# Domino's Sales Report

## Project Overview

This report provides an analytical overview of Domino's sales performance using data loaded into Power BI. The analysis focuses on key performance indicators (KPIs) to evaluate overall sales trends, customer preferences, and product performance. The data was transformed and validated within Power BI, with SQL queries used to cross-check the KPIs for accuracy.

## Key Performance Indicators (KPIs)

1. **Total Revenue**: The sum of the total price of all pizza orders.
2. **Average Order Value**: The average amount spent per order, calculated by dividing total revenue by the total number of orders.
3. **Total Pizzas Sold**: The total quantity of pizzas sold.
4. **Total Orders**: The total number of orders placed.
5. **Average Pizzas Per Order**: The average number of pizzas sold per order, calculated by dividing the total number of pizzas sold by the total number of orders.

## Data Validation

SQL queries were utilized to validate the accuracy of the KPIs calculated in Power BI, ensuring data consistency and reliability.

## Visualizations and Insights

1. **Daily Trend for Total Orders**:
   o **Chart Type**: Bar Chart
   o **Purpose**: Displays the daily trend of total orders over a specific period to identify patterns or fluctuations in order volumes.
   o **Insight**: This chart helps in understanding daily ordering behavior, including high and low order days.
2. **Monthly Trend for Total Orders**:
   o **Chart Type**: Line Chart
   o **Purpose**: Illustrates the hourly trend of total orders, highlighting peak hours of order activity.
   o **Insight**: Useful for determining the busiest times of the day and potential staffing or resource adjustments.
3. **Percentage of Sales by Pizza Category**:
   o **Chart Type**: Pie Chart
   o **Purpose**: Shows the distribution of sales across different pizza categories.
   o **Insight**: Provides a clear view of the popularity and contribution of each pizza category to overall sales.
4. **Percentage of Sales by Pizza Size**:
   o **Chart Type**: Pie Chart

o **Purpose**: Represents the percentage of sales attributed to different pizza sizes.
o **Insight**: Helps understand customer preferences regarding pizza sizes.
5. **Total Pizzas Sold by Pizza Category**:
   o **Chart Type**: Funnel Chart
   o **Purpose**: Displays the total number of pizzas sold for each pizza category.
   o **Insight**: Allows comparison of sales performance across different pizza categories.
6. **Top 5 Best Sellers by Revenue, Total Quantity, and Total Orders**:
   o **Chart Type**: Bar Chart
   o **Purpose**: Highlights the top 5 best-selling pizzas.
   o **Insight**: Identifies the most popular pizzas, which can inform marketing and inventory decisions.
7. **Bottom 5 Best Sellers by Revenue, Total Quantity, and Total Orders**:
   o **Chart Type**: Bar Chart
   o **Purpose**: Showcases the bottom 5 worst-selling pizzas.
   o **Insight**: Identifies underperforming pizzas, which may need to be re-evaluated or promoted differently.

## Additional Features

**Slicers**: Implemented for Pizza Category, allowing for dynamic filtering of the report to focus on specific pizza categories.

## Conclusion

This comprehensive report provides valuable insights into the sales performance of Domino's, identifying trends, customer preferences, and areas for potential improvement. The use of Power BI for visualization and SQL for data validation ensures that the findings are both reliable and actionable.