

# Pizza Sales Analysis

## Project Overview

This project analyses **pizza sales performance** using an **interactive Excel dashboard**, leveraging **Power Pivot and Power Query Editor** for data transformation and analysis. The dashboard provides insights into total revenue, order trends, sales by category and size, best and worst-selling pizzas, and peak ordering times.

## Key Insights

- **Revenue and Orders:** The total revenue generated is **\$817,860**, with **49,574 pizzas** sold across **21,350 orders**, averaging **2.32 pizzas per order**.
- **Peak Sales Periods:**
  - **Busiest Days:** **Thursday and Friday** have the highest sales.
  - **Peak Ordering Hours:** Most orders are placed between **12-1 PM and after 5 PM**.
- **Category and Size Performance:**
  - **Classic Pizzas** contribute the highest sales, followed by **Supreme and Veggie** categories.
  - **Large-size pizzas** account for the maximum share of sales.
- **Best & Worst Sellers:**
  - **Top Performers:** **Classic Deluxe and Barbecue Chicken** pizzas lead in sales.
  - **Lowest Sellers:** **The Brie Carre Pizza** has the least demand, with only **490 pizzas** sold.

## Business Impact

- **Demand Forecasting:** Identifying high-demand time slots and best-selling pizzas helps optimize inventory and staffing.
- **Menu Optimization:** Insights into poorly performing pizzas allow for strategic adjustments in the menu.
- **Sales Strategy:** Focusing promotions on peak days and leveraging high-selling categories can boost revenue.

This analysis enables **data-driven decision-making** to improve **customer satisfaction, sales performance, and operational efficiency** in pizza retail operations.