**Pizza Sales Analysis**

**1.** **Interactive Pizza Sales Insight Dashboard**

A visually rich, interactive dashboard designed to uncover key patterns in pizza sales—highlighting best-selling categories, order timing trends, size preferences, and top-performing pizzas to support data-driven decision-making in food retail.

**2. Short Description / Purpose**

The **SliceWise Pizza Sales Dashboard** is an interactive Excel report designed to analyze and visualize key trends in pizza sales data. It highlights total revenue, peak order times, best- and worst-selling pizzas, and sales distribution by category and size—enabling restaurant managers and analysts to make informed business and marketing decisions.

**3. Tech Stack**

The dashboard was built leveraging the following tools and technologies to support data extraction, transformation, visualization, and user interaction

📊 **Microsoft Excel** – Served as the primary platform for data analysis, visualization, and dashboard creation.  
📌 **PivotTables & PivotCharts** – Used to aggregate sales data and generate dynamic, interactive visualizations.  
🔄 **Slicers & Timelines** – Implemented for intuitive filtering based on order dates, categories, and time-based trends.  
🧹 **Excel Formulas** – Employed functions such as TEXT, IF, and VLOOKUP for data cleaning, formatting, and transformation.  
🖼️ **Visual Design Elements** – Customized layouts, color schemes, and background images to enhance user engagement and interpretability.  
🧾 **SQL Queries** – Utilized to extract and preprocess pizza sales data from a relational database before importing it into Excel for analysis.  
📁 **File Format** – The final report was delivered in .xlsx format, suitable for sharing, modification, and offline use.

**4. Data Source and Structure**

**Source:** The dataset was obtained from Kaggle, specifically from a publicly available fictional pizza sales dataset designed for data analysis and dashboarding practice.

It contains detailed transactional data from a pizza restaurant, with each row representing a unique pizza item within an order. Key fields include pizza\_id, order\_id, total\_orders, pizza\_name\_id, quantity, order\_date, order\_date\_new, order\_day, order\_time, order\_time\_new, unit\_price, total\_price, pizza\_size, pizza\_category, pizza\_ingredients, and pizza\_name. This structure enables in-depth analysis of order patterns, time-based sales trends, pricing, product performance, and customer preferences.

The dataset is organized in a flat table format, making it well-suited for time-series analysis, category breakdowns, and interactive Excel dashboard visualizations.

**5. Pizza Sales Dashboard Explanation**

**• Business Problem**

In the competitive food service industry, especially within quick-service restaurants like pizzerias, it is challenging to track product performance, understand customer ordering behavior, and identify high-revenue time slots. Without a data-driven approach, businesses may miss opportunities to optimize their menu, staffing, and marketing efforts.

**• Goal of the Dashboard**

The goal of this dashboard is to provide a clear, interactive visual representation of pizza sales data—highlighting sales performance by category and size, identifying top and bottom-selling pizzas, analyzing order trends across days and hours, and uncovering peak sales periods. It serves as a tool for restaurant managers, analysts, and decision-makers to make data-informed operational and strategic decisions.

**• Walkthrough of Key Visuals**

* **Total Revenue, Avg Order Value, and Orders Overview:** High-level KPIs to monitor business performance.
* **Daily Trends (by Day and Hour):** Helps identify peak ordering times and staffing needs.
* **Sales by Category and Size:** Reveals which pizza types and sizes drive the most sales.
* **% of Sales by Category & Size (Donut Charts):** Shows distribution across product lines.
* **Top 5 & Bottom 5 Sellers:** Spotlights the best- and worst-performing pizzas for strategic menu planning.
* **Interactive Timeline Filter:** Allows filtering the entire dashboard by date range for time-based analysis.

**• Business Impact & Insights**

* Identified **weekend evenings (Friday & Saturday)** as peak sales periods, informing staffing and promotions.
* The **Classic category** and **Large pizzas** contribute the most to total revenue.
* **Chicken and Hawaiian pizzas** emerge as best sellers, while some niche pizzas underperform—guiding inventory and marketing decisions.
* Enables the business to adjust pricing, optimize inventory, and enhance menu offerings based on real purchase behavior.

**6. Screenshots**

