Problem Statement – Pizza Sales Dashboard

The objective of this dashboard is to analyze pizza sales performance and provide insights into customer purchasing behavior, product demand, and revenue contribution.

This dashboard helps the business answer key questions:

1. Sales Overview – What are the total sales, total orders, and average sales value?

2. Order Trends by Time – At what hours of the day do we receive the highest and lowest number of orders?

3. Day and Month-wise Sales – Which day of the week and which month records the most sales and orders?

4. Product Demand – Which pizzas are ordered the most in terms of quantity?

5. Revenue Contribution by Pizza – Which pizzas generate the highest sales revenue?

6. Category Analysis – Which pizza categories (Classic, Supreme, Veggie, Chicken) contribute the most to overall sales?

7. Customer Ordering Patterns – How does customer demand vary across different times of the day, days, and months?

The insights derived from this dashboard can support strategic decisions such as inventory planning, promotional offers during peak hours, and focusing on top-performing pizzas to maximize sales revenue.