Pizza Sales Report Dashboard

Overview

This project provides an interactive sales report dashboard for a pizza business. The dashboard offers insights into sales performance, customer trends, and pizza popularity, helping decision-makers optimize operations and improve sales strategies.

Key Metrics (Dashboard Cards)

- Total Revenue: The total revenue generated from pizza sales.

- Average Order Value: The average value of each order.

- Total Pizzas Sold: The total number of pizzas sold.

- Total Orders: The total number of orders placed.

- Average Pizzas Per Order: The average number of pizzas included in each order.

KPIs

- Busiest Days and Times: Displays the busiest days and times for pizza sales, both on a daily and monthly basis.

- Sales Performance by Category and Size: Shows how different pizza categories (e.g., vegetarian, meat lovers) and pizza sizes (small, medium, large) perform in terms of revenue and orders.

Visualizations

- Daily Trend for Total Orders: Shows the total number of orders placed each day over time.

➢ Monthly Trend for Total Orders: Analyzes the trend of total orders by month.

➢ Percentage of Sales by Pizza Category: Breaks down the percentage of total sales by pizza category.

➢ Percentage of Sales by Pizza Size: Displays the percentage of total sales for each pizza size.

➢ Total Pizzas Sold by Pizza Category: Shows the number of pizzas sold for each category.

<mark>Best and Worst Seller Report</mark>

This report highlights the best and worst-performing pizzas based on revenue, quantity sold, and total orders.

<mark>Text KPIs:</mark>

Best Seller:

➢ In terms of Revenue

➢ In terms of Quantity

➢ In terms of Total Orders

Worst Seller:

➢ In terms of Revenue

➢ In terms of Quantity

➢ In terms of Total Orders

- ➢ Top 5 Pizzas by Revenue: Shows the top 5 pizzas generating the most revenue.

- ➢ Bottom 5 Pizzas by Revenue: Displays the pizzas with the lowest revenue.

- ➢ Top 5 Pizzas Sold by Quantity: Highlights the top 5 best-selling pizzas based on quantity.

- ➢ Bottom 5 Pizzas Sold by Quantity: Shows the pizzas with the least quantity sold.

- ➢ Top 5 Pizzas Sold by Order: Lists the pizzas that appear most frequently in customer orders.

- ➢ Bottom 5 Pizzas Sold by Order: Displays the pizzas that appear least frequently in orders.