**Tasty Pizza  
Data Analysis Report**

We had the data of Tasty Pizza company for the time period between January 2015 to December 2015. The project demanded some KPIs which were as follows:

* Total revenue during this period.
* Average order value of the customers.
* Total pizzas sold by the company.
* Total orders received from the customers.
* Average number of pizzas the customers ordered per order.

And also, some report regarding the following points:

* Daily trend of the total orders received.
* Monthly trends of the total orders received.
* Sales figure by pizza category.
* Sales figure by pizza size.
* Number of units sold by pizza category.
* Top 5 pizzas which contributed the most towards the revenue.
* Worst 5 pizzas which contributed the most towards the revenue.
* Top 5 pizzas which contributed the most towards the number of units sold.
* Worst 5 pizzas which contributed the most towards the number of units sold.
* Top 5 pizzas by total orders.
* Worst 5 pizzas by total orders.

**Inferences**

The inferences we derived were derived firstly using SQL for which different queries were fired and the required observations were taken. Henceforth we imported the data from My SQL server to Microsoft Power BI to get the same observations again, reverifying our earlier work. Moreover, we used this data now to perform data visualizations.

We used new card visual which was released in the recent June 2023 Power BI update to represent the various KPIs demanded. We also used columns chart to represent Daily Trends for Total Orders, area chart to represent Monthly Trend for Total Orders, doughnut chart to represent Sales by Pizza Category and Size, funnel chart to represent Total Pizzas sold by Pizza Category, bar chart to represent various Top and Bottom 5s. We also used slicers using Pizza category and date to filter the values according to our need. We also added a page navigation button to traverse between both the report pages.

By doing all these, we got the following observations:\

* Total revenue : 817860.05
* Average Order Value : 38.31
* Total pizzas sold : 49574
* Total orders : 21350
* Average number of pizzas per order : 2.32
* People ordered the most on Friday (3538 orders), followed by Thursday (3239 orders) and Saturday (3158 orders).
* Most sales occurred in the month of July (1935 orders), followed by May (1853 orders) and August (1841 orders).
* Classic category of pizza gave us the most revenue and the most units sold.
* Large sizes of various pizzas gave us the most revenue.
* The Thai Chicken Pizza was the most earning pizza for our revenues and the Brie Carre Pizza was the lowest.
* In number of units sold, the Classic Deluxe Pizza was at top and the Brie Carre Pizza performed the worst.
* In top 5 pizzas sold by total orders too, the Classic Deluxe pizza topped the list and the Brie Carre Pizza performed the worst here too.