

# DASHBOARD CREATION

## PIZZA SALES ANALYSIS

-CONNECTING WITH SQL AND MS-EXCEL

# PROBLEM STATEMENT

- ▶ 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 is calculated by dividing the total number of pizzas sold by the total number of orders.

# CHARTS REQUIRMENTS

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. **Daily Trend for Total Orders:**

Create a bar chart that displays the daily trend of total orders over a specific time period. This chart will help us identify any patterns or fluctuations in order volumes on a daily basis.

## 2. **Hourly Trend for Total Orders:**

Create a line chart that illustrates the hourly trend of total orders throughout the day. This chart will allow us to identify peak hours or periods of high orders activity.

# CHARTS REQUIREMENTS

## **1. 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.

## **2. 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.

## **3. 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.

# CHARTS REQUIREMENTS

## **1. Top 5 Best Sellers by Total Pizzas Sold:**

Create a bar Chart highlighting the top 5 best-selling pizzas based on the total number of pizzas sold. The chart will help us identify the most popular pizza options.

## **2. Bottom 5 Worst Sellers by Total Pizzas Sold:**

Create a bar chart showcasing the bottom 5 worst-selling pizzas based on the total number of pizzas sold. This chart will enable us to identify underperforming or less popular pizza options.