**🍕 Domino's Sales Performance Analytics: Dashboard Report**

**I. Project Overview and Methodology**

This document summarizes the development and key findings of an interactive Excel Dashboard designed to analyse and visualize one year of pizza sales performance data. The primary goal was to transform raw transactional data into actionable business intelligence by answering ten core performance questions related to revenue, order behaviour, and product popularity.

**Methodology**

The dashboard utilizes a robust three-stage analytical process:

1. **Data Preparation and Feature Engineering:** Calculated fields such as Total Revenue (price \* quantity), Order Day, and Order Hour were derived from the raw data to support time-series and volume analysis.
2. **Pivot Table Engine:** Eight interconnected PivotTables were established to serve as the calculation engine. These generated the summarized metrics (KPIs) and analytical distributions (charts).
3. **Interactive Dashboard:** The final sheet integrates all results via **KPI Cards** (Total Revenue, AOV), six dynamic **Pivot Charts**, and essential **Slicers/Timeline** controls, ensuring all visualizations update instantly with any filter.

**II. Dashboard Design and Branding Rationale**

The dashboard employs a clean, high-contrast design strategy aligned with the core Domino's brand identity :

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| **Design Element** | **Brand Colour** | **Purpose in Dashboard** |
| **KPI Cards** | **Dark Blue** (Background) | Represents **Trust and Stability**. Used for the primary background of the Total Revenue and AOV cards to convey professionalism and security. |
| **Alert/Highlight** | **Dominos Red** | Represents **Energy and Urgency**. Used for key value highlights, chart titles, or trend lines to draw immediate attention to the most important data points (e.g., peak hours, highest-selling category). |
| **Chart Backgrounds** | **White/Light Gray** | Ensures **Clarity and Legibility**. Provides a clean, neutral canvas for complex charts, minimizing distractions and maximizing data readability. |

**III. Key Business Questions and Data-Driven Answers (Analysis of Excel Data)**

The following answers are derived directly from the connected PivotTables and visualizations built from your provided data. *(Note: Figures are in ₹ based on the provided pivot data.)*

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| **Q. No.** | **Business Question** | **Data-Driven Answer and Analysis** |
| **Q1** | **Total revenue generated from all pizza orders?** | **Total Revenue:** **₹ 24,535,801**. This is the aggregate revenue for the entire year of data. |
| **Q5** | **Average order value per customer?** | **Average Order Value (AOV):** **₹ 1,149.22**. This indicates the average amount spent per unique order (Total Revenue / 21,350 unique orders). |
| **Q7** | **Which pizza category generates the most revenue?** | The **Classic** category is the highest revenue-generating segment **(₹ 6,601,593)**, indicating it is the most popular choice or offers a higher effective price point. |
| **Q8** | **What are the top 5 best-selling pizzas?** | The top sellers based on quantity sold are: **1. The Classic Deluxe Pizza (2,453), 2. The Barbecue Chicken Pizza (2,432), 3. The Hawaiian Pizza (2,422), 4. The Pepperoni Pizza (2,418)**. |
| **Q10** | **Which size of pizza is ordered the most?** | The **Large** pizza size receives the highest volume of orders, suggesting strong demand for family or group orders, or that L is perceived as the best value. |
| **Q4** | **Which days of the week have the highest and lowest sales?** | **Highest Sales Day:** **Wednesday (₹ 4,020,537)**. **Lowest Sales Day:** **Friday (₹ 2,998,614)**. *The dip on Friday is a major opportunity for promotion.* |
| **Q6 / Q3** | **What is the peak order time during the day?** | Orders follow a **bimodal trend** with two clear peaks: a strong **Lunch peak (1:00 PM)** and the largest **Dinner peak (7:00 PM)**. |
| **Q2 / Q9** | **Monthly sales trends and seasonal trends?** | Sales are relatively consistent but show lighter periods in February (₹ 1,954,788) and stronger periods in March (₹ 2,111,913) and May (₹ 2,142,082.5). The **Timeline** is essential for observing these fluctuations. |

**IV. Future Predictions and Strategic Insights**

Based on the patterns observed in the sales data, the following strategic insights and future predictions are highly recommended for management action:

**1. The Friday Revenue Problem (Insight)**

* **Analysis:** The data shows **Friday** is the weakest sales day, generating nearly **₹ 1 million less** than Wednesday. This is counter-intuitive for a weekend-focused quick-service restaurant.
* **Insight:** The current promotional mix is failing to attract weekend traffic. There is a massive untapped revenue stream on Fridays.
* **Prediction:** Without intervention, Friday sales will continue to underperform. **Strategic action is required.**

**2. Strategic Upselling & AOV Growth (Prediction)**

* **Analysis:** The Average Order Value (AOV) is **₹ 1,149.22**.
* **Insight:** A primary focus should be placed on increasing AOV rather than simply increasing the number of orders. Since **Large pizzas** are the most common order size, they are the ideal target for upselling.
* **Prediction:** By implementing a systemized **"Add-On Prompt"** at the point of sale (e.g., "Would you like a side of wings and a 2-liter drink for just ₹ 300 more?"), a targeted increase of **10% in AOV** (to over ₹ 1,260) is achievable, which translates directly to millions in additional annual revenue.

**3. Inventory and Staffing Optimization (Operational Insight)**

* **Analysis:** The **Classic** category is the revenue leader, and **Large** is the volume leader. The peak hour is consistently **7:00 PM**.
* **Insight:** The kitchen should prioritize stocking ingredients and running optimized prep cycles for the **Classic and Large** pizzas, particularly between **6:00 PM and 8:00 PM** to minimize prep time and maximize delivery speed during the critical dinner rush.
* **Prediction:** Failure to staff appropriately for the 7:00 PM peak will lead to slower service, negative reviews, and customer churn. **Staffing and inventory levels must be built around the 7:00 PM and 1:00 PM peak distribution.**