THE YENEPOYA INSTITUTE OF ARTS SCIENCE
COMMERCE AND MANAGEMENT
(A constituent unit of Yenepoya Deemed to be University)
Balmatta,Mangalore

SALES PERFORMANCE ANALYSIS

PROJECT SYNOPSIS

Sales Performance Analysis

BCA Cyber Forensic Data Analytics & Cybersecurity

COMPUTER SCIENCE

SUBMITTED BY:

Abhinav. G – 22BCACDC02

GUIDED BY:
Mrs. Ankitha

Title page:

1. **Name of the Student: Abhinav. G**
2. **Class Roll No: 22BCACDC02**
3. **Campus ID: 21089**
4. **Present Official Address: YIASCM**
   Balmatta,Manglore
   575002
5. **Email: 21089@yenepoya.edu.in**
6. **Phone No. +91 8086201772**
7. **Branch: Computer Science**
8. **Batch: 2022 – 2025**
9. **Proposed Topic: Sales performance analysis**

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1. Introduction

The Sales Performance Analysis project using Power BI aims to transform raw pizza sales data into meaningful insights for business decision-making. The dataset, sourced from Kaggle, contains details about order dates, pizza types, quantities, and prices. The raw data underwent thorough cleaning and preprocessing using Excel to ensure accuracy and consistency.

MySQL was then used to structure and store the data, allowing for efficient querying and filtering of insights like best-selling pizza categories, average order value, and peak order times. Finally, Power BI was utilized to visualize the data in an interactive dashboard format that includes KPIs, bar charts, pie charts, and slicers to enhance stakeholder understanding. The dashboard allows users to easily explore performance metrics across various dimensions such as date, size and category.

The project follows a structured approach and reflects real-world data analysis workflows, combining data cleaning, relational storage, querying, and visualization. Through this project, we aim to deliver a tool that enables pizza store stakeholders to make informed decisions backed by data.

2. Methodology / planning of work

The project was completed in distinct stages, each focusing on a specific aspect of the data analytics pipeline:

1. Data Collection: Dataset sourced from Kaggle which included order dates, items, sizes, categories, and prices.
2. Data Cleaning in Excel: Removed duplicates and nulls, standardized column names, added calculated columns like total_price, hour, and day_name for analysis.
3. Data Structuring in MySQL: Created a structured schema and used SQL commands to insert and query the data. This enabled fast, reliable data exploration and filtering.
4. Analysis using SQL: Queries helped identify top-selling pizzas, peak order times, and revenue breakdowns.
5. Dashboard Design in Power BI: Imported the cleaned data, built KPIs (total sales, average order value, total orders), and designed visuals like bar charts, pie charts, and line graphs.
6. Interaction Layer: Added slicers for date, size, and category to allow end-users to filter data based on their interest.
7. Documentation and Upload: Project documentation created and final files uploaded to GitHub for tracking.

This systematic methodology ensured that every tool and step added value and improved the reliability and usability of the final dashboard.

3. Facilities required for proposed work

The following facilities and resources were required for successful completion of the project:

Software Requirements:

- Microsoft Excel 2019 or later (for cleaning and transforming the raw dataset)
- MySQL Workbench or similar SQL client (for data storage and querying)
- Microsoft Power BI Desktop (for dashboard creation and visualization)
- GitHub (for uploading the project and version control)

Hardware Requirements:

- A Windows-based laptop or desktop with at least 4GB RAM
- Minimum 1GB free disk space
- A stable internet connection (for downloading datasets, accessing Power BI updates, and GitHub uploading)

Other Facilities:

- Access to online learning resources and documentation
- Guidance from academic mentors and available forums for solving errors

This combination of tools and technologies created a strong environment for hands-on data analytics practice and professional-level dashboard development.

4. References

- https://www.kaggle.com (for dataset sourcing)
- https://learn.microsoft.com/power-bi (for Power BI features and guides)
- https://dev.mysql.com/doc/ (MySQL commands and schema support)
- https://github.com (version control and documentation hosting)
- https://docs.python.org/3 (for any Python-based enhancements)