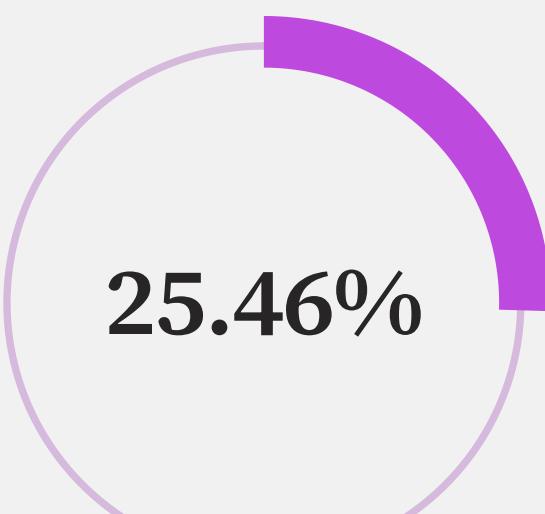
Second highest



A donut chart with a purple border and a white center. The central circle contains the percentage value "23.68%".
23.96%

Chicken

Strong performer



A donut chart with a purple border and a white center. The central circle contains the percentage value "23.96%".
25.46%

Veggie

Balanced share

Size Insights: Large pizzas dominate sales, followed by Medium. Focus inventory on high-demand sizes.

Best & Worst Sellers

Top 5 Revenue Generators

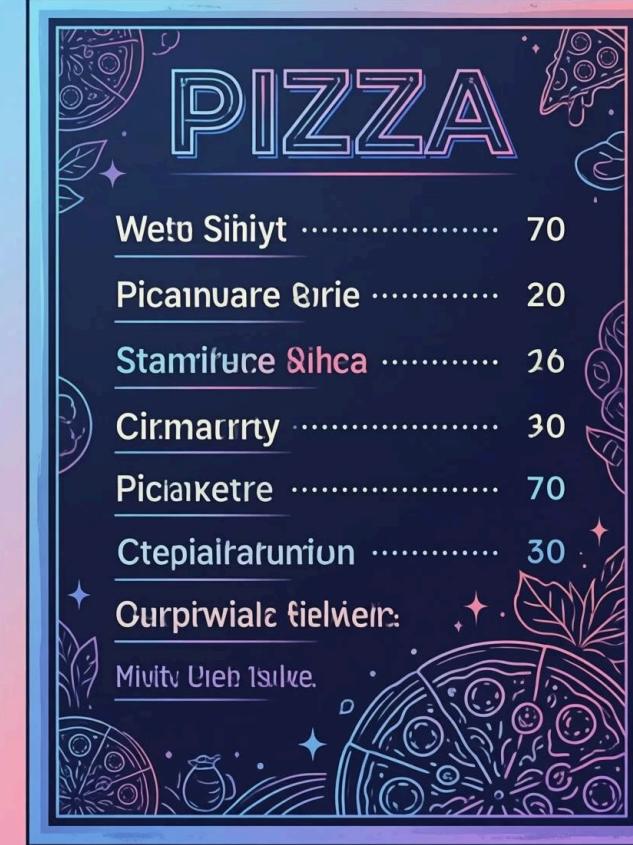
1. Thai Chicken Pizza
2. Barbecue Chicken Pizza
3. California Chicken Pizza
4. Classic Deluxe Pizza
5. Spicy Italian Pizza

Use as anchor products

Bottom 5 Performers

Lowest revenue, quantity, and orders

Action needed: Review pricing, ingredients, or menu visibility



Business Action Plan

1

Leverage Top Performers

Promote best-sellers to increase order value and customer satisfaction

2

Optimize Low Performers

Adjust pricing, ingredients, or visibility for underperforming pizzas

3

Strategic Pricing

Align size and category pricing with margin opportunities

4

Smart Inventory

Reduce waste by matching procurement with demand patterns

5

Continuous Monitoring

Use dashboard KPIs for real-time revenue and order tracking