

Part 2: Excel Dashboard Creation

In the second phase of this project, **we will** create an Excel dashboard by performing data extraction, cleaning, processing, and analysis. Key performance indicators (KPIs) will be calculated, and insights will be derived regarding revenue, orders, busiest days and times, sales performance, and top and bottom performers.

a. Data Extraction:

- Retrieve data from the SQL Server Database and import it into an Excel spreadsheet.

b. Data Cleaning:

- Clean the data, including converting pizza size shortcuts to full-form names (e.g., L to Large) for clarity.

c. Data Processing:

- Extract the day from the date to analyze daily trends.

d. Data Analysis:

- Calculate key performance indicators (KPIs):
 - Total revenue/sales
 - Total orders
 - Average order value
 - Total number of pizzas
 - Average pizzas per order

e. Excel Dashboard Creation:

- Create charts to visualize:
 - Daily trends for total orders
 - Hourly trends for total orders
 - Percentage of sales by pizza category and size
 - Total pizzas sold by pizza category
 - Top and worst-selling pizzas

Findings from the Pizza Sales Data:

- **Revenue:** Total revenue generated was approximately £817,860.
- **Orders:** Average order value was £38.31. A total of 21,350 orders were placed in 2023, with an average of 2.32 pizzas per order.
- **Busiest Times:** Mondays, Tuesdays, Saturdays, and Sundays were the busiest days. Peak order times were between 12-1 PM and 4-8 PM.

- **Sales:** The "Classic" pizza category and "Large" size pizza contributed the most to sales.
- **Best and Worst Sellers:** "Classic Deluxe" and "Chicken" pizzas were the best sellers, while "The Brie Carre" performed the worst in terms of both orders and revenue.

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