Pizza Sales Power Bi Dashboard

Dashoard link: https://app.powerbi.com/links/pwzSHmJpd4?ctid=7e2137dd-6ef9-46eb-974e-5086fd7cdd20&pbi_source=linkShare&bookmarkGuid=2043c58d-0082-4bd3-942c-2a3df0729069

Project Objective

To Develop a comprehensive pizza sales dashboard that integrates data to provide actionable insights into sales performance, customer behavior, and keep track of best seller and the worst selling pizza. The dashboard aims to help stakeholders monitor sales trends, identify top-selling products, optimize inventory, and enhance marketing strategies to drive revenue growth and improve customer satisfaction.

Import data to Power BI

1. Prepare csv file
2. Import CSV file to Microsoft SQL
3. Perform Data calculation to verify the numbers in SQL and Power BI
4. Data cleaning
5. Data Processing

DAX Queries

1. Total Revenue

Total_Revenue = sum(pizza_sales[total_price])

2. Total Orders

Total_Order = DISTINCTCOUNT(pizza_sales[order_id])

3. Total Pizza Sold

Total_Pizza_Sold = sum(pizza_sales[quantity])

4. Average Pizza Per Order

Average Pizza Per Order = [Total_Pizza_Sold]/[Total_Order]

5. Average Order Value

Average_Order_Value = DIVIDE([Total_Revenue],[Total_Order])

Project Insight

Overview (Jan 2015-Dec 2015)

- Total Revenue: 817.86 K
- Total Order: 21,350
- Total Pizza sold: 49,574
- Average Pizza per order: 2.32
- Average order value: 38.31

- The classic category pizza were sold the highest and the large size pizza was ordered most by the customer.
- The weekly trend for order were highest on Friday and Saturday.
- The Thai Chicken pizza earned the highest revenue and the classic deluxe pizza was most sold by the pizza hub and ordered by the customer
- The Brie Care pizza was the least ordered and lowest revenue contributing pizza on the menu.

Pizza Power Bi Dashboard

- **Visualize Sales Performance:**
    - Develop interactive visualizations to track sales trends over different time periods (daily, weekly, monthly, seasonal).
    - Break down sales data by product categories such as pizza type, size.
    - Compare sales performance across different store locations to identify high and low-performing pizza
- **Analyze Customer Behavior:**
    - Identify customer preferences by highlighting best-selling and least-selling pizza options.
    - Track customer purchasing patterns to inform marketing strategies and promotional activities.
- **Monitor Operational Efficiency:**
    - Assess inventory levels and supply chain efficiency to prevent stockouts or overstock situations.
    - Evaluate staff performance and productivity metrics to optimize labor allocation.
- **Enhance Business Decision-Making:**
    - Provide real-time data and actionable insights to support strategic planning and operational adjustments.
    - Enable stakeholders to make informed decisions based on up-to-date and accurate sales data.