



**YEAR 2015** 

SALES DASHBOARD

SHRUTIKA KANSE

Data Analyst | SQL | Power Bl

Overview

**Top / Bottom Seller** 

### BUSIEST HOURS, DAYS & **MONTHS**

### **HOURS**

and **4 PM - 7 PM**, with a **peak at 12 PM** (6.8K sold).

Steady sales with slight peaks in Mar, May,

Classic is the top category with 10.9K orders and 27% revenue share.

(46%),

(22%).

**Total Revenue** 

817.86K

Avg order value

38.31

Total pizza sold

50K

**Total no.of Orders** 

21K

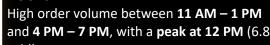
Avg pizza per order

2.32



01-01-2015 31-12-2015





# Friday sees the highest sales (8.2K), followed

## by Saturday (7.5K).

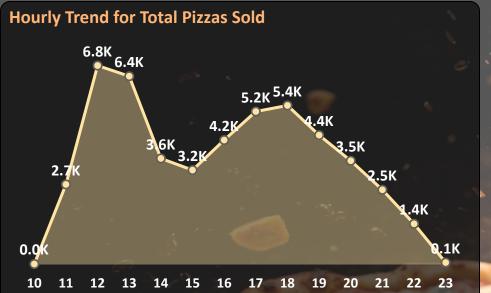
### MONTHS

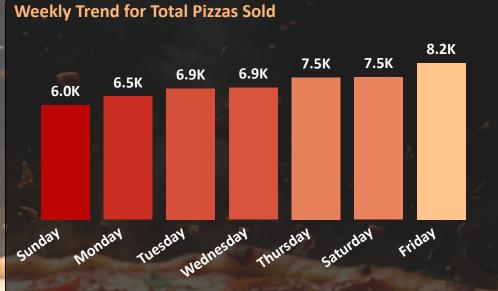
and Jul (~4.3K each).

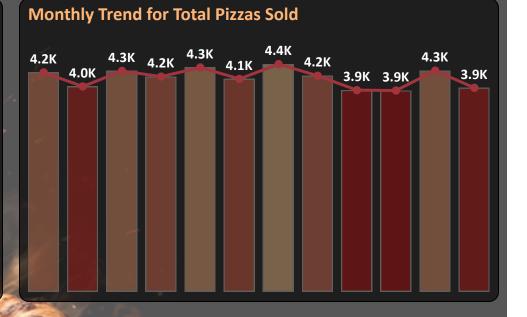
## Sales by Category & Size

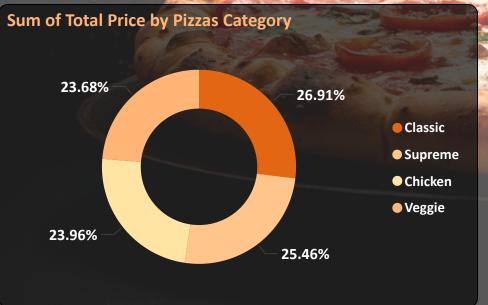
Large pizzas contribute the most to revenue

followed by Medium (30%) and Regular

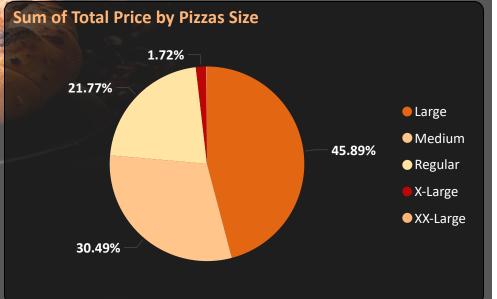












**Overview** 

**Top / Bottom Seller** 

## **♦ Top-Selling Pizzas Overview**

2.3K orders)

Close Favorites: Barbecue Chicken, Hawaiian, Pepperoni, and Thai Chicken — each with ~2.4K units sold

Order Trend: Slight decline in total orders from 2.3K to 2.2K across top 5 pizzas

## **♦ Lowest-Selling Pizzas**

Others include Mediterranean, Calabrese, Spinach Supreme, & Soppressata — all under Total\_Revenue

817.86K

Avg order value

38.31

Total pizza sold

50K

**Total no.of Orders** 

21K

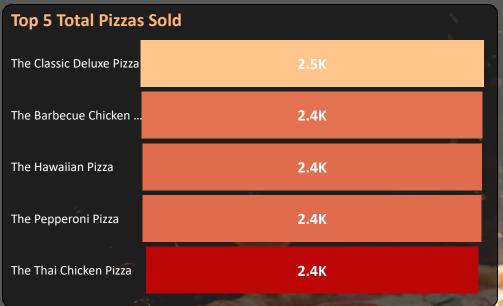
Avg pizza per order

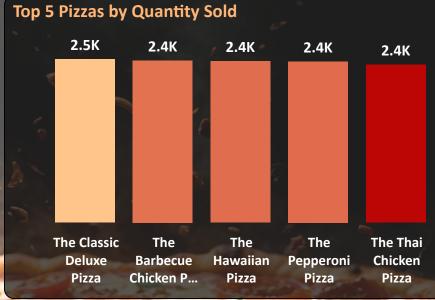
2.32

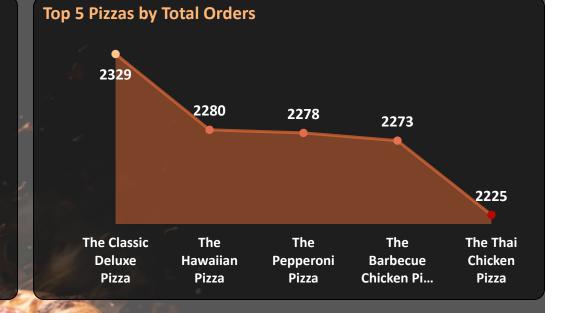


01-01-2015 31-12-2015

Best Seller: Classic Deluxe Pizza (2.5K sold,



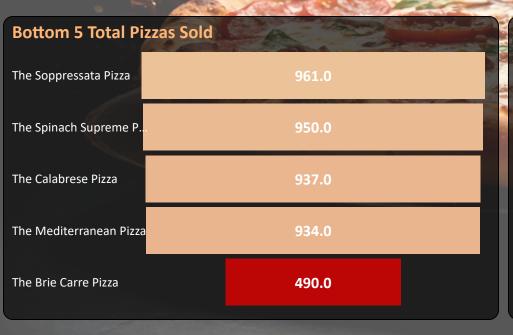




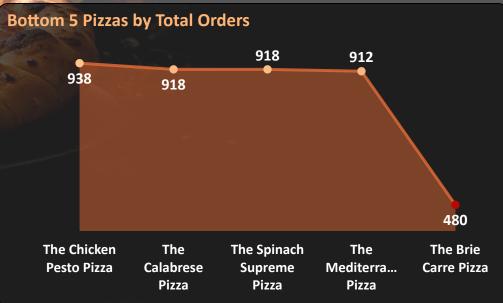
Least Sold: Brie Carre Pizza (490 sold, 480 orders)

1K sales

Brie Carre shows a significant drop in both quantity and orders compared to others









pizza_name	Sum of total_price	Sum of quantity
The California Chicken Pizza	41,409.50	2370
Total	41,409.50	2370

pizza_size	Sum of total_price	Sum of quantity
Large	19,235.25	927
Medium	15,812.00	944
Regular	6,362.25	499
Total	41,409.50	2370

pizza_category	Sum of total_price	Sum of quantity
Chicken	41,409.50	2370
Total	41,409.50	2370



order_time	Total pizza sold ▼
12:25:12	28
12:32:00	27
11:59:10	25
12:52:36	25
12:53:29	25
13:31:27	25
12:26:04	24
11:50:01	23
13:58:37	23
11:57:15	22
12:18:44	22
12:14:18	21
12:58:32	21
12:27:17	20
Total	49574

MonthYear ▼	Total pizza sold
Dec	3935
Nov	4266
Oct	3883
Sep	3890
Aug	4168
Jul	4392
Jun	4107
May	4328
Apr	4151
Mar	4261
Feb	3961
Jan	4232
Total	49574

DayOfWeek Total pizza sold		
Friday	8242	
Monday	6485	
Saturday	7493	
Sunday	6035	
Thursday	7478	
Tuesday	6895	
Wednesday	6946	
Total	49574	