**Project : Pizza Sales Analysis**

**Problem Statement**

**KPI’s REQUIREMENT**

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

1. Total Revenue: The sum of the total price of all pizza orders.
2. Average Order Value: The average amount spent per order, calculated by dividing the total revenue by the total number of orders.
3. Total Pizzas Sold: The sum of the quantities of all pizzas sold.
4. Total Orders: The total number of orders placed.
5. Average Pizzas Per Order: The average number of pizzas sold per order, calculated by dividing the total number of pizzas sold by the total number of orders.

**CHARTS REQUIREMENT**

We would like to visualize various aspects of our pizza sales data to gain insights and understand key trends. We have identified the following requirements for creating charts:

**1. Hourly Trend for Total Pizzas Sold:** Create a stacked bar chart that displays the hourly trend of total orders over a specific time period. This chart will help us identify any patterns or fluctuations in order volumes on a hourly basis.

**2. Weekly Trend for Total Orders:** Create a line chart that illustrates the weekly trend of total orders throughout the year. This chart will allow us to identify peak weeks or periods of high order activity.

**3. Percentage of Sales by Pizza Category:** Create a 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. Percentage of Sales by Pizza Size:** Generate a pie chart that represents the percentage of sales attributed to different pizza sizes. This chart will help us understand customer preferences for pizza sizes and their impact on sales.

**5. Total Pizzas Sold by Pizza Category:** Create a funnel chart that presents the total number of pizzas sold for each pizza category. This chart will allow us to compare the sales performance of different pizza categories.

**6. Top 5 Best Sellers by Revenue, Total Quantity and Total Orders:** Create a bar chart highlighting the top 5 best-selling pizzas based on the Revenue, Total Quantity, Total Orders. This chart will help us identify the most popular pizza options.

**7. Bottom 5 Best Sellers by Revenue, Total Quantity and Total Orders:** Create a bar chart showcasing the bottom 5 worst-selling pizzas based on the Revenue, Total Quantity, Total Orders. This chart will enable us to identify underperforming or less popular pizza options.

**Build Dashboard or a Report using Tableau**

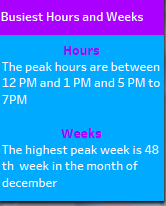
Created a comprehensive dashboard in Tableau featuring key metrics and charts, including Hourly Trend, Weekly Trend, Sales by Category, Sales by Size, Total Pizzas Sold by Category, Top 5 Best Sellers, and Bottom 5 Worst Sellers.

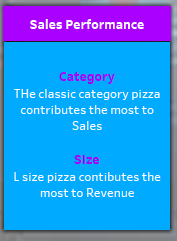
KPI’S

* **Total Revenue** SUM([order id])
* **Total Orders** COUNTD([order id])
* **Average Order Value** [total revenue] / [total orders]
* **Total Pizzas Sold** SUM([quantity])
* **Average Pizzas Per Order** [total pizzas sold] / [total orders]



KEY INSIGHTS





DASHBOARD

