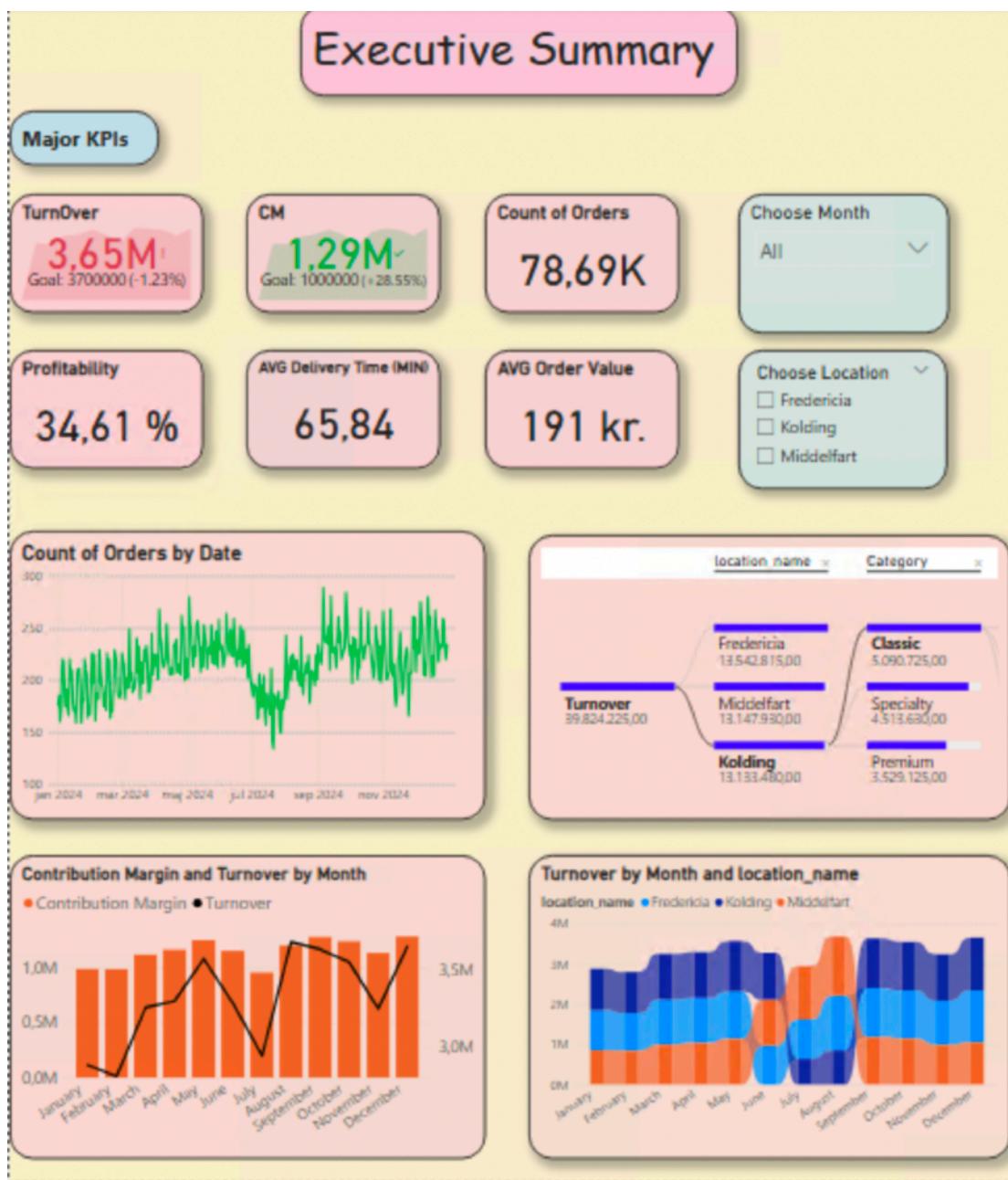


# Power BI - Pizza Chain Simulation

For this class project, we got the opportunity to work with data from a fictional small pizza chain. The project was extremely versatile as the professor built a platform where we could create and generate any kind of data which would've been useful to the analysis.

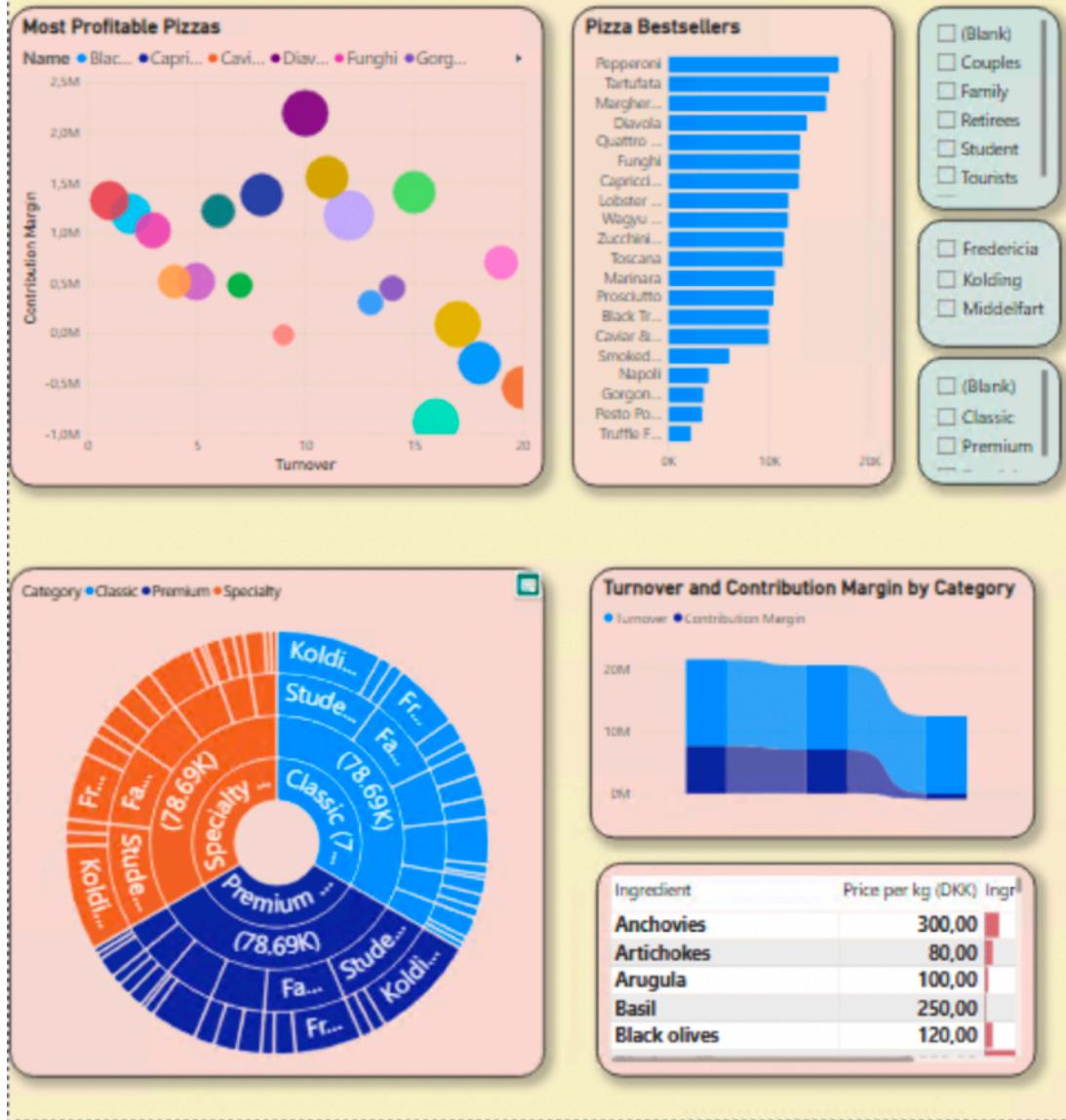
I presented my workflow and visualization in 3 dashboards:

**Executive Summary**, **Product Analysis** and **Costumer Deep Dive**.



The Executive Summary page gives managers a quick overview of how the business is doing across all locations. It focuses on the most important numbers, like Total Orders, Profit Margins, and Delivery Times, to show if the restaurants are making money and working efficiently. The dashboard also features easy-to-read charts that track daily orders and trends, helping the team spot problems early and make better decisions without having to dig through complex data.

# Product Analysis



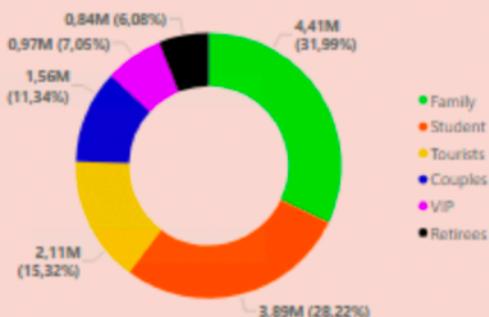
The Product Analysis page is designed to understand menu performance. The main feature is the Sunburst Chart in the bottom-left corner. This visual is extremely useful because it connects all data points in a single view: it starts with the Pizza Category, breaks it down by orders, then shows which Customer Segments prefer them, and finally displays the Locations. This allows managers to follow the product journey from the kitchen to the specific city. To complete the analysis, the table in the bottom-right tracks Ingredient Costs, giving clear visibility on how much is spent on raw materials.



Ingredient	Price per kg (DKK)	Ingredient_cost_pizza
Pine nuts	600,00	12,00
Grilled chicken	140,00	14,00
Italian sausage	180,00	16,20
Pesto Base	400,00	20,00
Prosciutto	250,00	22,50
Edible gold flakes	25.000,00	25,00
Porcini mushrooms	500,00	25,00
Burrata cheese	300,00	30,00
Smoked salmon	400,00	36,00
Truffle cream	1.200,00	36,00
Black truffle	8.000,00	80,00
Lobster meat	800,00	80,00
Thinly sliced wagyu beef	1.200,00	96,00
Caviar	5.000,00	100,00

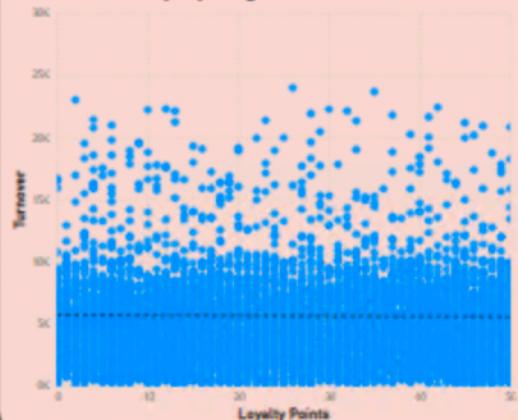
# Customer Deep Dive

## Most Profitable Customers



All

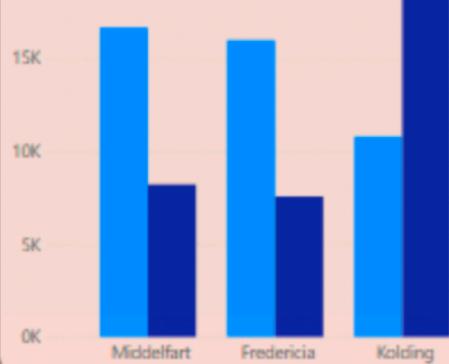
## Effectiveness Loyalty Program



## Differences between Dine-in & Takeaway

- Numero Ordini Dine-in (Stimato)
- Numero Ordini Takeaway (Stimato)

20K



## Behavioral HeatMap

When do the segments order?

segment_name	10	11	12
Family	654.165,00	1.369.200,00	1.436.645,00
Student	573.705,00	651.395,00	619.655,00
Tourists	60.700,00	134.425,00	290.645,00
Couples	68.330,00	152.115,00	522.210,00
VIP	43.930,00	245.400,00	501.320,00
Retirees	214.920,00	268.625,00	335.930,00
Total	1.615.750,00	2.821.160,00	3.706.405,00

The Customer Deep Dive page focuses on understanding customer behavior. The main feature is the Customer Segment filter on the left side. By selecting a specific segment, the dashboard updates to show their unique habits, such as preferences for Dine-in or Takeaway. Importantly, the page also analyzes the Loyalty Program. The data shows a flat trend line, which clearly indicates that the current program is not working effectively to increase sales.

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BEHAVIORAL HEATMAP

WHEN DO THE SEGMENTS ORDER?

segment_name	14	15	16	17	18	19	
Family	0,00	349.040,00	621.270,00	1.742.325,00	2.656.615,00	1.763.375,00	628.245,00
Student	5,00	596.710,00	1.066.560,00	1.904.645,00	1.838.980,00	842.430,00	276.645,00
Tourists	0,00	612.450,00	770.245,00	963.585,00	1.022.315,00	955.960,00	812.110,00
Couples	0,00	364.000,00	141.020,00	141.485,00	354.295,00	970.235,00	1.441.200,00
VIP	0,00	84.755,00	77.065,00	79.280,00	118.760,00	448.490,00	966.910,00
Retirees	5,00	202.865,00	134.020,00	142.805,00	205.285,00	187.590,00	122.350,00
<b>Total</b>	<b>0,00</b>	<b>2.209.820,00</b>	<b>2.810.180,00</b>	<b>4.974.125,00</b>	<b>6.196.250,00</b>	<b>5.168.080,00</b>	<b>4.247.460,00</b>