

Pizza Sales Dashboard – Project Summary

1. Project Overview

This project analyzes a full year of pizza sales data using SQL and Power BI.

The goal was to understand sales performance, customer ordering behavior, and product trends across categories, sizes, and individual pizzas.

Power BI was used to build an interactive dashboard that allows users to explore KPIs, daily and monthly trends, and best/worst seller insights.

2. Business Objectives

The company wants to answer key questions such as:

- How much total revenue are we generating?
- Which pizza categories and sizes sell the most?
- What days and months have the highest order volume?
- Which pizzas perform best and worst based on revenue, quantity, and orders?

These insights help the business focus on high-performing products and improve production and marketing decisions.

3. Tools & Techniques Used

- **SQL Server:**
Data cleaning, KPI calculations, and trend analysis
- **Power BI Desktop:**
Visual dashboards, DAX measures, slicers, and UX design
- **Data Modelling:**
Relationships between orders, pizzas, and category tables
- **Data Visualization:**
Bar charts, line charts, pie charts, funnels, KPI cards

4. Key KPIs Calculated

- **Total Revenue:** \$817.86K
- **Average Order Value:** 38.31
- **Total Pizzas Sold:** 49,574
- **Total Orders:** 21,350
- **Average Pizzas per Order:** 2.32

5. Insights from the Dashboard

Customer Ordering Behaviour

- Orders peak on **Fridays and Saturdays**
- Highest monthly orders occur in **July and January**

Category Performance

- The **Classic** category contributes the most revenue and orders
- The **Veggie** and **Supreme** categories follow closely

Size Performance

- **Large pizzas** generate the highest share of sales
- Medium and Regular sizes follow next

Best Sellers

- Highest revenue: **Thai Chicken Pizza**
- Most quantity sold: **Classic Deluxe Pizza**
- Most orders: **Classic Deluxe Pizza**

Worst Sellers

- Lowest performance across all metrics: **Brie Carre Pizza**

6. Final Outcome

The dashboard provides a complete view of business performance, allowing the pizza company to:

- Identify high-performing products
- Understand daily and monthly demand patterns
- Optimize inventory and staffing
- Improve marketing strategies

This project demonstrates skills in SQL, data modeling, and Power BI dashboard development and serves as a strong portfolio piece for data analyst roles.