

# Pizza Sales Reports

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

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



# Project Objective

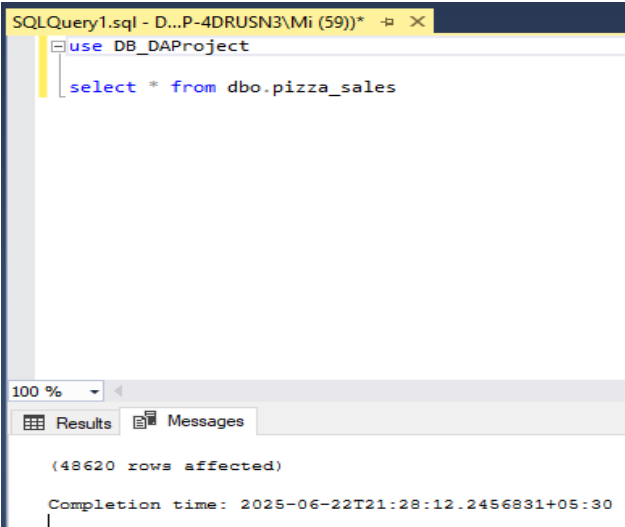
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To develop a comprehensive pizza sales dashboard in Power BI that provides real-time insights into key sales metrics and customer trends, enabling stakeholders to monitor and analyze business performance effectively.



# Import data to SQL database

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



The screenshot shows a SQL query window titled 'SQLQuery1.sql - D:\P-4DRUSN3\Mi (59)\*'. The query text is:

```
use DB_DAProject  
  
select * from dbo.pizza_sales
```

The bottom of the window shows the 'Results' tab with the following output:

```
(48620 rows affected)  
  
Completion time: 2025-06-22T21:28:12.2456831+05:30
```



# 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.

