**Pizza Sales KPI Analysis and Visualization**

**Project Description**

This project involves analyzing pizza sales data using Power BI to calculate key performance indicators (KPIs) and create interactive visualizations. The goal was to uncover meaningful insights into sales trends, customer behavior, and product performance to drive informed business decisions.

**Tools/Technologies**

* **Tools**: Power BI

**Key Metrics (KPIs)**

1. **Total Revenue**: Total revenue generated from pizza orders.
2. **Average Order Value (AOV)**: Revenue per order, calculated by dividing total revenue by total orders.
3. **Total Pizzas Sold**: Total quantity of pizzas sold.
4. **Total Orders**: The total number of orders placed.
5. **Average Pizzas Per Order**: The average number of pizzas sold per order.

**Visualizations Created**

1. **Daily Trend for Total Orders**:
   * Bar chart to show daily order trends and fluctuations.
2. **Hourly Trend for Total Orders**:
   * Line chart illustrating order volumes by hour to identify peak times.
3. **Percentage of Sales by Pizza Category**:
   * Pie chart to visualize sales distribution across pizza categories.
4. **Percentage of Sales by Pizza Size**:
   * Pie chart showing customer preferences for different pizza sizes.
5. **Total Pizzas Sold by Pizza Category**:
   * Funnel chart comparing the total pizzas sold across categories.
6. **Top 5 Best Sellers**:
   * Bar chart highlighting the top-performing pizzas by revenue, quantity, and orders.
7. **Bottom 5 Worst Sellers**:
   * Bar chart showcasing the lowest-performing pizzas by revenue, quantity, and orders.

**What I Learned or Achieved**

* Enhanced skills in using Power BI for data analysis and visualization.
* Gained experience in creating dashboards to monitor KPIs and trends.
* Learned how to transform raw data into actionable insights for strategic decision-making.

**Purpose of the Project**

The Pizza Order Dashboard project was developed to enhance understanding of sales and customer behavior in the food delivery business. It also provided hands-on experience with Power BI, focusing on building actionable dashboards from raw data.