Data Analyst

Project 2 - pizza sales dashboard.
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Problem Statement : pizza sales dashboard in power BI.

Objective : The objective to develop an interactive **Pizza Sales Dashboard** in **Power BI** that provides insights into sales performance, customer preferences, and operational efficiency. The dashboard should enable stakeholders to make data-driven decisions to improve revenue, optimize inventory, and enhance customer satisfaction.

Power BI Overview

Data Exploration

Power BI provides a user-friendly interface for exploring and analyzing data from various sources.

Data Visualization

It offers a wide range of interactive visualizations, allowing you to present insights in compelling ways.

Interactive Dashboarding

Power BI enables the creation of dynamic dashboards that showcase key performance indicators and allow users to drill down into details.

Data Sources and ETL Process

1 ──── **Data Source Selection**

Identify relevant data sources, such as databases, spreadsheets, or cloud services.
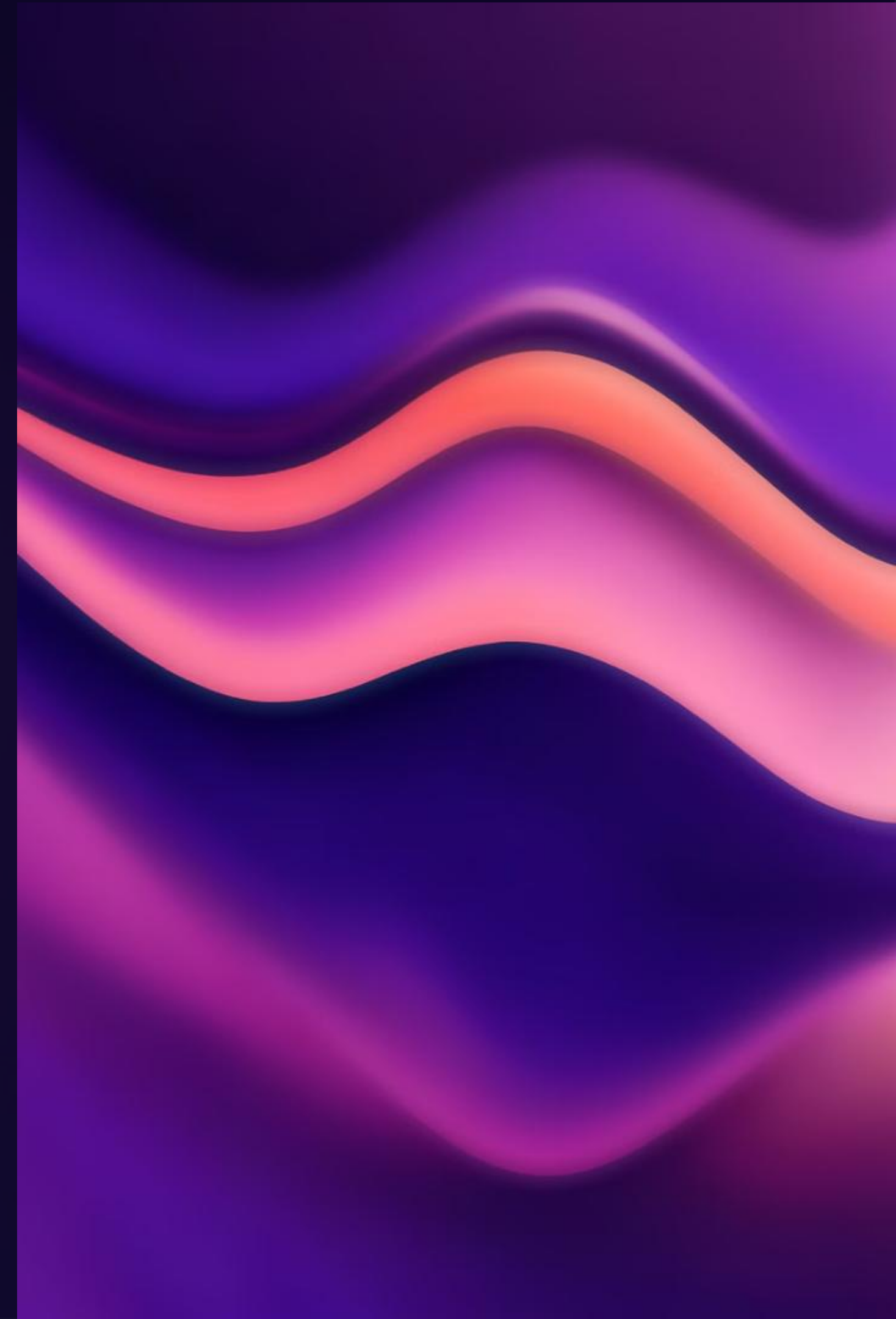
2 ──── **Data Extraction**

Extract data from the chosen sources using Power Query, a powerful data manipulation tool.

3 ──── **Data Transformation**

Transform and clean the data using Power Query, ensuring consistency and accuracy.

4 ──── **Data Loading**

Load the transformed data into Power BI for analysis and visualization.

Techniques Used in Financial Performance Dashboard

Methods and Techniques:

- **Data Transformation:** Power Query for cleaning and shaping data.

- **Data Modeling:** Creating relationships between tables for efficient analysis.

- **DAX (Data Analysis Expressions):** Custom calculations and measures.

- **Visualization Techniques:** Using bar charts, line charts, and KPI indicators etc.

- **Drill-Through and Drill-Down:** Detailed insights into specific financial areas.

Interactive Visualizations

Bar Chart

Visualize sales trends over time, comparing different periods or product categories.

Pie Chart

Show the distribution of sales by pizza type, providing a clear picture of customer preferences.

Donut Chart

Present the percentage breakdown of sales by topping category, highlighting customer preferences and market share

Multi-Row Chart

Display a series of charts, such as line charts, bar charts, or pie charts, across different rows, allowing for a more detailed analysis of multiple dimensions.

Key Performance Indicators (KPIs)

Total Revenue :
Track the overall revenue generated from pizza sales, providing a measure of business success.

Total Orders :
Monitor the number of orders placed, indicating customer demand and potential growth opportunities.

Average Order Value :
Analyze the average amount spent per order, identifying trends in customer spending behavior.

Total Pizza Sold :
Measure the total number of pizzas sold, reflecting overall product popularity and potential supply chain needs.

Avg Pizza Per Order :
Analyze the average number of pizzas per order, providing insights into customer preferences and ordering patterns.

Pizza Sales Analysis Dashboard

817.86K total revenue

21K Total no of orders

38.31 avg order value

50K Total pizza sold
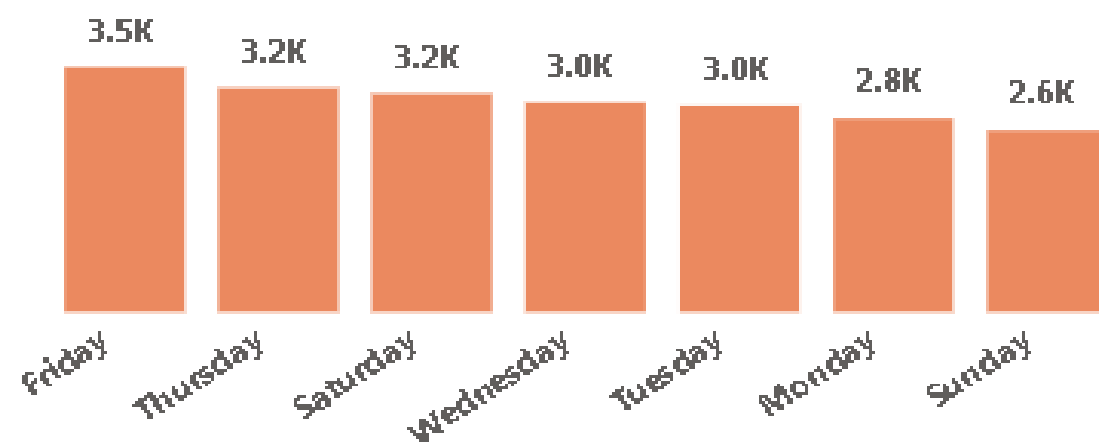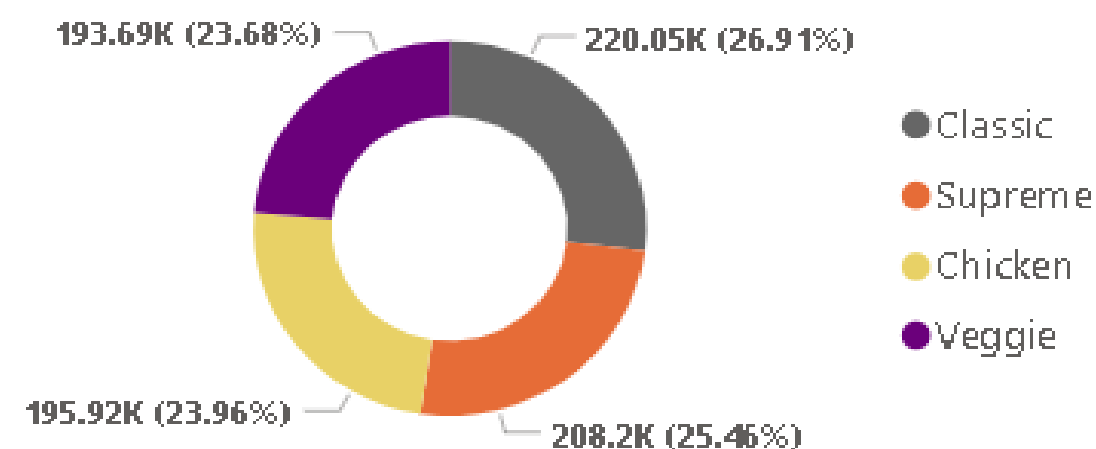
2 avg pizza per order

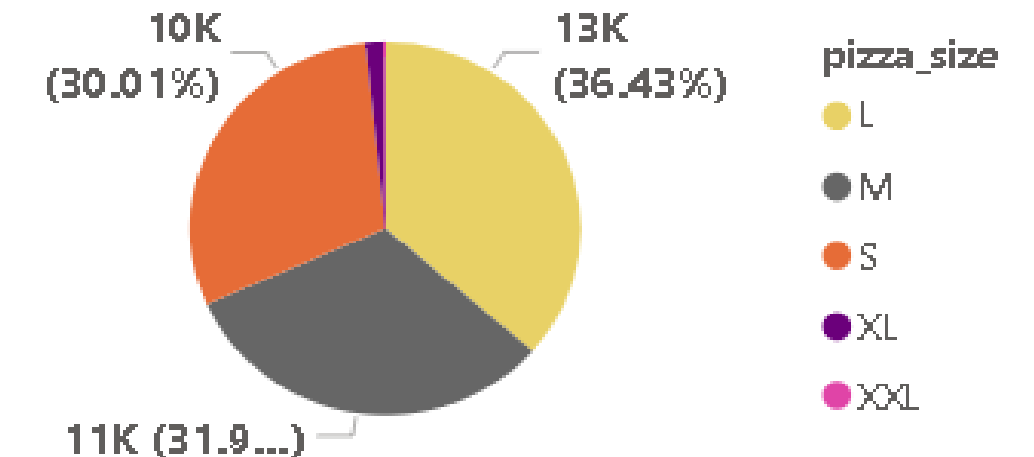pizza_category: All
- ☐ Chicken
- ☐ Classic
- ☐ Supreme

Total no of orders by weekdays

- Friday: 3.5K
- Thursday: 3.2K
- Saturday: 3.2K
- Wednesday: 3.0K
- Tuesday: 3.0K
- Monday: 2.8K
- Sunday: 2.6K

total revenue by pizza_category

- 193.69K (23.68%)
- 220.05K (26.91%)
- 195.92K (23.96%)
- 208.2K (25.46%)

Legend:
- Classic
- Supreme
- Chicken
- Veggie

Total no. of orders by pizza_size

- 10K (30.01%)
- 13K (36.43%)
- 11K (31.9...)

pizza_size:
- L
- M
- S
- XL
- XXL

Bottom 5 selling pizza's

The Brie Carre Pizza
11,588.50
total revenue

The Green Garden Pizza
13,955.75
total revenue

The Mediterranean Pizza

Top 5 selling pizza's

total revenue

The Classic Deluxe Pizza
38,180.50
total revenue

The Spicy Italian Pizza
34,831.25
total revenue