**PIZZA Sales Report**

**A.KPI’s**

**DAX Queries:**

Total Revenue = Sum(pizza\_sales\_csv\_file[total\_price])



Total Pizza Sold = sum(pizza\_sales\_csv\_file[quantity])



Total Orders = DISTINCTCOUNT(pizza\_sales\_csv\_file[order\_id])



Average Orders Value = DIVIDE([Total Revenue],[Total Orders],0)



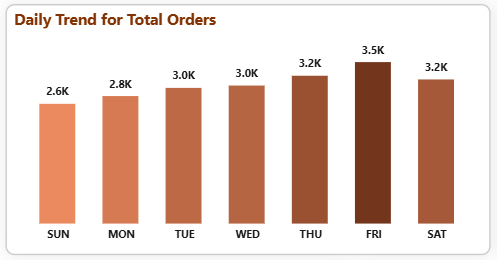
Avg\_Pizzas\_Per\_Order = [Total Pizza Sold]/[Total Orders]



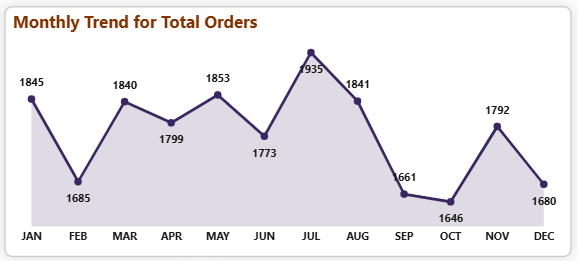
**B. Charts:**

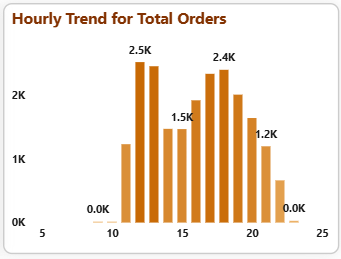
**1. a. Daily Trend for Total Orders:**  
Bar chart that displays the daily trend of total orders over a specific time period. This chart will help us identify any patterns or fluctuations in order volumes on a daily basis.

**--Weekday-wise**

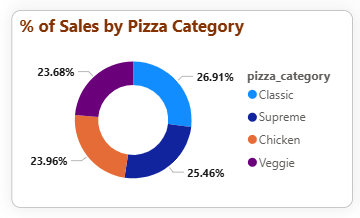
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**--Month-wise**

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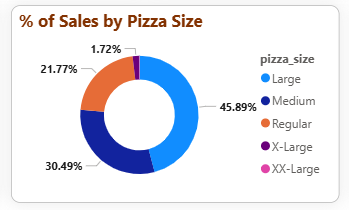
**b. Hourly Trend for Total Orders:**  
Chart that illustrates the hourly trend of total orders throughout the day. This chart will allow us to identify peak hours or periods of high order activity.****

**2. Percentage of Sales by Pizza Category:**  
A pie chart that shows the distribution of sales across different pizza categories. This chart will provide insights into the popularity of various pizza categories and their contribution to overall sales

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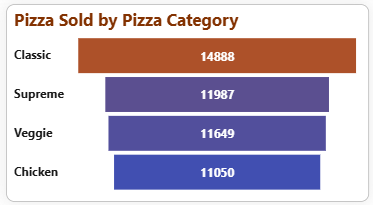
**3. Percentage of Sales by Pizza Size:**

**A pie chart that represents the percentage of sales attributed to different pizza sizes. This chart will help us understand customer preferences for pizza sizes and their impact on sales.**

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**4. Total Pizzas Sold by Pizza Category:**

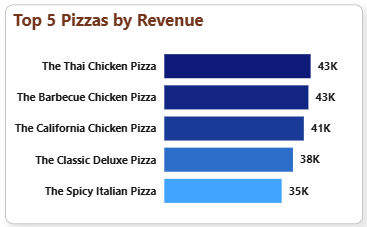
**A funnel chart that presents the total number of pizzas sold for each pizza category. This chart will allow us to compare the sales performance of different pizza categories.**

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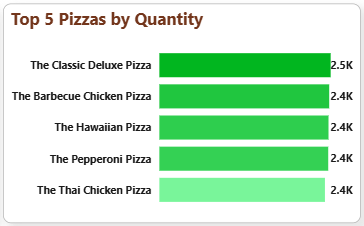
**5. Top 5 Best Sellers by Total Pizzas Sold:**

**A bar chart highlighting the top 5 best-selling pizzas based on the total number of pizzas sold. This chart will help us identify the most popular pizza options.**

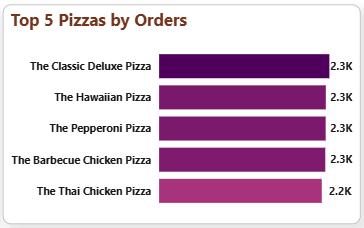
--Top 5 by total Revenue



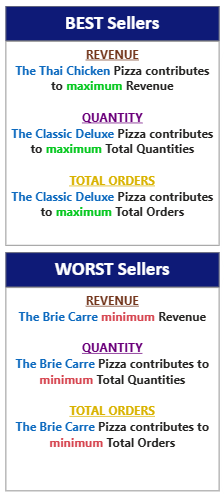
--Top 5 by Total quantity of pizzas sold

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--Top 5 by Total\_orders

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**C. Insights Derived**

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