

Task 2: Data Visualization and Storytelling

Data Analyst Virtual Internship - DataX Labs

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Objective:

To create a clear and insightful Power BI dashboard that visualizes sales performance and helps understand business trends through data storytelling.


Dataset Used:

Pizza Sales Data — includes order details, pizza types, sizes, total sales, quantity sold, and payment methods.

Process Followed:

- Cleaned the dataset and imported it into Power BI.
- Created visuals such as: Bar chart (top-selling pizzas), Line chart (monthly sales), Pie/Donut charts (sales by size and payment type), and Card visuals (total sales, total orders, quantity sold, average rating).
- Applied consistent formatting and clear titles for better storytelling.

Insights:

- Total Sales reached  712K across all branches.
- Veggie and Cheese pizzas were the top sellers.
- Most customers preferred online payments.
- Sales peaked in the last quarter of the year.

Conclusion:

This dashboard provides a quick overview of pizza sales performance, helping identify top products, customer preferences, and sales trends. It demonstrates how data visualization can turn raw data into meaningful business insights.