DASHBOARD DOCUMENTATION

Pizza Sales Dashboard

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Power BI Desktop · DAX · Power Query

21,350
orders on the report

60
orders a day, on average

5
time bands, noon to 9 pm the busiest

9
pages, each with its own insight

> A practice dashboard built on a training dataset. It is not client data. Figures are quoted as they appear on the report.

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01 THE STORY BEHIND THE REPORT

> *Imagine you run a pizza restaurant and you have to decide how many staff to put on tomorrow evening. You do not need every receipt. You need to know which days are busy, which hours are busy, and which pizzas people ask for.*
>
> *This dashboard puts those answers on one screen.*

A pizza business wants to know when it is busy, what it sells and what size people choose, so that staffing, stock and promotions follow demand instead of guesswork.

02 WORDS USED IN THIS DOCUMENT

Word	What it means
KPI	Key performance indicator: one number that says how the business is doing, such as total sales or churn rate.
Measure	A calculation that is worked out on the fly, so the same card shows a different answer for each filter chosen.
Slicer	A filter the reader can click, such as a year, a region or a product.
Order	One customer visit that can contain several pizzas.
Market share	A category's slice of all orders, as a percentage.
Time band	A block of hours, such as 12 pm to 3 pm, used to see the busy and quiet parts of a day.

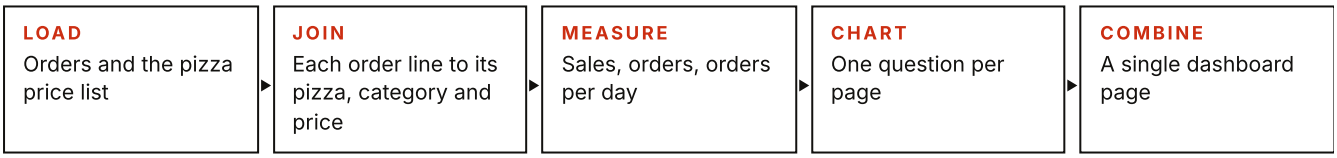
03 WHAT THIS REPORT IS

Item	Detail
Author	Temidayo Sunday Alade
Tool	Power BI Desktop
Data	A year of pizza orders: date, time, category, name, size and price on every line
Pages	A start page, a headline page, and one page for each of seven questions, plus a combined dashboard
Shown in	Naira (₦), as labelled on the report

04 THE QUESTIONS THE REPORT ANSWERS

Question	Where it is answered
How much did we sell, and how steady is it?	Headline page: sales, orders per day, pizzas per order
Which category is strongest?	Total orders by category
Which size do customers choose?	Total orders by size
Which months are busy?	Total orders by month
Which days are busy?	Total orders by day
What is the peak hour?	Orders by time band
Which five pizzas bring in the most money?	Top 5 sales table

05 HOW IT WAS BUILT



1. Load the order lines and the pizza list, and join them on the pizza name so that each line carries its category, size and price.
2. Build a calendar from the order dates so that month, weekday and hour are available as filters.
3. Group the hour of each order into five time bands: 9 am to 12 pm, 12 to 3 pm, 3 to 6 pm, 6 to 9 pm and 9 pm to 12 am.
4. Write the measures: total sales, total orders, average orders per day and average pizzas per order.
5. Give every question its own page with the chart, a short insight and a recommendation, then combine the charts into one dashboard page.

06 HOW THE NUMBERS ARE WORKED OUT

THREE CALCULATIONS USED ON THE REPORT

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average orders per day  =  total orders ÷ number of trading days
share of orders         =  orders in a group ÷ total orders
top-5 table             =  total sales per pizza, largest five
```

> **An everyday example.** The report shows 21,350 orders and about 60 a day, so it covers a little under a year of trading days. Friday has 3,538 orders, which is 3,538 ÷ 21,350 = 16.6 per cent of the year's orders from one day in seven.

Checks that the numbers add up

Breakdown	Parts added together	Total
Orders by day of the week	2,624 + 2,794 + 2,973 + 3,024 + 3,239 + 3,538 + 3,158	21,350
Orders by time band (thousands)	1.2 + 6.4 + 5.7 + 6.1 + 1.9	21.3
Top-5 pizzas by sales	43,434.25 + 42,768.00 + 41,409.50 + 38,180.50 + 34,831.25	200,623.50

07 PAGE BY PAGE

Page	What it shows	Insight written on the page
Headline	Total sales ₦817,860, 60 orders a day, 2 pizzas an order, 21,350 orders	Sales are steady day to day. Offer combos and bundles, and invest in customer feedback.
Category	Classic 29%, Supreme, Veggie and Chicken between 23% and 24%	Classic leads, but the four categories are close. Find the selling point of each.
Size	Large 36%, Medium 32%, Small 30%, XL and XXL about 2%	Focus on the top sizes. Consider dropping or rebranding the weakest.
Month	Every month above 1,600 orders; July highest at 1,935	Demand is steady all year. Match staffing to the season.
Day	Friday 3,538 and Saturday 3,158 lead; Sunday 2,624 is lowest	Staff up from Thursday. Make sure the popular pizzas never run out.
Time band	12 to 3 pm 6.4K, 6 to 9 pm 6.1K, 3 to 6 pm 5.7K	Peak is 12 pm to 9 pm. Stock and staff for it.
Top five	Thai Chicken first at ₦43,434, then Barbecue Chicken and California Chicken	Build deals around the top sellers and test new versions of them.

08 WHAT IT FOUND

Demand is steady. Orders stay above 1,600 in every month, with only a modest rise to 1,935 in July, so this is a business that sells all year. The pressure is inside the day and the week rather than across the seasons.

The week builds towards Friday. Thursday to Saturday carry the highest order counts, and Sunday is the quietest day. Across the day, three bands from noon to 9 pm carry almost all of the orders, while the morning and the late night together carry about one in seven.

The best sellers by money are all savoury favourites. Three chicken pizzas and a Classic Deluxe fill four of the top five places, and a Spicy Italian takes the fifth.

09 WHAT I RECOMMENDED

- Roster staff and prep to the three busy bands, noon to 9 pm, and to Thursday, Friday and Saturday.
- Offer combos and value meals built on the top-five pizzas, and trial a premium version of the best seller.
- Use promotions, loyalty offers or email in the slower months and on the quiet days, instead of discounting the busy ones.

- Review the XL and XXL sizes: with a combined share of about 2 per cent, they are candidates for rebranding or removal.

10 NOTES ON THE FIGURES AND LIMITATIONS

Every figure in this document is taken from the report page it describes. These notes say how to read the figures that need care, and what the data cannot show.

- **Currency.** Sales are labelled in naira. At ₦817,860 over 21,350 orders the average order is about ₦38, so the amounts are best read as relative values. The patterns by day, hour, size and category do not depend on the currency.
- **Sizes.** The size page quotes 12,736 large orders beside a 36% share, and 36% of 21,350 orders is about 7,700. The two count different things, so the shares in this document are taken from the chart.
- **One year only.** A single year cannot separate a seasonal pattern from a one-off event.

11 OUTPUTS

A 9-page Power BI report (PDF export) with one question per page and a combined dashboard page.

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