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| **PIZZA SALES ANALYSIS DASHBOARD** |
| **PROBLEM STATEMENT** |
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| **KPI’s REQUIREMENT** |
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| We need to analyze key indicators for our pizza sales data to gain insights into our business performance. Specifically, we want to calculate the following metrics: |
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| **1. Total Revenue**: The sum of the total price of all pizza orders. |
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| **2. Average Order Value:** The average amount spent per order, calculated by dividing the total revenue by the total number of orders. |
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| **3. Total Pizzas Sold:** The sum of the quantities of all pizzas sold. |
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| **4. Total Orders:** The total number of orders placed. |
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| **5. Average Pizzas Per Order**: The average number of pizzas sold per order, calculated by dividing the total number of pizzas sold by the total number of orders. |
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| **CHARTS REQUIREMENT** |
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| We would like to visualize various aspects of our pizza sales data to gain insights and understand key trends. We have identified the following requirements for creating charts: |
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| **1. Daily Trend for Total Orders:** |
| Create a bar chart that displays the daily trend of total orders over a specific time. This chart will help us identify any patterns or fluctuations in order volumes on a daily basis. |
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| **2. Hourly 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. |
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| **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. |
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| **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 preferences for pizza sizes and their impact on sales. |
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| **5. Total Pizzas Sold by Pizza Category:** |
| Create a funnel chart that presents the total number of pizzas sold for each pizza category. This chart will allow us to compare the sales performance of different pizza categories. |
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| **6. Top 5 Best Sellers by Total Pizzas Sold:** |
| Create a bar chart highlighting the top 5 best-selling pizzas based on the total number of pizzas sold. This chart will help us identify the most popular pizza options. |
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| **7. Bottom 5 Worst Sellers by Total Pizzas Sold:** |
| Create a bar chart showcasing the bottom 5 worst-selling pizzas based on the total number of pizzas sold. This chart will enable us to identify underperforming or less popular pizza options. |