



# Power BI Project Report: Pizza Sales Dashboard

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## 1. Title Page

**Project Title:** Pizza Sales Analysis Using Power BI

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**Project Type:** Personal / Self-Initiated Project

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## 2. Introduction

To analyse pizza sales performance across various dimensions like time, category, and product size to identify top-performing products, understand customer buying behaviour, and support strategic decisions for inventory, marketing, and operations.

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## 3. Data Collection

- **Data Source:** GitHub
  - **Total Records:** 21,000+ orders
  - **File and Columns Included:** As-is from raw files
    - Pizzas - pizza\_id, pizza\_type\_id, size, price
    - Pizza type - pizza\_type\_id, name, category, ingredients
    - Orders - order\_id, date, time
    - Order Details - order\_details\_id, order\_id, pizza\_id, quantity
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## 4. Data Cleaning and Transformation

- Converted date and time fields to proper formats
- Use first row as header
- Created new calculated columns using Power Query and DAX
  - Time of Day -Morning, Afternoon, Evening, Night
  - Day of the week- Mon to Sun
  - Hour of the day- Extracted from time column
  - Sale – Product of quantity and price
- Standardized names and categories for consistency
- Change date format for new column

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## 5. Dashboard Design

The dashboard was built using Power BI and includes the following:

- **KPI Cards:**
    - Total Sales: ₹818K
    - Total Orders: 21K
    - Average Order Value: ₹39.03
    - Top Pizza Category and Top Pizza Size: Classic and Large
  - **Visuals Used:**
    - Line Chart: Orders by Hour
    - Bar Charts: Orders by Time of Day, Day of Week
    - Donut Charts: Quantity Sold by Pizza Size and Category
    - Table: Top 10 Selling Pizzas
    - Slicers: Pizza Category, Quarter Filters
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## 6. Insights and Analysis

Key findings from the dashboard:

- **Most Selling Pizza:** Classic Deluxe
  - **Top Selling Pizza Overall:** Barbecue Chicken
  - **Highest Orders by Day:** Friday (3.5K orders)
  - **Peak Order Time:** 12 PM and 6 PM
  - **Top Pizza Size:** Large (38.2% of sales)
  - **Top Pizza Category:** Classic (30% of total)
  - **Afternoon Time Frame:** Highest order volume (9.8K)
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## 7. Challenges Faced

- Formatting inconsistencies in raw data
  - Complex time-grouping logic for order analysis
  - Balancing visuals to avoid clutter on dashboard
  - Ensuring responsiveness for various screen sizes
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## 8. Conclusion and Recommendations

The dashboard helped identify strong performers like Classic Deluxe and Barbecue Chicken. It is recommended to:

- Focus promotions on Classic and Large-sized pizzas

- Optimize operations around 12–6 PM (high traffic hours)
- Create targeted offers for Fridays and weekends
- Promote underperforming pizza categories like “Veggie” with discounts

9. Appendix

- Dashboard screenshots for Desktop layout view



- Dashboard screenshots for Mobile layout view

