Delicious Pizza Sales Dashboard

Overview

This Power BI project provides an in-depth analysis of pizza sales across different branches in the United States. The dashboard helps businesses track sales performance, analyze customer preferences, and optimize sales strategies. It presents key insights into total sales, branch-wise performance, sales by pizza type, and sales manager contributions.

Features

- **Total Sales Overview**: Displays total sales revenue across all branches.

- **Sales by Branch**: Visualizes sales performance across different states, including Arizona, California, Idaho, Nevada, and Oregon.

- **Sales by Pizza Type**: Analyzes which pizza types are most popular and contribute the most to revenue.

- **Comparison of Actual Sales vs. Target Sales**: Helps businesses measure performance against set goals.

- **Geographical Sales Distribution**: Displays sales contributions by state on an interactive map.

- **Sales Performance by Manager**: Identifies top-performing sales managers and their contribution to revenue.

- **Time-Based Sales Analysis**: Analyzes pizza sales based on time slots before and after 9:00 AM.

Data Cleaning Process (Power Query in Power BI)

1. **Imported Raw Data**: Loaded sales data from multiple sources into Power BI.

2. **Removed Duplicates**: Ensured data consistency by eliminating duplicate entries.

3. **Handled Missing Values**: Replaced null values in critical columns with appropriate values.

4. **Data Transformation**: Standardized column names, formatted date/time fields, and created calculated columns.

5. **Merged Queries**: Combined different tables to create a unified dataset for analysis.

6. **Created Relationships**: Established relationships between different data tables to enable seamless reporting.

Insights Gained

- **Top-Selling Branch**: Identifies the best-performing state in terms of sales revenue.

- **Most Popular Pizza Type**: Helps businesses understand customer preferences.

- **Sales Trends**: Provides insights into peak sales hours and seasonal trends.

- **Branch-Wise Performance**: Compares the performance of different branches.

- **Manager Performance Analysis**: Highlights the contribution of each manager to sales success.

Technologies Used

- **Power BI**: Data visualization and dashboard creation.

- **Power Query**: Data cleaning and transformation.

- **DAX (Data Analysis Expressions)**: Used for creating calculated measures and columns.

How to Use This Dashboard

1. Open the Power BI file.

2. Use filters to analyze sales based on state, pizza type, and time.

3. Explore different visuals to gain insights into sales trends and performance metrics.

Conclusion

This Power BI dashboard serves as a valuable tool for pizza businesses looking to improve sales strategies, enhance customer satisfaction, and optimize operational efficiency. By leveraging data-driven insights, businesses can make informed decisions and drive growth.

Author: Vaishnavi Sonwane
Contact: [https://github.com/vaishnavi0104-2003]