

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])

Dax Queries

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



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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

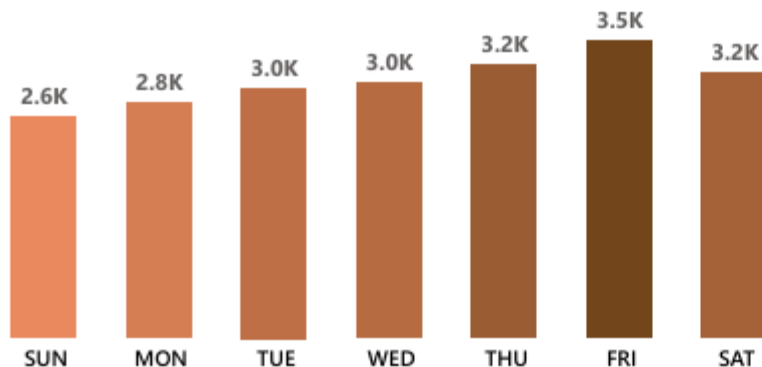
Total Orders



2.32

Average Pizzas Per Order

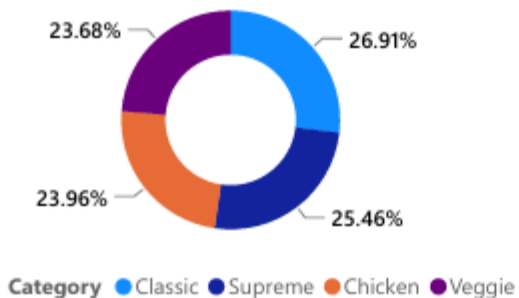
Daily Trend for Total Orders



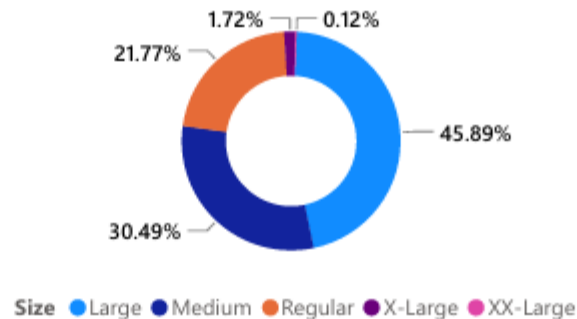
Monthly Trend for Total Orders



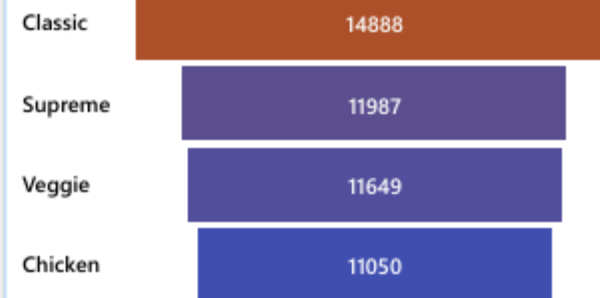
% Sales by Pizza Category



% Sales by Pizza Size



Total Pizzas Sold by Pizza Category





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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



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Average Order Value



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Total Orders



2.32

Average Pizzas Per Order

Top 5 Pizzas by Revenue

The Thai Chic...	43K
The Barbecue...	43K
The Californi...	41K
The Classic D...	38K
The Spicy Ital...	35K

Top 5 Pizzas by Quantity

The Classic D...	2.5K
The Barbecue...	2.4K
The Hawaiian...	2.4K
The Pepperoni...	2.4K
The Thai Chic...	2.4K

Top 5 Pizzas by Orders

The Classic D...	2.3K
The Hawaiian...	2.3K
The Pepperoni...	2.3K
The Barbecue...	2.3K
The Thai Chic...	2.2K

Bottom 5 Pizzas by Revenue

The Spinach ...	16K
The Mediterr...	15K
The Spinach ...	15K
The Green Ga...	14K
The Brie Carr...	12K

Bottom 5 Pizzas by Quantity

The Soppress...	961
The Spinach ...	950
The Calabres...	937
The Mediterr...	934
The Brie Carr...	490

Bottom 5 Pizzas by Orders

The Chicken ...	938
The Calabres...	918
The Spinach ...	918
The Mediterr...	912
The Brie Carr...	480

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.

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.

Thank you