

## Pizza Sales Analysis – Project Overview

### Project Objective

The objective of this project is to analyze pizza sales data to understand business performance, customer purchasing patterns, and revenue trends. The goal is to generate actionable insights that help improve sales and profitability.

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### Dataset Description

The dataset includes:

- Order ID
- Order Date & Time
- Pizza Name
- Category (Classic, Veggie, Chicken, etc.)
- Size (S, M, L, XL)
- Quantity
- Price
- Total Amount

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### Key KPIs Created

1. **Total Revenue**
  2. **Total Orders**
  3. **Total Quantity Sold**
  4. **Average Order Value**
  5. **Average Pizzas per Order**
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### Business Questions Solved

- Which pizza category generates the highest revenue?
- Which size is most preferred by customers?
- What are the peak order hours?
- Which day/month has highest sales?
- Top 5 and Bottom 5 pizzas by revenue
- Month-over-Month (MoM) growth
- Year-to-Date (YTD) sales

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#### ◆ Power BI Features Used

- DAX Measures (Total Sales, MoM %, YTD, Ranking)
  - Calculated Columns
  - Time Intelligence Functions
  - Bar Charts, Line Charts, KPI Cards
  - Filters & Slicers
  - Drill-down analysis
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#### ◆ Key Insights (Example)

- Large size pizzas contribute the highest revenue.
  - Evening hours (6 PM – 9 PM) show peak order activity.
  - Certain categories outperform others consistently.
  - Seasonal sales variation observed in specific months.
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#### ◆ Business Impact

This analysis helps:

- Optimize inventory planning
- Improve marketing strategies
- Focus on high-performing products
- Increase revenue through data-driven decisions