

Problem Statement

KPI's requirements

We need to analyze key indicators for pizza restaurant sales data to gain insights into our business performance. Specifically, we want to calculate the following metrics:

1. **Total Revenue:** Total amount of income the company brings in from selling pizzas.
2. **Average Order Value:** Average amount spent per order.
3. **Total Pizzas Sold:** The sum of quantities of all pizzas sold.
4. **Total Orders:** Total number of orders placed.
5. **Average Pizzas per Order:** Average number of pizzas per order.

Data Visualization

We want to visualize various aspects of our pizza sales data to gain insights and understand key trends. The following charts are required in the dashboard:

1. **Hourly Total Orders:** Stacked bar chart that displays the hourly trend of total orders over a specific time. This chart will help us identify any fluctuations in order volumes on an hourly basis.
2. **Week Total Orders:** Line chart which illustrates the weekly trend of total orders through the year. This will help us identify peak weeks or periods of high order activity.
3. **Sales by Category (Distribution):** Pie chart that shows the distribution of sales across different pizza categories. This chart will provide insights into the popularity of various pizza categories and their contribution to overall sales.
4. **Sales by Size:** Pie chart that represents the sales by pizza size. This will help us to understand the preference of customers for pizza sizes and the impact on sales.
5. **Sales by Category (Amount):** Funnel chart that presents the total number of pizzas sold for each pizza category. This chart will allow us to compare the performance of different pizzas categories.
6. **Bottom 5 Best Sellers (Revenue, Quantity, Orders):** Bar chart showcasing bottom 5 worst selling pizzas based of different criteria.
7. **Top 5 Best Sellers (Revenue, Quantity, Orders):** Bar chart showcasing top 5 bestselling pizzas based of different criteria.