

Pizza Sales Analysis Dashboard

Power BI

Project Objective

The objective of the Pizza Sales Dashboard project is to provide a comprehensive, interactive, and user-friendly tool for visualizing and analyzing pizza sales data. The dashboard aims to enable stakeholders, including business owners, managers, and marketing teams, to make informed decisions by offering detailed insights into various aspects of sales performance.

Dax Queries

1. Avg Order value

Avg Order Value = [Total Revenue]/[Total Orders]

2. Avg Pizzas Per Order

Avg Pizzas Per Order = [Total Pizza Sold]/[Total Orders]

3. Total Orders

Total Orders = DISTINCTCOUNT(pizza_sales[order_id])

4. Total Pizza Sold

Total Pizza Sold = sum(pizza_sales[quantity])

5. Total Revenue

Total Revenue = sum(pizza_sales[total_price])



PIZZA SALES DASHBOARD

Jan to Dec of 2015

Pizza Category

All

01-01-2015

31-12-2015



Home



Sales Analysis

BUSIEST DAYS & TIME

DAYS

Pizza orders are **highest** on weekends, i.e. **Friday and Sunday** evenings.

MONTHLY

There are **maximum** orders from the month of **January** to **July**.

SALES PERFORMANCE

CATEGORY

The **Classic** category contributes the **maximum** revenue

SIZE

The **Large** Pizza size contributes to the **maximum** revenue.



817.86K

Total Revenue



38.31

Average Order Value



49574

Total Pizzas Sold



21350

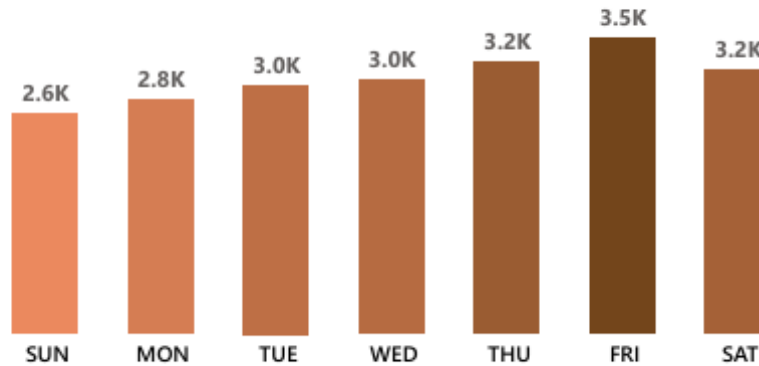
Total Orders



2.32

Average Pizzas Per Order

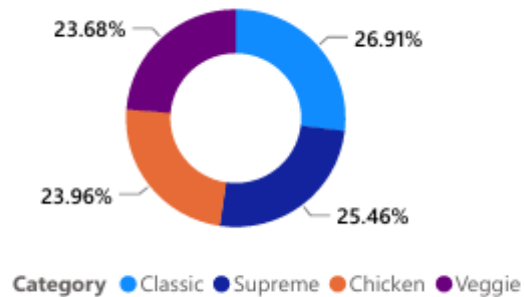
Daily Trend for Total Orders



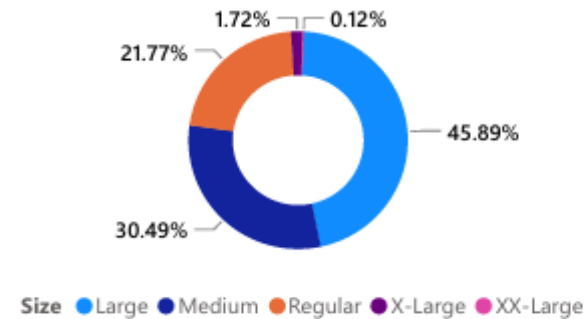
Monthly Trend for Total Orders



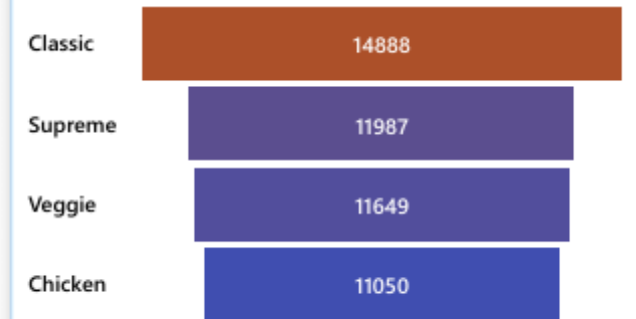
% Sales by Pizza Category



% Sales by Pizza Size



Total Pizzas Sold by Pizza Category





PIZZA SALES DASHBOARD

Jan to Dec of 2015

Pizza Category

All

01-01-2015

31-12-2015



Home



Sales Analysis



BEST SELLERS

REVENUE

The Thai Chicken Pizza

Contributes to Max. Revenue

QUANTITY

The Classic Deluxe Pizza

Contributes to Max. Quantities.

ORDERS

The Classic Deluxe Pizza

Contributes to Max. Orders

WORST SELLERS

REVENUE

The Brie Carre Pizza

Contributes to Min. Revenue

QUANTITY

The Brie Carre Pizza

Contributes to Min. Quantities

ORDERS

The Brie Carre Pizza

Contributes to Min. Orders



817.86K

Total Revenue



38.31

Average Order Value



49574

Total Pizzas Sold



21350

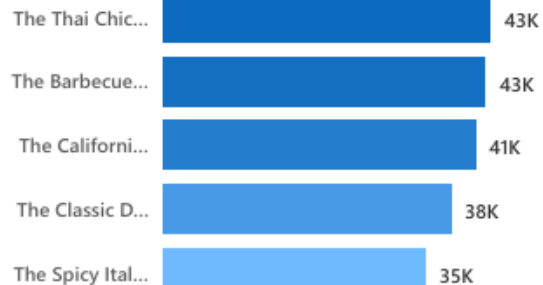
Total Orders



2.32

Average Pizzas Per Order

Top 5 Pizzas by Revenue



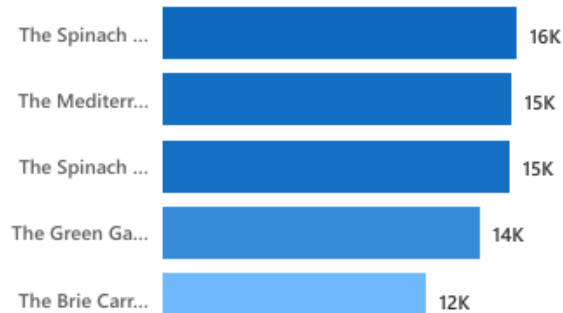
Top 5 Pizzas by Quantity



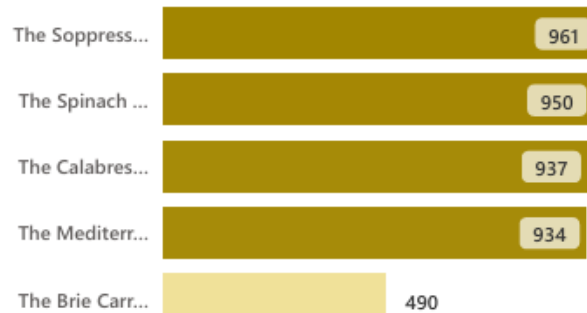
Top 5 Pizzas by Orders



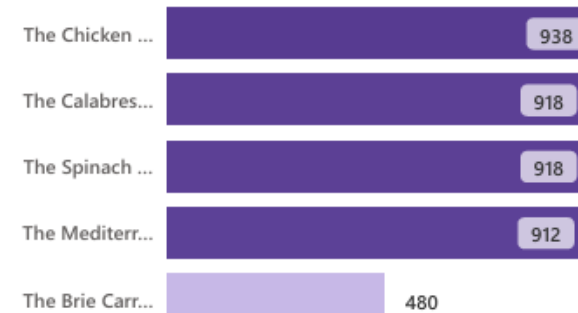
Bottom 5 Pizzas by Revenue



Bottom 5 Pizzas by Quantity



Bottom 5 Pizzas by Orders



Key Performance Indicator

- Total revenue is 817K.
- Avg Order Value is 38.31.
- Total pizzas sold 49574.
- Total orders 21350.
- Avg pizza per order 2.32.

Summary Insights

- **Revenue Drivers** : The Thai Chicken Pizza contributes the most to revenue, while the Brie Carre Pizza contributes the least.
- **Quantity Leaders** : The Classic Deluxe Pizza leads in total quantities sold and total orders, making it the most popular pizza overall.
- **Size Preferences** : Large pizzas are the most popular size, accounting for nearly half of all sales.
- **Performing Days** : Orders are highest on weekends, Friday/Saturday evenings.
- **Performing Months** : There are maximum orders from month of July and January.
- **Category Leaders** : Classic category contributes to maximum sales and total orders.

The background features abstract, overlapping geometric shapes in various shades of green, primarily on the left and right sides, creating a modern, layered effect. The central area is white.

Thank you