



SQL PROJECT

LARANA PIZZA





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WELCOME TO LARANA PIZZA DATA ANALYSIS

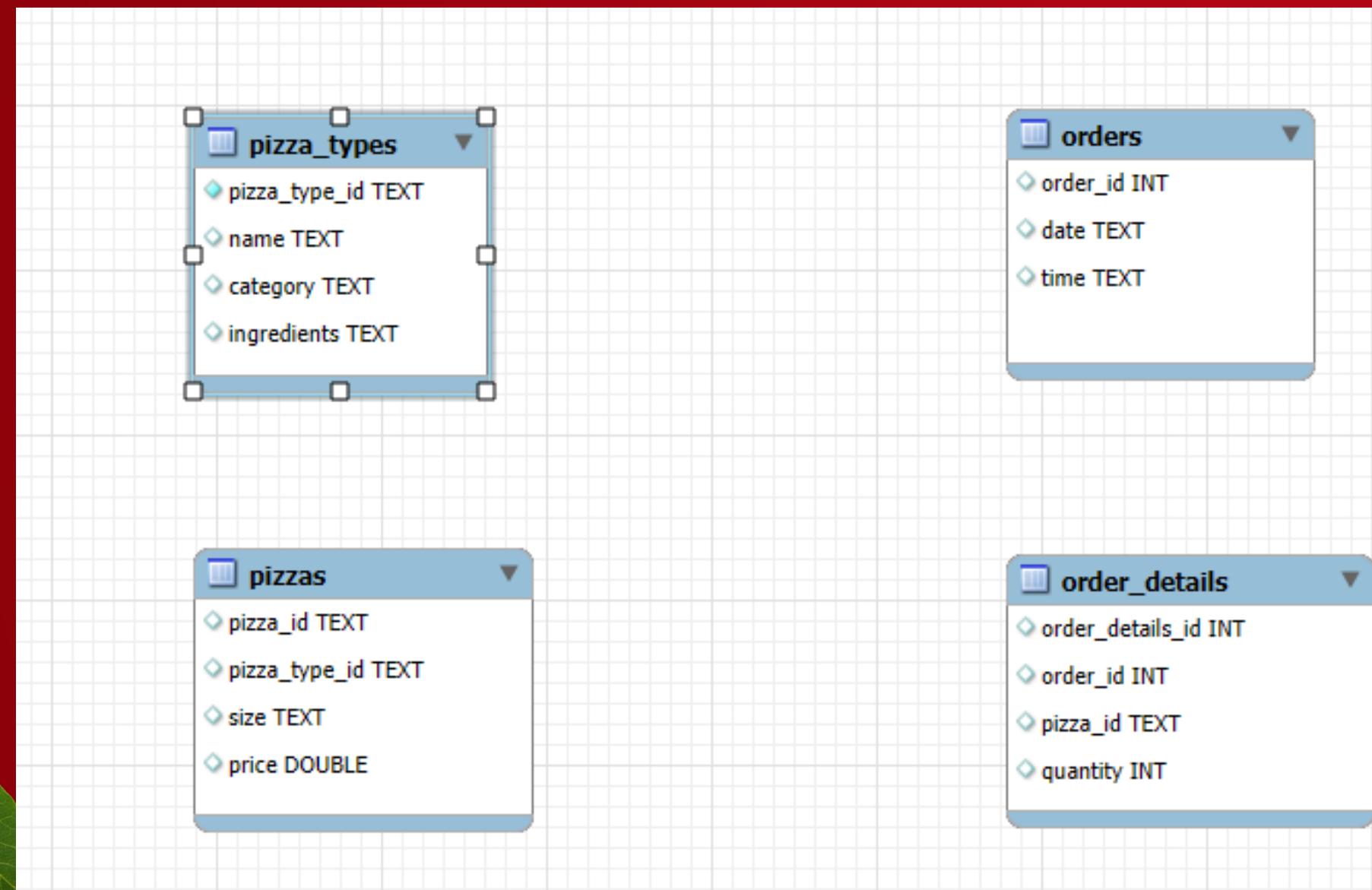
In today's highly competitive food industry, data-driven decision-making is essential for understanding customer preferences and optimizing operations. This project analyzes a pizza sales dataset using SQL to extract meaningful insights. By querying and visualizing key performance metrics such as revenue trends, order frequency, and product performance, the project aims to deliver actionable recommendations that can enhance sales strategies, improve customer satisfaction, and streamline business processes for a pizza restaurant.





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SCHEMA





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RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED

```
SELECT  
COUNT(ORDER_ID)  
TOTAL_ORDERS FROM  
ORDER_DETAILS;
```

Result Grid

TOTAL_ORDERS
48620



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CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES

Result Grid			
	TOTAL_REVENUE		
▶	131658.5		

```
SELECT ROUND(SUM(P.PRICE * O.QUANTITY),  
2) AS TOTAL_REVENUE  
FROM PIZZAS P  
JOIN ORDER_DETAILS O  
ON O.PIZZA_ID = P.PIZZA_ID;
```





IDENTIFY THE HIGHEST PRICED PIZZA WITH PIZZA NAME.

```
SELECT PT.NAME,P.PRICE  
FROM PIZZA_TYPES PT  
JOIN PIZZAS P  
ON PT.PIZZA_TYPE_ID=P.PIZZA_TYPE_ID  
ORDER BY P.PRICE DESC LIMIT 1;
```

	NAME	PRICE
▶	The Barbecue Chicken Pizza	20.75

₹250



₹350



₹300



₹200





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DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY.

```
SELECT HOUR(TIME) AS ORDER_HOURS,  
COUNT(ORDER_ID) AS ORDER_COUNT  
FROM ORDERS  
GROUP BY ORDER_HOURS  
ORDER BY ORDER_HOURS;
```

ORDER_HOURS	ORDER_COUNT
9	1
10	8
11	1231
12	2520
13	2455
14	1472



LIST THE TOP 5 MOST ORDERED PIZZA TYPES ALONG WITH THEIR QUANTITIES.

	NAME	TOTAL_SUM
▶	The Barbecue Chicken Pizza	2432
	The California Chicken Pizza	2370
	The Chicken Alfredo Pizza	987
	The Chicken Pesto Pizza	973
	The Sicilian Pizza	751

THE BARBEQUE CHICKEN PIZZA

A delicious fusion of smoky BBQ chicken, zesty sauce, and melted cheese spread over a crispy crust.

```
SELECT PT.NAME,  
SUM(O.QUANTITY) AS TOTAL_SUM  
FROM PIZZA_TYPES PT  
JOIN PIZZAS P  
ON P.PIZZA_TYPE_ID=PT.PIZZA_TYPE_ID  
JOIN ORDER_DETAILS O  
ON P.PIZZA_ID=O.PIZZA_ID  
GROUP BY PT.NAME  
ORDER BY TOTAL_SUM DESC LIMIT 5;
```





CALCULATE THE PERCENTAGE CONTRIBUTION OF EACH PIZZA CATEGORY TYPE TO TOTAL REVENUE.

WITH CATEGORY_REVENUE AS (

SELECT

PT.CATEGORY AS PIZZA_CATEGORY,
ROUND(SUM(P.PRICE * O.QUANTITY), 2) AS

CATEGORY_REVENUE

FROM ORDER_DETAILS O

JOIN PIZZAS P ON O.PIZZA_ID = P.PIZZA_ID

JOIN PIZZA_TYPES PT ON P.PIZZA_TYPE_ID =
PT.PIZZA_TYPE_ID

GROUP BY PT.CATEGORY

),

TOTAL_REVENUE AS (

SELECT SUM(CATEGORY_REVENUE) AS
TOTAL_REVENUE
FROM CATEGORY_REVENUE

)

SELECT

C.PIZZA_CATEGORY,
CONCAT(ROUND((C.CATEGORY_REVENUE * 100.0 /
T.TOTAL_REVENUE), 2), '%') AS
PERCENTAGE_CONTRIBUTION
FROM CATEGORY_REVENUE C
CROSS JOIN TOTAL_REVENUE T;

PIZZA_CATEGORY	PERCENTAGE_CONTRIBUTION
Chicken	93.01%
Supreme	6.99%



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Contact

DETERMINE THE 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE.

```
SELECT PT.NAME AS PIZZA_NAME,  
ROUND(SUM(P.PRICE * O.QUANTITY), 2) AS TOTAL_REVENUE  
FROM ORDER_DETAILS O  
JOIN PIZZAS P  
ON O.PIZZA_ID = P.PIZZA_ID  
JOIN PIZZA_TYPES PT  
ON P.PIZZA_TYPE_ID=PT.PIZZA_TYPE_ID  
GROUP BY PT.NAME  
ORDER BY TOTAL_REVENUE DESC  
LIMIT 3;
```

PIZZA_NAME	TOTAL_REVENUE
The Barbecue Chicken Pizza	42768
The California Chicken Pizza	41409.5
The Chicken Alfredo Pizza	16900.25



DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE FOR EACH PIZZA CATEGORY.



WITH CATEGORY AS (

SELECT

PT.CATEGORY AS CATEGORY,

PT.NAME AS NAME,

FLOOR(SUM(P.PRICE * OD.QUANTITY)) AS REVENUE

FROM ORDER_DETAILS OD

JOIN PIZZAS P ON OD.PIZZA_ID = P.PIZZA_ID

JOIN PIZZA_TYPES PT ON P.PIZZA_TYPE_ID =

PT.PIZZA_TYPE_ID

GROUP BY PT.CATEGORY, PT.NAME

),

RANKING AS (

SELECT

CATEGORY,

NAME,

REVENUE,

DENSE_RANK() OVER (PARTITION BY CATEGORY

ORDER BY REVENUE DESC) AS RNK

FROM CATEGORY

)

SELECT

CATEGORY,

NAME,

REVENUE

FROM RANKING

WHERE RNK <= 3;

CATEGORY	NAME	REVENUE
Chicken	The Barbecue Chicken Pizza	42768
Chicken	The California Chicken Pizza	41409
Chicken	The Chicken Alfredo Pizza	16900
Supreme	The Sicilian Pizza	9199



ANALYZE THE CUMULATIVE REVENUE GENERATED OVER MONTHLY.

WITH REVENUE AS (

SELECT

```
MONTH(O.DATE) AS MONTHS,
FLOOR(SUM(P.PRICE * OD.QUANTITY)) AS REVENUE
FROM ORDERS O
JOIN ORDER_DETAILS OD ON O.ORDER_ID = OD.ORDER_ID
JOIN PIZZAS P ON OD.PIZZA_ID = P.PIZZA_ID
GROUP BY MONTH(O.DATE)
```

)

SELECT

MONTHS,

REVENUE,

SUM(REVENUE) OVER (ORDER BY MONTHS) AS CUMULATIVE_REVENUE

FROM REVENUE;

MONTHS	REVENUE	CUMULATIVE_REVENUE
1	11446	11446
2	10810	22256
3	11868	34124
4	10884	45008
5	11314	56322
6	11151	67473
7	10632	78105

A photograph of a pizza on a round wooden board. The pizza is cut into eight slices and topped with melted cheese, ham, and small red pepper pieces. A blue and white striped cloth napkin is visible in the top left corner.

GROUP THE ORDERS BY DATE AND
CALCULATE THE AVERAGE OF TOTAL
NUMBER OF PIZZAS ORDERED PER DAY.

WITH CTE AS(

```
SELECT O.DATE,SUM(OD.QUANTITY) AS QTY
```

```
FROM ORDERS O
```

```
JOIN ORDER_DETAILS OD
```

```
ON O.ORDER_ID=OD.ORDER_ID
```

```
GROUP BY O.DATE
```

```
ORDER BY QTY DESC
```

```
)
```

```
SELECT FLOOR(AVG(QTY))AS AVG_NUMBER_OF_PIZZA
```

```
FROM CTE;
```

Result Grid



Filter Rows:

	AVG_NUMBER_OF_PIZZA
▶	138



CONCLUSION

THROUGH THIS PROJECT, SQL WAS EFFECTIVELY LEVERAGED TO EXPLORE AND ANALYZE A COMPREHENSIVE SALES DATASET FOR LARNA PIZZA. THE ANALYSIS UNCOVERED VALUABLE INSIGHTS, INCLUDING THE MOST POPULAR PIZZA TYPES, TOP-PERFORMING CATEGORIES, PEAK SALES PERIODS, AND REVENUE TRENDS ACROSS DIFFERENT SIZES AND INGREDIENTS. THESE INSIGHTS PROVIDE A SOLID FOUNDATION FOR DATA-DRIVEN DECISION-MAKING, ENABLING LARNA PIZZA TO OPTIMIZE ITS MENU OFFERINGS, ALIGN INVENTORY WITH DEMAND, ENHANCE CUSTOMER SATISFACTION, AND ULTIMATELY IMPROVE SALES PERFORMANCE. THIS PROJECT HIGHLIGHTS THE POWER OF SQL IN TRANSFORMING RAW TRANSACTIONAL DATA INTO ACTIONABLE BUSINESS INTELLIGENCE, DEMONSTRATING ITS VALUE IN DRIVING STRATEGIC GROWTH IN THE FOOD SERVICE INDUSTRY.





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THANK YOU

