**Project Title: Pizza Sales Performance Dashboard**

**Project Overview / Background:**

The Pizza Sales Dashboard project aims to address the lack of real-time visibility into sales trends, product performance, and customer behavior across various categories for a pizza business. The absence of detailed analytics limits the company's ability to optimize pricing, inventory, and marketing strategies.

**Business Objectives:**

* Analyze sales performance across different pizza types, categories, and sizes.
* Identify peak sales periods and seasonal trends.
* Highlight top-performing and underperforming pizzas.
* Support inventory management and pricing strategy improvements.

**Scope of Work:**

* Data extraction and cleaning of historical pizza sales data.
* Development of interactive Tableau dashboards for sales visualization.
* Calculation of key sales KPIs: Total Revenue, Average Order Value, Top-Selling Pizzas, Category-Wise Sales.
* Delivery of actionable insights to optimize business operations.

**Key Stakeholders:**

* Sales Managers
* Inventory and Supply Chain Teams
* Marketing Team
* Executive Leadership

**Business Requirements:**

* Ability to filter sales data by date range, pizza size, and category.
* Visualization of sales trends month-over-month.
* Display top 5 and bottom 5 selling pizzas based on revenue.
* Summary KPIs showing total revenue, total orders, and average order value.
* Export functionality for reporting purposes (if applicable).

**Success Metrics (KPIs):**

* Increase in revenue by optimizing inventory based on top-sellers (+10% projected).
* Reduction in food waste through better inventory planning (-15% projected).
* Faster decision-making for marketing campaigns (improved time-to-market for promotions).

**Assumptions:**

* Sales data provided is complete and accurately reflects customer transactions.
* Business rules for calculating revenue and order value are standardized.

**Constraints:**

* Historical data only; no real-time integration.
* Limited customer demographic data availability.

**Out of Scope:**

* Customer satisfaction analysis.
* Predictive analytics or forecasting future sales (not included in this project).

**Timeline :**

* Data Cleaning: 1 week
* Dashboard Development: 2 weeks
* Review and Delivery: 1 week