Pizza Sales Reports

A POWER BI-DRIVEN INSIGHT INTO SALES PERFORMANCE AND CUSTOMER TRENDS

1. Project objective
2. Data from SQL
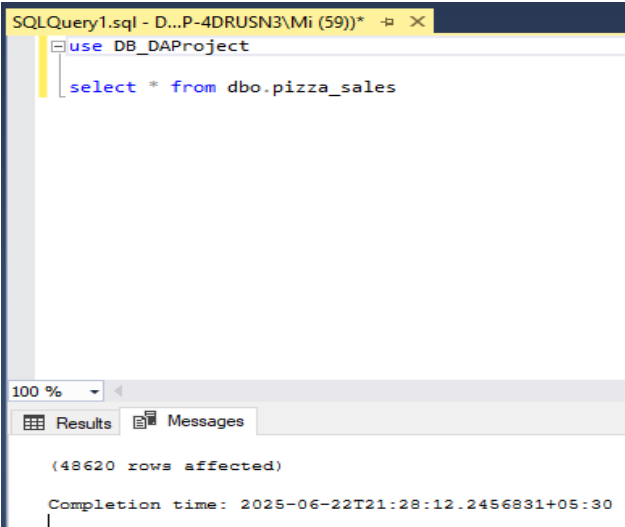3. Data processing & DAX
4. Dashboard & insights

Project Objective

To develop a comprehensive pizza sales dashboard in Power BI that provides real-time insights into key sales metrics and customer trends, enabling stakeholders to monitor and analyze business performance effectively.

Import data to SQL database

1. Prepare csv file
2. Create tables in SQL
3. import csv file into SQL

DAX Queries

Average Order Value = [Total Revenue]/[Total Order]

Average Pizza Per Order = [Total Pizza Sold]/[Total Order]

Order Day Name = UPPER(LEFT(pizza_sales[Day Name],3))

Total Order = DISTINCTCOUNT(pizza_sales[order_id])

Total Pizza Sold = SUM(pizza_sales[quantity])

Total Revenue = SUM(pizza_sales[total_price])

Project Insights

DAYS
Orders are highest on weekend Friday/Saturday evening.

MONTH
There are maximum orders from month of January and July.

CATEGORY
Classic Category contributes to maximum sales & total orders.

SIZE
Large size pizza contributes maximum sales.