PIZZA SALES DASHBOARD

Problem Statement

KPI 's requirement -

We need to analyze key indicator for our pizza sales data to gain insights into our business performance. Specifically, we want to calculate the following metrics:

1. Total Revenue- The sum of all pizza orders.

2. Average Order Value- The average amount spent per order, calculate by dividing the total revenue by the total number of orders.

3. Total Pizza sold - The sum of quantities of all pizza sold.

4. Total Orders-The total number of orders placed.

5. Average Pizzas Per Order- The average number of pizzas sold per order, calculated by dividing the total the total number of orders.

Chart's requirement-

We would like to visualize various aspect of our pizza sales data to gain insights and understand key trends. We have identified the following requirements for creating chart.

1. Daily trend for Total Orders- Create a bar chart that display the daily trend of total orders over a specific time period. This chart will help us identify any pattern or fluctuations in order volumes on a daily basis.

2. Monthly trend for Total Orders- Create a line chart that illustrates the hourly trend of total orders throughout the day. This chart will allow us to identify peak hours or periods of high order activity.

3. Percentage of Sales by Pizza Category- Create a pie chart that shows the distribution of sales across different pizza categories. this chart will provide insights into the popularity of various pizza categories and their contribution to overall sales.

4. Percentage of Sales by Pizza Size- Generate a pie chart that represents the percentage of sales attributed to different pizza sizes. This chart will help us understand customer preference of pizza sizes and their impact on sales.

5. Total Pizzas Sold by Pizza Category- Create a funnel chart that presents the total number of pizzas sold for each pizza category. This will allow us to compare the sales performance of different pizza categories.

6. Top 5 Best Sellers by revenue, Total Quantity and Total Orders- Create a bar chart highlighting the top 5 best selling pizzas based on the Revenue, Total Quantity, Total Orders. This chart will help us identify the most popular pizza option.

7. Bottom 5 Best Seller by Revenue, Total Quantity and Total Orders - Create a bar chart showcasing the bottom 5 worst-selling pizzas based on the Revenue, Total Quantity, Total Orders. This chart will enable us to identify underperforming or less popular pizza options.

Software Used-

MS Excel - Version 2021

MS SQL SERVER-19.0

MS SERVER MANAGEMENT STUDIO- 19.0.20209.0

Power BI- June 2023 Version