Domino's Pizza Sales

Objective

- To create a comprehensive Power BI report to uncover actionable insights to help the outlet increase sales and improve operational efficiency.
- To analyze total sales over time to identify peak periods.
- To asses sales by pizza type and size to understand popular choices.
- To evaluate the performance of individual pizza types and the performance at different categories.

About the Data Set

- The data set contains 4 tables

1. **Table 1 - order_details:** This table contains details for each item in an order, such as the specific pizza ordered and the quantity.
    - **order_details_id:** A unique identifier for each record in this table, representing individual items in an order.
    - **order_id:** Links each item to a specific order, as referenced in the orders table.
    - **pizza_id:** Identifies the specific pizza ordered, matching a record in the pizza_size_and_price table (e.g., achari_do_pyaza_vz_L, cheese_n_corn_vz_L).
    - **quantity:** Specifies the number of units of each pizza type ordered in a particular order.
2. **Table 2 - orders:** This table records each unique order placed, including the date and time of the order.
    - **order_id:** Unique identifier for each order, which can be linked to the order_details table.
    - **date:** The date when the order was placed (e.g., 1/1/2022).
    - **time:** The exact time the order was placed (e.g., 11:38:36).
3. **Table 3 - pizza_types:** This table provides information about each type of pizza or item, including its name and category.
    - **pizza_type_id:** Unique identifier for each type of pizza or item, used to link with the pizza_size_and_price table (e.g., margherita_vz, non_veg_supreme_nvz).
    - **name:** The name of the pizza or item (e.g., Margherita, Chicken Golden Delight).
    - **category:** Category classification of the item, such as Veg pizza, Non-veg pizza, Veg pizza mania, Non-veg pizza mania, Bread, or Cake.

4. **Table 4 - pizza_size_and_price:** This table provides details about each pizza's specific size and price.
    - **pizza_id:** Unique identifier for each specific pizza and size combination, which links to the order_details table (e.g., achari_do_pyaza_vz_L, cheese_n_corn_vz_L).
    - **pizza_type_id:** Links the pizza to its type, connecting it with the pizza_types table for further details.
    - **size:** Indicates the size of the pizza (e.g., L for Large).
    - **price:** The price of the pizza for the specified size (e.g., 579, 639).

Steps Performed

1. **Connected and transformed data:** Imported and transformed raw data from Excel files, ensuring all tables were correctly formatted for Power BI analysis, with necessary data cleaning and shaping to ensure accuracy.
2. **Re-modeled data relationships:** Established and optimized relationships among tables (order_details, orders, pizza_types, and pizza_size_and_price) to enable seamless data integration and accurate analysis across the dataset.
3. **Created calculated fields and measures:** Developed calculated fields (e.g., total sales, quantity multiplied by price) and DAX measures to enhance the depth of analysis, enabling accurate reporting on metrics like revenue, quantity sold, and performance by category.
4. **Designed an interactive KPI dashboard:** Built an executive dashboard with dynamic filtering options, displaying high-level KPIs, sales performance metrics, and visualizations for order distribution, category analysis, and month-over-month and quarter-over-quarter trends.
5. **Incorporated advanced visuals and filters:** Used slicers, drill-through capabilities an intuitive user experience, enabling users to navigate through different categories, time periods, and pizza types effectively.