Pizza Sales Analysis using Power BI

Project Title:

Pizza Sales Analysis using Power BI

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Objective:

To analyze pizza sales data and create an interactive Power BI dashboard that helps understand business KPIs like Total Sales, Best & Worst Performing Pizzas, Category-wise Sales, and Time-based trends to assist in data-driven decision-making for a Pizza Business.

Tools & Technologies Used:

- Power BI Desktop

- Excel (for data cleaning)

- DAX (Data Analysis Expressions)

- Data Modeling & Relationships

Key Features of Dashboard:

1. Total Revenue, Orders & Avg. Order Value KPIs

2. Best Performing Pizza Types (Top 5)

3. Worst Performing Pizzas (Bottom 5)

4. Category-wise Sales (Bar Chart / Donut Chart)

5. Hourly Sales Trend (Line Chart)

6. Day-wise Orders Analysis

7. Interactive Filters & Slicers for dynamic analysis

8. Clean, Professional Visual Formatting

Project Workflow:

1. Data Import: Imported raw pizza sales dataset into Power BI.

2. Data Cleaning & Transformation: Cleaned the data (corrected data types, removed nulls, added calculated

columns).

3. Data Modeling: Established relationships between tables (Orders, Pizzas, Categories).

4. DAX Measures: Created KPIs like Total Sales, Average Order Value, etc.

5. Visualization: Designed interactive visuals to make data storytelling effective.

6. Dashboard Formatting: Enhanced UX/UI with clean design elements and consistent color schemes.

Business Insights Derived:

- Identified best-selling pizza types and categories.

- Highlighted underperforming products needing business focus.

- Recognized peak sales hours and low-sales periods.

- Provided a clear view of daily sales patterns.