Pizza Sales Dashboard Report

Overview:
The Pizza Sales Dashboard provides a comprehensive analysis of pizza sales performance using Power BI. The dashboard highlights key metrics such as revenue, order trends, sales distribution, and top-selling items. The data-driven insights help businesses optimize sales strategies and understand customer preferences.

Key Metrics:

- **Total Revenue:** $817.86K
- **Total Orders:** 21K
- **Total Pizzas Sold:** 49,574
- **Average Order Value:** $38.31
- **Average Pizzas Per Order:** 2.32

Sales Trends:

- **Daily Trends:** Sales are highest on weekends, particularly Friday and Saturday evenings.
- **Monthly Trends:** The months of **January and July** recorded the highest number of orders.
- **Sales by Pizza Category:**
  - Classic: 26.91%
  - Supreme: 25.46%
  - Chicken: 23.96%
  - Veggie: 23.68%
- **Sales by Pizza Size:**
  - Large: 45.89%
  - Medium: 30.49%
  - Regular: 21.77%
  - X-Large & XX-Large: 3.44%

Best & Worst Sellers:

- **Top Revenue-Generating Pizza:** Thai Chicken Pizza
- **Highest Quantity Sold & Most Ordered:** Classic Deluxe Pizza
- **Least Revenue-Generating Pizza:** Brie Carre Pizza
- **Least Ordered Pizza:** Brie Carre Pizza

Key Business Insights:

- Large-sized pizzas contribute the most to overall revenue.
- Classic category pizzas lead in sales and customer preference.
- Friday and Saturday evenings are peak times for sales.
- Seasonal trends show increased demand in January and July.

Conclusion:

The Pizza Sales Dashboard enables businesses to make data-driven decisions by identifying best-selling pizzas, understanding customer preferences, and optimizing pricing strategies. The insights derived can enhance operational efficiency and maximize profitability.