**Key Insights:**

1. **Total Sales:** The total sales for our pizza business have reached a significant milestone, amassing a remarkable $817,860. This figure not only reflects a substantial financial achievement but also underscores the widespread popularity of our pizza offerings.

2. **Busy Day:** Friday stands out as the busiest day of the week, attracting a considerable number of customers who seek to indulge in our delicious pizzas to kick start their weekends.

3. **Peak Hours:** Analyzing the daily hours, it becomes evident that the period between 12 PM and 3 PM represents the peak hours of pizza consumption. This observation highlights a strong appetite for our pizzas during the lunchtime rush.

4. **Top Pizza Categories by Sales:** The following pizza categories have consistently demonstrated the highest sales figures:

- Classic

- Supreme

- Chicken

- Veggie

5. **Preferred Pizza Sizes:** Customer preferences for pizza sizes are as follows:

- Large

- Medium

- Small

This preference hierarchy underscores the popularity of larger and medium-sized pizzas among our clientele.

6. **XL and XXL Sales:** Interestingly, sales for our XL and XXL pizzas have registered lower figures compared to other sizes. This trend suggests a notable preference among our customers for smaller and medium-sized pizza options, which holds strategic implications for our business.

7. **Bookmark Navigator:** To enhance the user experience and interactivity of our report, I have incorporated a user-friendly bookmark navigator. This feature allows users to effortlessly explore the top 5 and bottom 5 pizzas while seamlessly switching between various insights. It serves as a valuable tool for navigating the dashboard and extracting meaningful information from the data.

In conclusion, this Power BI project not only provides insights into our financial success but also offers valuable information regarding customer preferences, peak sales periods, and an improved user experience through the bookmark navigator. It stands as a testament to the power of data analysis and visualization in making informed business decisions.