**Project Description**

**Pizza Sales Dashboard**

This project focuses on creating a comprehensive Power BI dashboard to visualize and analyze pizza sales data. The dashboard provides insights into key performance metrics, sales trends, and customer preferences, helping stakeholders make informed business decisions.

**Walkthrough**

1. **Total Revenue**: Displays the total revenue generated from pizza sales, providing a high-level overview of financial performance.
2. **Average Order Value**: Shows the average revenue per order, giving insights into the typical spending behavior of customers.
3. **Total Pizzas Sold**: Indicates the total number of pizzas sold, highlighting product demand.
4. **Total Orders**: Represents the total number of distinct orders placed, offering a view of order frequency.
5. **Average Pizzas per Order**: Shows the average number of pizzas sold per order, reflecting customer purchasing patterns.
6. **Daily Order Trend**: Visualizes the trend of orders placed on each day of the week, identifying peak sales days.
7. **Monthly Order Trend**: Displays the trend of orders placed each month, highlighting seasonal variations in sales.
8. **Hourly Order Trend**: Shows the trend of orders placed at different hours of the day, identifying peak sales times.
9. **Pizza Sales by Category**: Breaks down sales by pizza category, showing which categories are most popular.
10. **Busiest Days**: Highlights the days of the week with the highest sales, emphasizing peak business periods, particularly on weekends.
11. **Busiest Months**: Identifies the months with the highest sales, revealing peak sales periods, particularly in January and July.
12. **Sales Performance by Category and Size**:
    * **Category**: Classic pizzas contribute the most to overall sales and have the highest order count.
    * **Size**: Large pizzas are the most popular size among customers.
13. **Top 5 Best and Worst Revenue Makers**: Lists the top 5 best-selling and lowest-selling pizzas, providing insights into product performance.

**Usage**

This Power BI dashboard can be used by business analysts, marketing teams, and management to:

* Monitor and evaluate sales performance.
* Identify customer preferences and trends.
* Optimize inventory and supply chain management.
* Develop targeted marketing strategies.
* Make data-driven decisions to enhance business operations.