# Slice of Sales - Pizza Sales Dashboard Report

## 1. Overview

The 'Slice of Sales' dashboard is designed to provide an interactive and visually appealing analysis of pizza sales performance. It caters to business owners, managers, and analysts aiming to monitor sales trends, identify bestsellers, and understand customer preferences. The dashboard integrates multiple KPIs, slicers, and charts for a comprehensive view of sales by time, category, and pizza size.

## 2. Data Model

The underlying data source is the 'Pizza sales dataset', which contains transactional-level details including pizza name, ingredients, size, unit price, total price, and order time. The model uses a single fact table with the following key fields:  
- pizza\_name  
- ingredients  
- pizza\_size  
- unit\_price  
- total\_price  
- quantity  
- order\_time

## 3. DAX Formulas Used

* Total Sales:

Formula: SUM('Pizza sales dataset'[total\_price])

Description: Calculates the total revenue from all pizza sales.

* Most Expensive Pizza:

Formula: MAX('Pizza sales dataset'[unit\_price])

Description: Finds the highest unit price among all pizzas.

* Cheapest Pizza:

Formula: MIN('Pizza sales dataset'[unit\_price])

Description: Finds the lowest unit price among all pizzas.

* Total Quantity:

Formula: SUM('Pizza sales dataset'[quantity])

Description: Calculates the total number of pizzas sold.

* Types of Pizzas:

Formula: DISTINCTCOUNT('Pizza sales dataset'[pizza\_name])

Description: Counts the unique types of pizzas sold.

## 4. Dashboard Visuals

4.1 Orders by Time - Area Chart

Displays the number of orders over the course of the day, helping to identify peak sales hours. In this dashboard, the highest activity is observed between late morning and early afternoon.

4.2 Pizza Category - Donut Chart

Shows the share of each pizza category (Classic, Supreme, Veggie, Chicken). Categories are determined based on the 'ingredients' column, where pizzas containing chicken or other meats are marked as Non-Veg.

4.3 Pizza Available by Size - Donut Chart

Displays the proportion of pizzas sold in different sizes (S, M, L, XL, XXL). This helps understand customer preferences for pizza sizes.

4.4 Top 10 Bestsellers - Column Chart

Ranks the top 10 pizzas based on total sales quantity. It provides quick insight into the most popular items.

4.5 KPI Cards

- Total Pizzas Made: Total number of pizzas sold (Total Quantity)  
- Total Sales: Sum of total\_price for all transactions  
- Most Expensive Pizza: Maximum unit\_price  
- Cheapest Pizza: Minimum unit\_price  
- Types of Pizzas: Distinct count of pizza\_name

## 5. Formatting and Styling

The dashboard uses a dark theme with orange accents to create visual contrast and highlight key metrics. KPI cards are positioned at the bottom for quick reference. Slicers for pizza size and category allow users to filter the entire dashboard dynamically. Selected slicer items are highlighted in a custom color for visibility.

## 6. Key Insights

- The busiest order times occur around midday.  
- Medium and large pizzas dominate sales volume.  
- Chicken-based pizzas are among the most popular categories.  
- The cheapest pizza is priced at $9.75, while the most expensive reaches $35.95.  
- A total of 32 distinct pizza types are offered, catering to diverse tastes.