

Pizza Bell

Pizza Sales Dashboard in Power Bi

10 Steps

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Creation Date

Aug 07, 2024

Last Updated

Aug 07, 2024



STEP 1

KPI

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.

STEP 2

Charts Required for in depth analysis

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. 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. Monthly 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 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.

STEP 3

Charts Required for in depth analysis

CHARTS REQUIREMENT

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.

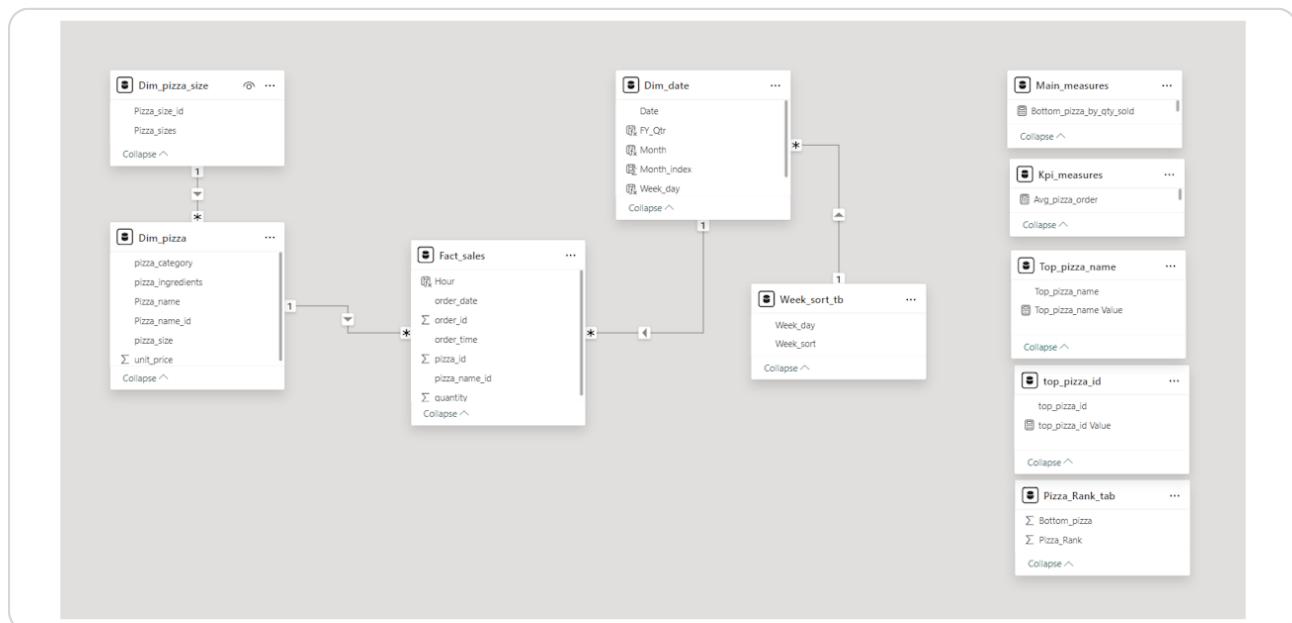
5. Total Pizzas Sold by Pizza Category:
Create a funnel chart that presents the total number of pizzas sold for each pizza category. This chart will allow us to compare the sales performance of different pizza categories.

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.

STEP 4

To understand the business problem of stakeholders, we first construct a Data Model to ensure the proper integrity of data. This allows us to perform complex calculations with ease.



STEP 5

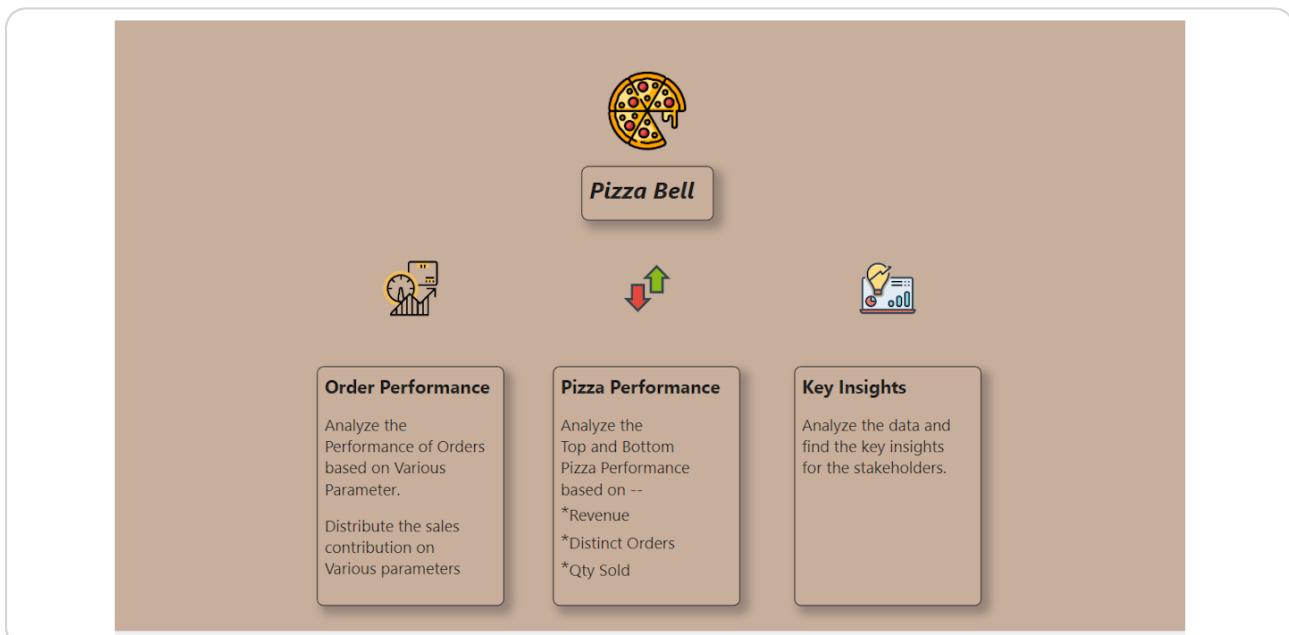
Based on Asked question we made following measures for the charts



STEP 6

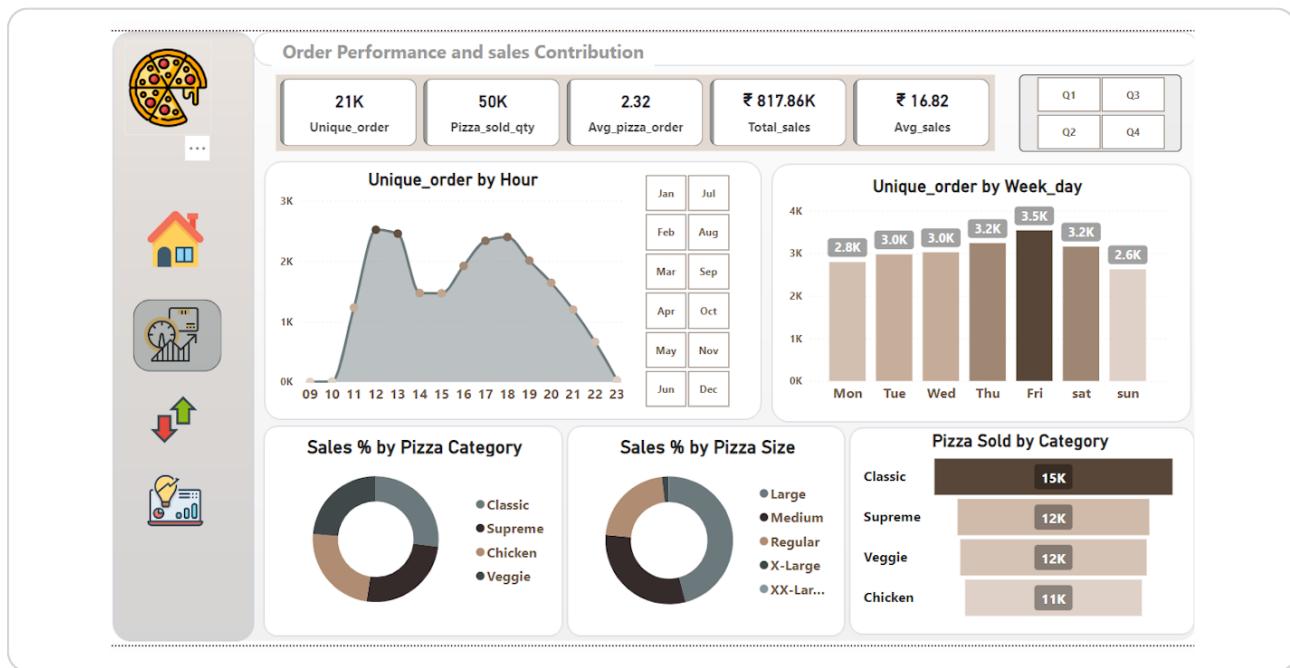
Here is the Power bi Report presentation

Home Page of the dashboard



STEP 7

Order Performance Page



STEP 8

Key Insights

At 2520, 12 had the highest Unique_order and was 2,51,900.00% higher than 09, which had the lowest Unique_order at 1.

Across all 15 Hour, Unique_order ranged from 1 to 2520.

At 3538, Fri had the highest Unique order and was 34.83% higher than sun, which had the lowest Unique order at 2624.

Across all 7 Week day, Unique order ranged from 2624 to 3538.

At 14888, Classic had the highest Pizza_sold_qty and was 34.73% higher than Chicken, which had the lowest Pizza_sold_qty at 11050.

Classic had the highest Pizza sold qty at 14888, followed by Supreme, Veggie, and Chicken.

Classic accounted for 30.03% of Pizza sold qty.

Across all 4 pizza category, Pizza sold qty ranged from 11050 to 14888.

At 45.89%, Large had the highest Sale_pct_by_pizza_size and was 37,185.78% higher than XX-Large, which had the lowest at 0.12%.

Across all 5 Pizza_sizes, Sale_pct_by_pizza_size ranged from 0.12% to 45.89%.

STEP 9

Top and bottom Pizza performances Page



STEP 10

Key Insights

At 43,434.25, The Thai Chicken Pizza had the highest Top_pizza_by_sales and was 4.89% higher than The California Chicken Pizza, which had the lowest Top_pizza_by_sales at 41,409.50.

The Thai Chicken Pizza had the highest Top_pizza_by_sales at 43,434.25, followed by The Barbecue Chicken Pizza at 42768 and The California Chicken Pizza at 41,409.50.

The Barbecue Chicken Pizza had 42768 Top_pizza_by_sales, The California Chicken Pizza had 41,409.50, and The Thai Chicken Pizza had 43,434.25.

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