

Pizza Sales Report

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Contents of this template

Here's what you'll find in this template:

- **Objective**
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Agenda

PIZZAS

Import data into Power BI
Data Transformation
Data Modelling

Dax Query

- ✓ Total Orders
- ✓ Total Pizza sold
- ✓ Total Revenue
- ✓ Avg. Order value
- ✓ Avg. Pizza per Order

Analysis from the data set
Best & Worst Sellers



Project Objective

- ❑ To determine peak hours and examine consumer traffic patterns in order to maximize manpower and boost operational effectiveness.
- ❑ To determine the most popular pizzas and the average quantity of pizzas ordered so that marketing and inventory management tactics can be adjusted accordingly.
- ❑ To calculate the total amount of money made from pizza sales over the course of the year and spot any seasonal patterns to help with budgeting and forecasting.
- ❑ To evaluate the popularity of different pizzas on the menu and find out whether ones are underperforming or have room for promotion in order to maximize the menu and boost sales.



Steps Performed

1

- Import csv data into Power BI.
- Data Modelling
- Data Transformation

2

Dax Query

- 1) $\text{Total Revenue} = \text{Sum of Total price}$
- 2) $\text{Total Orders} = \text{Distinctcount Order id}$
- 3) $\text{Total Pizza sold} = \text{Sum of Quantity}$
- 4) $\text{Average Order Value} = \frac{\text{Total Revenue}}{\text{Total Orders}}$
- 5) $\text{Average Pizza per Order} = \frac{\text{Total Pizza sold}}{\text{Total Orders}}$
- 6) From the order_date data, I have created new column of “Day Name” & “Day number”, to find the Total Orders on those individual days.





Top Revenue from different pizza category & Size



PIZZA SALES ANALYSIS

Total Revenue

817.86K

Orders

21K

Pizza Sold

50K

Avg. Order Value

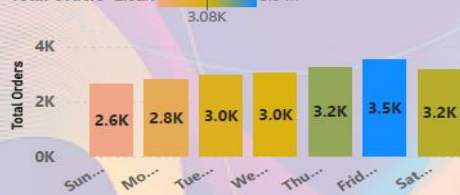
38.31

Avg. Pizza per Order

2.32

Orders by Day

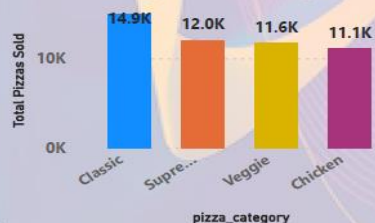
Total Orders 2.62K 3.08K 3.54K



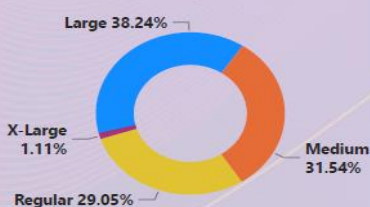
Orders by Month



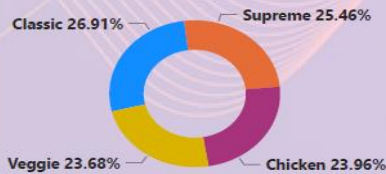
Sales by Pizza_category



% of Sales by Pizza_size



% of Revenue by Pizza_category



order_date

All

pizza_category

- ☐ Chicken
- ☐ Classic
- ☐ Supreme
- ☐ Veggie

Pizza_size

Large

Medium

Regular

Total Pizzas Sold by pizza_ingredients



Best & Worst Pizza Sales Report



PIZZA SALES ANALYSIS

Total Revenue

817.86K

Orders

21K

Pizza Sold

50K

Avg. Order Value

38.31

Avg. Pizza per
Order

2.32

Top 5 Pizza_name by Revenue

Total Orders 1.82K 2.33K

2.08K

The Thai Chi...	43K
The Barbecu...	43K
The Californi...	41K
The Classic D...	38K
The Spicy Ita...	35K

0K

50K

Top 5 Pizza_name by Pizza_sold

Count of pizza_name 2.4 2.5

The Classic D...	2.5K
The Barbecu...	2.4K
The Hawaiia...	2.4K
The Pepper...	2.4K

0K

1K

2K

Top 5 Pizza_name by Pizza_Orders

Total Orders 2.23K 2.33K

2.28K

The Classic ...	2.3K
The Hawaiia...	2.3K
The Pepper...	2.3K
The Barbecu...	2.3K

0K

1K

2K

Bottom 5 Pizza_name by Revenue

Total Orders 480 976

728

The Spinach ...	16K
The Mediter...	15K
The Spinach ...	15K
The Green G...	14K

0K

10K

20K

Top 5 Pizza_name by Pizza_sold

Count of pizza_name 934 962

The Soppress...	961
The Spinach ...	950
The Calabres...	937
The Mediter...	934

0

500

1000

Top 5 Pizza_name by Pizza_Orders

Total Orders 480 940

920

The Chicken ...	938
The Calabres...	918
The Spinach ...	918
The Mediter...	912

0

500

1000

order_date

All

14.9K

12.0K

11.6K

11.1K

10.7K

10.3K

9.9K

9.5K

9.1K

8.7K

8.3K

7.9K

7.5K

7.1K

6.7K

6.3K

5.9K

5.5K

5.1K

4.7K

4.3K

3.9K

3.5K

3.1K

2.7K

2.3K

1.9K

1.5K

1.1K

0.7K

0.3K

0.0K

0.0K

0.0K

0.0K

0.0K

0.0K

pizza_category

☐ Chicken

☐ Classic

Large

Medium

Regular

Best Sellers

Revenue

The maximum revenue coming from "The Thai Chicken Pizza"

Sales

Sales is highest for the "The Classic Deluxe Pizza"

Worst Sellers

Revenue

The minimum revenue coming from "The Brie Carre Pizza"

Sales

Sales is lowest for the "The Brie Carre Pizza"



Report Analysis


I have attached 5 KPIs on the dashboard. Those are –

Total revenue, Orders, Pizza sold, Avg. Order value, and Avg. Pizza per order

The values of those KPIs will be changed with the change in the order_date, pizza_category and pizza_order present on the slicer.

- **Orders by Day** – This makes it clear that Friday orders are higher than those on Thursday and Saturday, Tuesday is higher than those on Thursday, and so on.
- **Orders by Month** – This allows us to see the total orders for each month. July has the most orders, followed by May, and so forth.
- **Sales by Pizza_category** – Here, we can see an overview of the overall sales of pizza broken down by category. The order date, pizza type, and pizza size will modify this data.
- **% Sales by Pizza_size** – We can now recognize the overall percentage of sales by pizza_sizes. Large size sales percentage is higher than medium and so forth.
- **% of Revenue by Pizza_category** – It is easy to see that the "Classic" pizza category generates the most revenue, followed by "Supreme," and so on.
- Additionally, I've included a treemap that shows the total amount of pizza sold by Pizza Ingredients.

The order_date, pizza_category, and pizza_size will be altered as per the stated changes in this treemap, which will also display the ingredients used in the delivered pizzas.



Pizza of love



Thank You

