Pizza Sales Analysis using Power BI

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Introduction:

The Pizza Sales Analysis project aims to provide comprehensive insights into the sales performance of various pizza categories using Power BI. By leveraging Power BI's robust data visualization and analysis capabilities, this project seeks to identify key trends, patterns, and opportunities within the pizza sales data to optimize revenue generation and inform strategic decision-making.

Key Findings:

Revenue Analysis:

- Classic emerged as the top-performing pizza category, generating the highest sum of total revenue at $220,053.10.
- Despite strong performance, there is a 33.33% gap between the current revenue ($817,860.05) and the target goal ($1,226,790.07), indicating room for improvement.

Quantity Analysis:

- March witnessed the highest sum of quantity sold (994 units), showcasing variations in demand across different months.
- Classic pizzas recorded the highest total sum of quantity sold (14,888 units), indicating their popularity among customers.

Category Performance:

- Classic pizzas dominated both in terms of revenue generation and quantity sold, followed by Supreme, Chicken, and Veggie categories.
- Within the Classic category, certain variations contributed significantly to the total quantity sold, highlighting the importance of product diversity.

Tailored Visualizations for Sales Data:

- Power BI offers a wide range of visualization options specifically designed for sales data analysis.
- From bar charts showcasing revenue by pizza category to line graphs illustrating quantity sold over time, Power BI's visualizations cater to the specific needs of your project.

Dynamic Filtering and Slicing:

- In the pizza sales analysis project, stakeholders may want to drill down into the data by various dimensions such as pizza category, month, or location.
- Power BI's dynamic filtering and slicing capabilities enable users to analyze sales data from different perspectives effortlessly.

Conclusion:

- After looking at the pizza sales data using Power BI, it's clear that people love Classic pizzas the most. However, there's still room to make more money by promoting certain types of pizzas and paying attention to when people buy pizza the most. By doing this, the pizza business can grow and stay popular in a competitive market.

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