

MAJOR PROJECT REPORT

(Pizza Sales Analysis)

NAME = Vidhya Rahangdale (G- 16 SQL & Power Bi)

Tutor = Siddhika Shah Mam

Steps for creating Dashboard -

Step 1: Import the Data from Excel

- Remove duplicates and null values.
- Change data types (dates, numbers, text).
- Create a **new column for Total Sales** (Quantity × Price)
- Click "**Close & Apply**" to save changes.

Step 2: Build the Dashboard Layout

- Start with a **clean and structured layout**.
- Go to "**Insert**" > "**Shapes**" to create a stylish header (like the "Pizza Sales Report" banner).
- Add a background color that matches the theme.

Step 3: Create Key Metrics (KPIs)

- Go to "**Modeling**" > "**New Measure**", and write DAX formulas for:
 - **Total Revenue** → SUM(Sales[Total Sales])
 - **Total Pizzas Sold** → SUM(Sales[Quantity])
 - **Total Orders** → DISTINCTCOUNT(Sales[Order ID])
 - **Average Order Value** → DIVIDE([Total Revenue], [Total Orders])
 - **Average Pizzas per Order** → DIVIDE([Total Pizzas Sold], [Total Orders])

Place these values in **Cards** for a clear view.

Step 4: Add Sales Trends

- **Daily Trend for Total Orders**
 - Use a **Column Chart** to show sales per day of the week.

- Drag **Order Date** to the X-axis and **Total Orders** to the Y-axis.
- **Monthly Trend for Total Orders**
 - Use a **Line Chart** to visualize trends.
 - Drag **Month** to X-axis and **Total Orders** to Y-axis.

Step 5: Sales Breakdown by Category & Size

- **% of Sales by Pizza Category** → Use a **Pie Chart**.
- **% of Sales by Pizza Size** → Another **Pie Chart**.
- **Total Pizzas Sold by Category** → Use a **Bar Chart**.

Drag and drop fields accordingly to display the insights.

Step 6: Best and Worst Sellers

- Create a new **page**.
- Use **Bar Charts** for:
 - **Top 5 Pizzas by Revenue**
 - **Top 5 Pizzas by Quantity**
 - **Top 5 Pizzas by Total Orders**
 - **Bottom 5 Pizzas by Revenue**
 - **Bottom 5 Pizzas by Quantity**
 - **Bottom 5 Pizzas by Total Orders**

Use **sorting options** to display the highest and lowest values.

Step 7: Add Filters & Slicers

- Add a **date range slicer** for users to pick a time period.
 - Add a **category slicer** to filter data by pizza type.
 - Use a **button to switch between pages** (e.g., "Best/Worst Sellers").
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Screenshot of Dashboard =

1) For HOME Page -



2) For Best / Worst Sellers Page -

