**Project Overview:**

Pizza sales data is a dataset containing more than 48,000 sales entries of a Pizza shop. The challenge was to make the raw data speak about the shop’s performance, indicating the area generating profit and identifying which products are popular and which are not.

I have divided the task into two parts thus resulting in a two-page dashboard:

1. **Home Page:**

Home page contains more general information. Through different cards and charts, following questions have been answered.

\* What is the total revenue?

\* What is the total number of orders?

\* What is the total number of pizzas sold?

\* What is the average order value?

\* What is the average pizza sold per order?

\* How many orders have been placed in each day of the week?

\* How many orders have been placed each month of the year?

\* What is the percentage of sale by pizza category?

\* What is the percentage of sale by pizza size?

\* What is the total number of pizzas sold by pizza category?

1. **Best / Worst Sellers:**

Best / Worst Sellers contains more general information. Through different cards and charts, following questions have been answered.

\* What are the top five pizzas by revenue?

\* What is the bottom five pizzas by revenue?

\* What are the top five pizzas by quantity?

\* What is the bottom five pizzas by quantity?

\* What are the top five pizzas by number of orders?

\* What is the bottom five pizzas by number of orders?

Data Transformation:

The data I received was fairly clean. Apart from renaming some columns, I created 6 new columns as required for the visualization. These columns and their purpose are as following:

1. Day Name:

I extracted day name from the order date column. It had the name of the day.

E.g. Monday, Tuesday and etc.

1. Order Day:

Order day contained the first 3 alphabets of the day name. I extracted this from day name. Order Day column was used in the bar chart, highlighting the number of orders per day.

E.g. Mon, Tue and etc.

1. Day of the Week:

Day of the week had the day number. Day of the week was used to sort the order days in the bar chart.

E.g. 1,2 and etc.

1. Month Name:

I extracted month name from the order date column. It had the name of the month.

E.g. January, February and etc.

1. Month:

Month of the Year had the month number. Month of the Year was used to sort the months in the bar chart.

E.g. 1,2 and etc.

1. Order Month:

Order Month contained the first 3 alphabets of the month name. I extracted this from month name. Order month column was used in the bar chart, highlighting the number of orders per month.

E.g. Jan, Feb and etc.

DAX:

I had to create some measures using DAX for the KPI’s.

These are as follows:

* Average Order Value = [Total\_Revenue] / [Total Orders]
* Avg Pizza Per Order = [Total Pizzas Sold] / [Total Orders]
* Total Orders = DISTINCTCOUNT('pizza\_sales'[order\_id])
* Total Pizzas Sold = SUM('pizza\_sales'[quantity])
* Total\_Revenue = sum('pizza\_sales'[total\_price])



