

SQL and Power BI Pizza Sales Dashboard

1. Project Overview

This project involves analyzing pizza sales data using SQL for data extraction and transformation, and Power BI for creating interactive dashboards. The objective is to derive actionable insights to optimize business strategies.

2. Tools & Technologies

- **SQL:** Utilized for data cleaning, transformation, and analysis.
- **Power BI:** Employed to develop interactive dashboards and visualizations.

3. Key Features & Insights

- **Sales Trends Analysis:**
 - Daily and monthly sales trends to identify peak sales periods.
 - Visualization of total orders and revenue over time.
- **Pizza Category & Size Analysis:**
 - Breakdown of sales by pizza category (e.g., Classic, Veggie, Meat).
 - Analysis of sales distribution across different pizza sizes.
- **Top & Least Selling Pizzas:**
 - Identification of best and worst-selling pizzas based on revenue, quantity sold, and total orders.
- **Key Performance Indicators (KPIs):**
 - Total Revenue
 - Total Orders
 - Average Order Value
 - Total Pizzas Sold

4. Project Deliverables

- **GitHub Repository:** Contains the SQL scripts, Power BI dashboard file, and documentation. [GitHub Link](#)

5. Conclusion

This project showcases the ability to transform raw sales data into meaningful business insights using SQL and Power BI. The interactive dashboard serves as a valuable tool for stakeholders to make informed decisions regarding product offerings, marketing strategies, and operational improvements.

6. Power BI Dashboard Snapshots

