**Detailed Overview – Pizza Sales Dashboard**

The Pizza Sales Dashboard is an interactive Tableau visualization designed to analyse sales performance from the pizza sales dataset. It consolidates key performance metrics and enables data-driven insights through time-based trends, product performance analysis, and category breakdowns.

The dashboard begins with high-level KPIs that provide immediate visibility into overall business performance. These include total revenue generated, average order value, total number of pizzas sold, total distinct orders, these figures help assess both sales volume and customer purchase behaviour.

Category-level insights are presented using a donut chart that breaks down revenue by pizza category. Each segment displays the category name and its percentage contribution to overall sales, offering a quick understanding of product group performance.

The dashboard also includes a dynamic date range parameter, enabling users to adjust the timeframe of the data view (1 week, 4 weeks, 3 months, 6 months, or 1 year). This interactivity ensures that users can focus on recent performance or conduct longer-term trend analysis as needed.

Together, these visualizations provide a cohesive and intuitive analysis experience for monitoring sales, identifying popular products, and supporting strategic decisions related to pricing, marketing, and inventory planning.

Link to the Dashboard

https://public.tableau.com/app/profile/tshilidzi4729/viz/Pizaa/PizzaSalesDashboard?publish=yes