**Overview:**

This dashboard offers a complete overview of Joey's Pizzas’ sales. It highlights total revenue, total orders, pizzas sold, average pizza price, and pizzas per order. It also provides insights into our top-selling pizzas "Crust Kings," underperforming pizzas, and best-selling categories. The goal is to understand and enhance Joey's Pizzas’ business performance.

**About The Dataset:**

A year's worth of sales from a pizza place, including the date and time of each order and the pizzas served, with additional details on the type, size, quantity, price, and ingredients.

**Need for analysis:**

Joey's Pizza, despite a decent 2015, aimed to identify the underperforming pizzas impacting business negatively. Additionally, they sought to pinpoint peak hours. Through analysis, I addressed these concerns and answered key questions to provide a clearer business perspective. The questions are as follows:

1. How many orders did we have throughout the year? Are there any peak hours?
2. How many pizzas are typically in an order? Do we have any bestsellers?
3. How much money did we make this year? Can we identify any seasonality in the sales?
4. Are there any pizzas we should take off the menu, or any promotions we could leverage?

**Data exploration and data manipulation:**

I made use of the power of SQL to extract valuable insights from the pizza sales data. And used it to understand the data at deeper level to get an overall idea about the dataset. **NOTE: I’ve documented the queries I used during the data exploration process. Please connect with me on LinkedIn or you can visit my GitHub profile to know further details.**

**ETL and Data Modelling:**

I gathered a sales dataset of a pizza place, including details on pizza types, categories, order date, time, size, and price. Using Excel, I cleaned and organized the data, removing unnecessary information to make it more manageable for analysis in Power BI.

**Key Insights:**

* Throughout the year, we had a whopping 21.35k orders that satisfied the cravings of our pizza lovers and spread happiness to many, by selling approx. 49.57k pizzas.
* We were kept busy throughout the year but specifically, July was the busiest of all. Wherein we had a total of 1,935 orders.
* Also, our pizzas were flying out hot from the oven mainly during the afternoons and evenings respectively i.e. between 12:00 pm and 13:00 pm, also between 16:00 pm and 20:00 pm (i.e. 4:00 pm & 8:00 pm).
* We had an average of 2.32 pizzas per order. While the average pizza price at Joey’s was around $16.44.
* We were definitely the talk of the ‘pizza town’ on Fridays, wherein we recorded a total of 3.5k orders.
* (Top 5 Earners) Our crust kings were Thai Chicken Pizza, The Barbeque Pizza, The California Chicken Pizza, The Classic Deluxe Pizza, and The Spicy Italian Pizza.

**Suggestions:**

•To tackle slow periods, consider offering exclusive discounts during non-peak hours to stimulate orders and increase sales.

•Before phasing out underperforming pizzas, try a strategic approach by experimenting with special offers. For instance, offer a free Joey’s special garlic bread with the purchase of these pizzas to entice customers to try them.