



LARANA PIZZA

PIZZA SALES





MY NAME IS PANKAJ KUMAR SAHOO, AND I'M CURRENTLY IN MY FINAL YEAR OF B.TECH. I HAVE A STRONG INTEREST IN DATA SCIENCE AND MACHINE LEARNING, AND I'VE WORKED ON PROJECTS INVOLVING IOT, COMPUTER VISION, AND ENVIRONMENTAL MONITORING. I ENJOY SOLVING REAL-WORLD PROBLEMS USING DATA-DRIVEN APPROACHES, AND I'VE ALSO GAINED EXPERIENCE IN PYTHON, SQL, AND MACHINE LEARNING FRAMEWORKS. I'M PASSIONATE ABOUT CONTINUOUS LEARNING AND ALWAYS LOOK FOR OPPORTUNITIES TO ENHANCE MY TECHNICAL AND ANALYTICAL SKILLS.

MY GOAL IS TO CONTRIBUTE TO AN ORGANIZATION WHERE I CAN APPLY MY KNOWLEDGE TO MEANINGFUL PROJECTS AND GROW BOTH PERSONALLY AND PROFESSIONALLY





"I RECENTLY COMPLETED AN IN-DEPTH DATA ANALYSIS PROJECT FOR A SIMULATED PIZZA RESTAURANT, LARANA PIZZA. THE OBJECTIVE WAS TO LEVERAGE SQL TO QUERY A RELATIONAL DATABASE AND TRANSLATE RAW SALES DATA INTO ACTIONABLE BUSINESS INTELLIGENCE.

THROUGH THIS PROJECT, I DEMONSTRATED MY ABILITY TO:

- WRITE COMPLEX SQL QUERIES TO SOLVE SPECIFIC BUSINESS PROBLEMS.
- ANALYZE KEY PERFORMANCE INDICATORS (KPIS) LIKE TOTAL REVENUE, ORDER VOLUME, AND SALES TRENDS.
- GENERATE INSIGHTS ON PRODUCT PERFORMANCE, CUSTOMER BEHAVIOR, AND CATEGORY-WISE SALES DISTRIBUTION.

THIS PROJECT SOLIDIFIED MY SKILLS IN DATA EXTRACTION, ANALYSIS, AND PRESENTATION, SHOWCASING HOW DATA-DRIVEN STRATEGIES CAN OPTIMIZE OPERATIONS AND BOOST PROFITABILITY IN THE FOOD INDUSTRY."

Retrieve the total number of orders placed.

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

total_orders

2651

Calculate the total revenue generated from pizza sales.

```
select  
    round(sum(order_details.quantity * pizzas.price),  
        2) as total_sales  
from order_details join pizzas on pizzas.pizza_id=order_details.pizza_id
```

total_sales
292641.65

Identify the highest-priced pizza.

```
SELECT
    pizza_types.name, pizzas.price
FROM
    pizza_types
    JOIN
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
ORDER BY pizzas.price DESC
LIMIT 1;
```

name	price
The Greek Pizza	35.95

Identify the most common pizza size ordered.

```
SELECT
    pizzas.size,
    COUNT(order_details.order_details_id) AS order_count
FROM
    pizzas
    JOIN
        order_details ON pizzas.pizza_id = order_details.pizza_id
GROUP BY pizzas.size
ORDER BY order_count DESC;
```

size	order_count
L	6630
M	5487
S	5071
XL	206
XXL	13

List the top 5 most ordered pizza types along with their quantities.

```
SELECT
    pizza_types.name, SUM(order_details.quantity) AS quantity
FROM
    pizza_types
    JOIN
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
    JOIN
    order_details ON order_details.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.name
ORDER BY quantity DESC
LIMIT 5;
```

name	quantity
The Barbecue Chicken Pizza	906
The Hawaiian Pizza	875
The Pepperoni Pizza	863
The California Chicken Pizza	839
The Classic Deluxe Pizza	838

Join the necessary tables to find the total quantity of each pizza category ordered.

```
SELECT  
    pizza_types.category,  
    SUM(order_details.quantity) AS quantity  
FROM  
    pizza_types  
        JOIN  
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id  
        JOIN  
    order_details ON order_details.pizza_id = pizzas.pizza_id  
  
GROUP BY pizza_types.category  
ORDER BY quantity DESC;
```

category	quantity
Classic	5259
Supreme	4263
Veggie	4241
Chicken	3971

Determine the distribution of orders by hour of the day.

```
SELECT  
    HOUR(order_time) AS hour, COUNT(order_id) AS order_count  
FROM  
    orders  
GROUP BY HOUR(order_time)  
ORDER BY HOUR(order_time) ASC;
```

hour	order_count
11	154
12	301
13	289
14	234
15	184
16	229
17	293
18	291
19	243
20	220
21	140
22	72
23	1

Join relevant tables to find the category-wise distribution of pizzas.

```
SELECT  
    category, COUNT(name)  
FROM  
    pizza_types  
GROUP BY category;
```

category	count(name)
Chicken	6
Classic	8
Supreme	9
Veggie	9

Group the orders by date and calculate the average number of pizzas ordered per day.

```
SELECT
    round( AVG(quantity),0) as avg_pizza_orders
FROM
    (SELECT
        orders.order_date, SUM(order_details.quantity) AS quantity
    FROM
        orders
    JOIN order_details ON orders.order_id = order_details.order_id
    GROUP BY orders.order_date) AS order_quantity;
```

avg_pizza_orders
139

Determine the top 3 most ordered pizza types based on revenue.

```
SELECT
    pizza_types.name,
    SUM(order_details.quantity * pizzas.price) AS revenue
FROM
    pizza_types
    JOIN
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
    JOIN
    order_details ON order_details.pizza_id = pizzas.pizza_id

GROUP BY pizza_types.name
ORDER BY revenue DESC limit 3;
```

name	revenue
The Barbecue Chicken Pizza	15995.5
The Thai Chicken Pizza	15201.5
The California Chicken Pizza	14669.25

Calculate the percentage contribution of each pizza type to total revenue.

```
SL FRT
pizza_types.category,
ROUND((SUM(order_details.quantity * pizzas.price) / (SELECT
    SUM(order_details.quantity * pizzas.price)
  FROM
    order_details
  JOIN
    pizzas ON pizzas.pizza_id = order_details.pizza_id)) * 100,
2) AS revenue_percentage
FROM
order_details
JOIN
pizzas ON pizzas.pizza_id = order_details.pizza_id
JOIN
pizza_types ON pizza_types.pizza_type_id = pizzas.pizza_type_id
GROUP BY pizza_types.category
ORDER BY revenue_percentage DESC;
```

category	revenue_percentage
Classic	26.59
Supreme	25.28
Chicken	24.07
Veggie	24.05

Analyze the cumulative revenue generated over time.

```
select order_date,  
       sum(revenue)over (order by order_date) as cum_revenue  
  from  
  ( select orders.order_date,  
          sum(order_details.quantity * pizzas.price)as revenue  
    from order_details join pizzas  
      on order_details.pizza_id=pizzas.pizza_id=pizzas.pizza_id  
     join orders  
      on orders.order_id=order_details.order_id  
   group by orders.order_date) as sales ;
```

order_date	cum_revenue
2015-01-01	252970.75000000081
2015-01-02	510658.35000000016
2015-01-03	757367.35000000022
2015-01-04	922911.700000002
2015-01-05	1118133.2500000023
2015-01-06	1347714.4000000027
2015-01-07	1563317.6000000031
2015-01-08	1833525.150000004
2015-01-09	2031841.9000000043
2015-01-10	2259809.7500000047
2015-01-11	2441020.2500000047
2015-01-12	2626918.9000000046

Determine the top 3 most ordered pizza types based on revenue for each pizza category.

```
select name,revenue from
(select category,name,revenue,
rank() over (partition by category order by revenue desc) as rn
from
(select pizza_types.category,pizza_types.name,
sum((order_details.quantity)*pizzas.price) as revenue
from pizza_types join pizzas
on pizza_types.pizza_type_id=pizzas.pizza_type_id
join order_details
on order_details.pizza_id=pizzas.pizza_id
group by pizza_types.category , pizza_types.name) as a) as b
where rn <=3;
```

category	name	revenue	r
Chicken	The Barbecue Chicken Pizza	15995.5	1
Chicken	The Thai Chicken Pizza	15201.5	2
Chicken	The California Chicken Pizza	14669.25	3
Chicken	The Southwest Chicken Pizza	12306	4
Chicken	The Chicken Alfredo Pizza	6222	5
Chicken	The Chicken Pesto Pizza	6052	6
Classic	The Classic Deluxe Pizza	13028	1
Classic	The Hawaiian Pizza	11557	2
Classic	The Pepperoni Pizza	10765.5	3
Classic	The Greek Pizza	10548.850000000002	4
Classic	The Italian Capocollo Pizza	9074.5	5
Classic	The Napolitana Pizza	8341	6
Classic	The Big Meat Pizza	7932	7
Classic	The Pepperoni, Mushroom, ...	6579.5	8
Supreme	The Spicy Italian Pizza	12297.75	1
Supreme	The Italian Supreme Pizza	12024.5	2
Supreme	The Sicilian Pizza	10815.5	3
Supreme	The Pepper Salami Pizza	9349	4
Supreme	The Prosciutto and Arugula ...	8561.25	5



LARANA PIZZA

OUR CONTACT

📞 +91 8260933150

🌐 pankajsahoo8260@gmail.com

THANK YOU!

