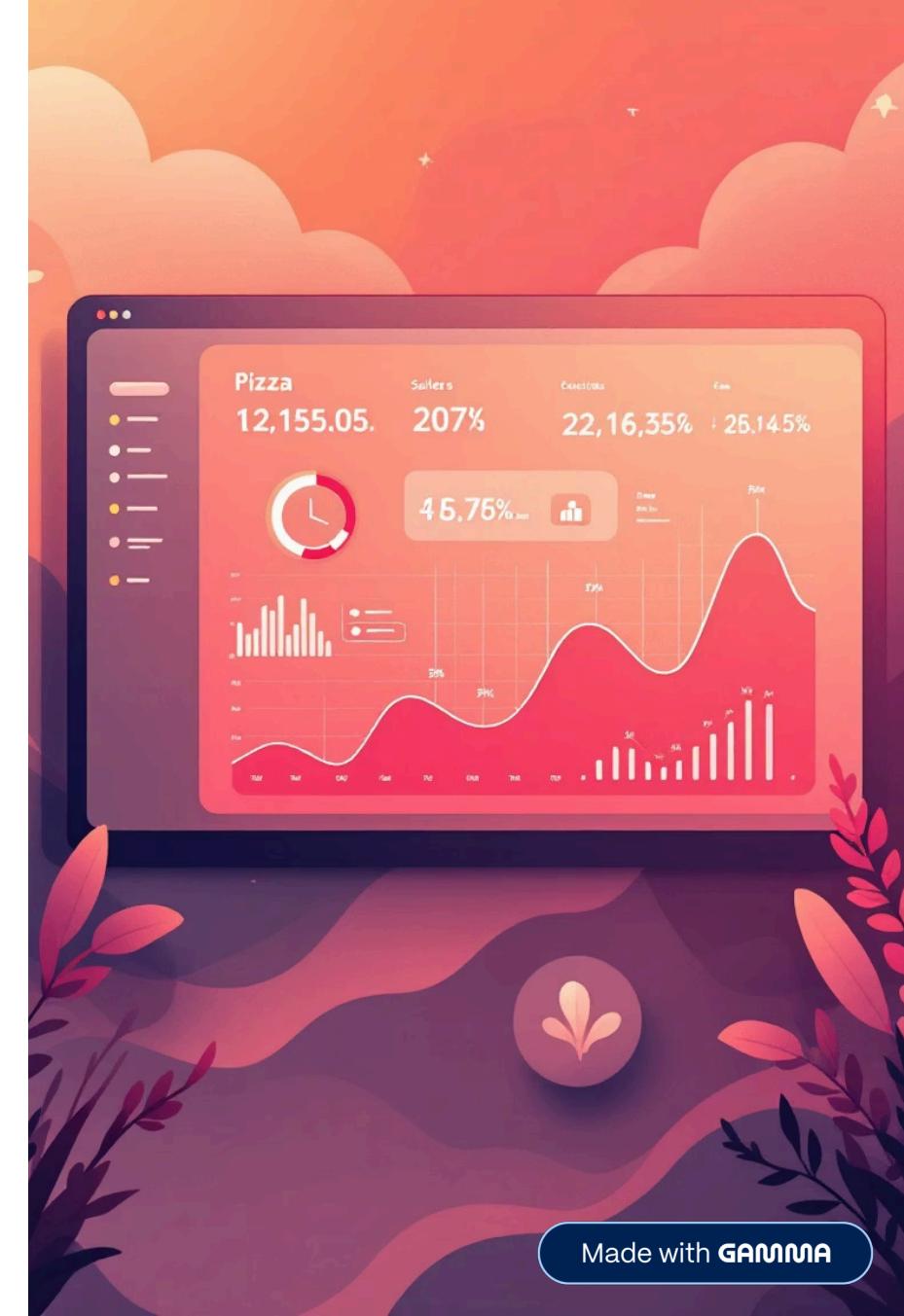


# Food Sales Analysis Dashboard

A Data Analytics Project using Power BI and SQL to uncover business insights from pizza sales data.





## PROJECT OVERVIEW

# Driving Profitable Decisions

### Project Summary

Analyzed food (pizza) sales data using Power BI and SQL to uncover business insights and performance trends. Developed a fully interactive dashboard.

### Objective

Build a data-driven dashboard to help stakeholders track key KPIs, identify best/worst sellers, and understand order behavior to drive profitable decisions.

# Key Performance Indicators (KPIs)

Sales performance metrics for the period of January to December 2024.

**\$817.86K**

**21,350**

**49,574**

**\$38.31**

## Total Revenue

Total sales generated across all pizza categories.

## Total Orders

The total number of customer transactions recorded.

## Pizzas Sold

Total quantity of individual pizzas sold.

## Avg. Order Value

Average revenue generated per customer order.

**2.32**

## Avg. Pizzas/Order

Average number of pizzas included in each order.

# Busiest Days and Times

Identifying peak periods is crucial for optimizing staffing and inventory.



## Busiest Days

Orders are highest on Weekends, specifically Friday and Saturday evenings.



## Top Months

Maximum orders were recorded during the months of July and January.

# Sales Performance by Category

The Classic Category is the primary driver of sales and total orders.



1

## Classic Category Dominance

Contributes to the maximum total sales and total orders.

2

## Focus on Core Products

This insight suggests prioritizing the Classic pizza line for marketing and inventory.

# Product Trends: Size and Best Sellers

Large pizzas dominate sales, while specific products lead in revenue and volume.



## Large Size Dominance

The Large size pizza contributes to the maximum total sales (45.89% of volume).



## Top Revenue Generator

The Thai Chicken Pizza generates the highest total revenue.



## Top Volume Seller

The Classic Deluxe Pizza leads in both total orders and quantity sold.



# Identifying Worst Sellers

Pinpointing underperforming products for potential menu adjustments or promotions.

## The Brie Carree Pizza

This item contributes the minimum total quantity sold and the minimum total orders.

# Tools and Technologies Used

Leveraging modern data tools for comprehensive analysis and visualization.



## Power BI

Used for data modeling, interactive dashboard creation, and visualization.



## SQL

Essential for KPI calculations and efficient data extraction.



## Excel/CSV

Served as the initial data source for the project analysis.



## DAX

Applied for creating complex measures and calculated fields within Power BI.

# Conclusion: Impact of the Dashboard

The sales dashboard provides actionable insights for strategic business improvements.

## → **Monitor Key KPIs**

Allows stakeholders to track business performance in real-time.

## → **Optimize Product Mix**

Helps in making decisions on which products to promote or adjust.

## → **Identify Peak Periods**

Enables better resource allocation during high-demand times.

## → **Improve Inventory**

Supports better planning and strategy decisions based on sales data.





# Next Steps for Optimization

Leveraging data insights to refine operations and maximize profitability.



## Review Brie Carree

Analyze the worst seller for potential removal or recipe/pricing adjustment.



## Staffing Alignment

Adjust staffing levels to match peak demand on weekends and in July/January.



## Promote Classic Line

Focus marketing efforts on the high-performing Classic and Large pizza categories.