

Pizza Sales Analysis

Summary

The Pizza Sales Analysis Dashboard provides a detailed and interactive overview of sales performance, branch operations, and product popularity, enabling data-driven decision-making for optimized sales strategies. Below is an in-depth summary of the findings:

Objective: To explore, analyze, and visualize sales performance and branch operations using Power BI.

Key Insights:

1. Sales Performance by Region:

- Sales contributions by region highlight Nevada as the leading branch with 20.76% of total revenue, followed closely by Arizona, California, Oregon, and Idaho.

2. Product Analysis:

- Top-performing pizzas, including Hot Pepperoni Feast and Chicken Suya, account for a significant share of revenue, while bottom-performing pizzas provide opportunities for targeted promotions.

3. Sales Trends by Time and Day:

- Peak sales occur during weekends and evenings, with certain days exceeding sales targets, presenting replicable success strategies.

4. Manager Performance:

- Consistent performance among managers, with Christy Olson leading, reflects strong operational management.

5. Overall Metrics:

- Total revenue: \$189K
- Total orders: 5,000
- Total pizza varieties: 16

Conclusion The Pizza Sales Analysis Dashboard provides actionable insights to optimize sales strategies and improve operational efficiency. It is an invaluable tool for stakeholders aiming to maximize revenue and streamline operations..

Recommendations:

1. Focus on boosting sales in underperforming regions like Idaho and Oregon.
2. Promote low-performing pizzas with discounts or combo offers.
3. Enhance staffing and inventory management during peak sales periods.
4. Highlight top-performing pizzas in marketing campaigns.
5. Replicate strategies from high-sales days on underperforming days.
6. Introduce loyalty programs to retain customers and increase order frequency