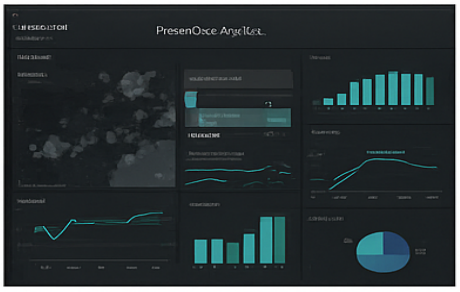
■ Data Analyst Project Report – Pizza Sales Analysis

🍕 Data Analyst Pizza Sales Analysis

🔍 Project Overview

- Analyzing pizza sales· data to understand the relationship between revenue, profit, and order fulfillment.
- Using Power BI, SQL, and Excel to create dashboards and perform data analysis.



🎯 Focusing on Key Metrics

- Investigate why profits are lower compared to revenue.
- Analyze order fulfillment to identify opportunities for improvement.

📈 Findings

- Profit margins are lower than expected.
- Consistent revenue growth.
- Order fulfillment rate needs improvement.

🛠️ Tools and Technologies

- Power BI, SQL, Excel

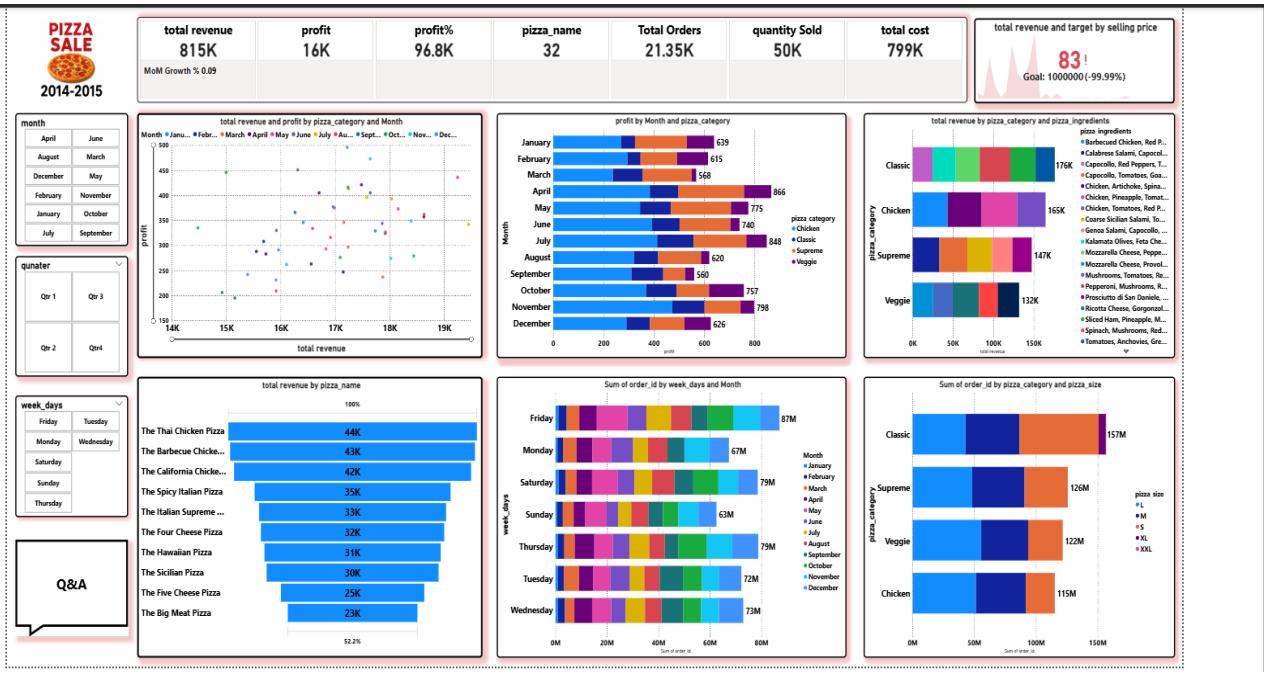
■ Project Summary

As a Data Analyst, I conducted a detailed analysis of pizza sales data using Power BI, SQL, and Excel. The objective was to identify why profits remained low despite strong revenue growth and to examine order fulfillment efficiency.

■ Key Focus Areas

1■■ **Profit vs Revenue Gap:** Investigated possible reasons why high revenue didn’t lead to higher profits.
2■■ **Order Fulfillment:** Measured how effectively customer orders were completed on time.
3■■ **Regional Performance:** Compared sales performance across locations.
4■■ **Data Cleaning:** Ensured accuracy through SQL and Excel preprocessing before Power BI visualization.

■ Power BI Dashboard – Pizza Sales 2014-2015



This dashboard visualizes key KPIs such as:

- Total Revenue, Profit, and Profit Percentage ■
- Revenue by Pizza Category and Month ■
- Quantity Sold, Total Orders, and Costs ■
- Top-selling Pizza Types and their Performance ■

These visuals helped highlight trends and identify where profits can be optimized further.

■ Learnings & Outcome

■ Strengthened hands-on experience with Power BI dashboards.
■ Improved analytical and visualization skills.
■ Built professional project experience as a fresher in data analysis.
■ Delivered insights to bridge the gap between revenue and profitability.

Let's connect on LinkedIn and discuss data-driven insights! ■