



LARANA PIZZA

PIZZA SALES





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HI THIS IS **BHARGAV**

The objective of this analysis is to gain insights into pizza sales performance using data from orders, order details, pizza types, and pricing. By analyzing key sales trends, revenue contributions, and customer preferences, the goal is to provide data-driven recommendations for business growth, menu optimization, and strategic decision-making.



RETRIEVE THE TOTAL NO.OF ORDERS PLACED

```
select count(order_id) as no_of_orders from orders;
```

| Result Grid | |
|-------------|--------------|
| | no_of_orders |
| → | 21350 |

CALCULATE THE TOTAL REVENUE GENERATED BY PIZZA SALES

SELECT

```
    ROUND(SUM((o.quantity * p.price)), 2) AS total_revenue
```

FROM

```
    pizzas p
```

JOIN

```
    order_details o ON p.pizza_id = o.pizza_id;
```

| Result Grid | |
|-------------|---------------|
| | total_revenue |
| ▶ | 817860.05 |

JOIN THE NECESSARY TABLES TO FIND THE TOTAL QUANTITY OF EACH PIZZA CATEGORY ORDERED

```
SELECT
    pi.category, COUNT(o.quantity) AS total_quantity
FROM
    pizza_types pi
    JOIN
    pizzas p ON pi.pizza_type_id = p.pizza_type_id
    JOIN
    order_details o ON p.pizza_id = o.pizza_id
GROUP BY pi.category
order by total_quantity desc;
```

Result Grid | Filter Rows:

| | category | total_quantity |
|---|----------|----------------|
| ▶ | Classic | 14579 |
| | Supreme | 11777 |
| | Veggie | 11449 |
| | Chicken | 10815 |

DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPES ON REVENUE

```
SELECT
    pt.name, (od.quantity * p.price) AS revenue
FROM
    pizza_types pt
        JOIN
    pizzas p ON pt.pizza_type_id = p.pizza_type_id
        JOIN
    order_details od ON p.pizza_id = od.pizza_id
ORDER BY revenue DESC
LIMIT 3;
```

| | name | revenue |
|---|----------------------------------|---------|
| ▶ | The California Chicken Pizza | 83 |
| | The Prosciutto and Arugula Pizza | 62.25 |
| | The Barbecue Chicken Pizza | 62.25 |

CALCULATE THE PERCENTAGE CONTRIBUTION OF EACH PIZZA TYPE TO TOTAL REVENUE

```
SELECT
    pt.category,
    ROUND((ROUND(SUM(p.price * od.quantity), 2) / (SELECT
        ROUND(SUM(od.quantity * p.price), 2) AS quantity
    FROM
        order_details od
        JOIN
            pizzas p ON od.pizza_id = p.pizza_id)) * 100,
    2) AS revenue
FROM
    pizza_types pt
    JOIN
        pizzas p ON pt.pizza_type_id = p.pizza_type_id
        JOIN
            order_details od ON p.pizza_id = od.pizza_id
GROUP BY pt.category
```

Result Grid | Filter

| | category | revenue |
|---|----------|---------|
| ▶ | Classic | 26.91 |
| | Supreme | 25.46 |
| | Chicken | 23.96 |
| | Veggie | 23.68 |



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THANK YOU!

