



LASSO'S

PIZZERIA

Specialist in Italian Food





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PIZZERIA

ABOUT THE PROJECT

This project analyzes Lasso's Pizza data using SQL to provide valuable insights into customer orders, revenue, and pizza preferences. The analysis focuses on key metrics such as total orders, revenue distribution, and the most popular pizzas. The insights are intended to help optimize operations, understand customer preferences, and improve sales strategies.





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```
-- total numbers of orders placed
select count(order_id) as total_orders
from orders;
```

Result Grid	
	total_orders
▶	21350





```
-- Total revenue generated  
SELECT  
    SUM(order_details.quantity * pizzas.price) AS total_revenue  
FROM  
    order_Details  
    INNER JOIN  
    pizzas ON pizzas.pizza_id = order_details.pizza_id;
```

Result Grid				Filter Rows:
	total_revenue			
▶	817860.0499999993			



```
-- identify the highest price pizza
SELECT
    pizza_types.name, pizzas.price
FROM
    pizza_types
        JOIN
    pizzas ON pizzas.pizza_type_id = pizza_types.pizza_type_id
ORDER BY pizzas.price DESC
LIMIT 1;
```

Result Grid | Filter Rows:

	name	price
▶	The Greek Pizza	35.95



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```
-- identify the most common pizza size ordered
SELECT
    pizzas.size,
    COUNT(order_details.order_details_id) AS no_of_pizzas
FROM
    order_details
    JOIN
        pizzas ON pizzas.pizza_id = order_details.pizza_id
GROUP BY pizzas.size
ORDER BY no_of_pizzas DESC;
```

Result Grid | Filter Rows:

	size	no_of_pizzas
▶	L	18526
	M	15385
	S	14137
	XL	544
	XXL	28





```
-- List top 5 most ordered pizza types along with their quantities
SELECT
    pizza_types.name,
    SUM(order_details.quantity) AS total_quantity
FROM
    pizza_types
    JOIN
    pizzas ON pizzas.pizza_type_id = pizza_types.pizza_type_id
    JOIN
    order_details ON order_details.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.name
ORDER BY total_quantity DESC
LIMIT 5;
```

Result Grid | Filter Rows:

	name	total_quantity
»	The Classic Deluxe Pizza	2453
	The Barbecue Chicken Pizza	2432
	The Hawaiian Pizza	2422
	The Pepperoni Pizza	2418
	The Thai Chicken Pizza	2371



BORCELLE

RESTAURANT

```
-- Total quantity of each pizza category ordered
SELECT
    pizza_types.category,
    SUM(order_details.quantity) AS category_summary
FROM
    pizza_types
        JOIN
    pizzas ON pizzas.pizza_type_id = pizza_types.pizza_type_id
        JOIN
    Order_details ON pizzas.pizza_id = order_details.pizza_id
GROUP BY pizza_types.category
ORDER BY category_summary DESC;
```

Result Grid | Filter Rows:

	category	category_summary
▶	Classic	14888
	Supreme	11987
	Veggie	11649
	Chicken	11050





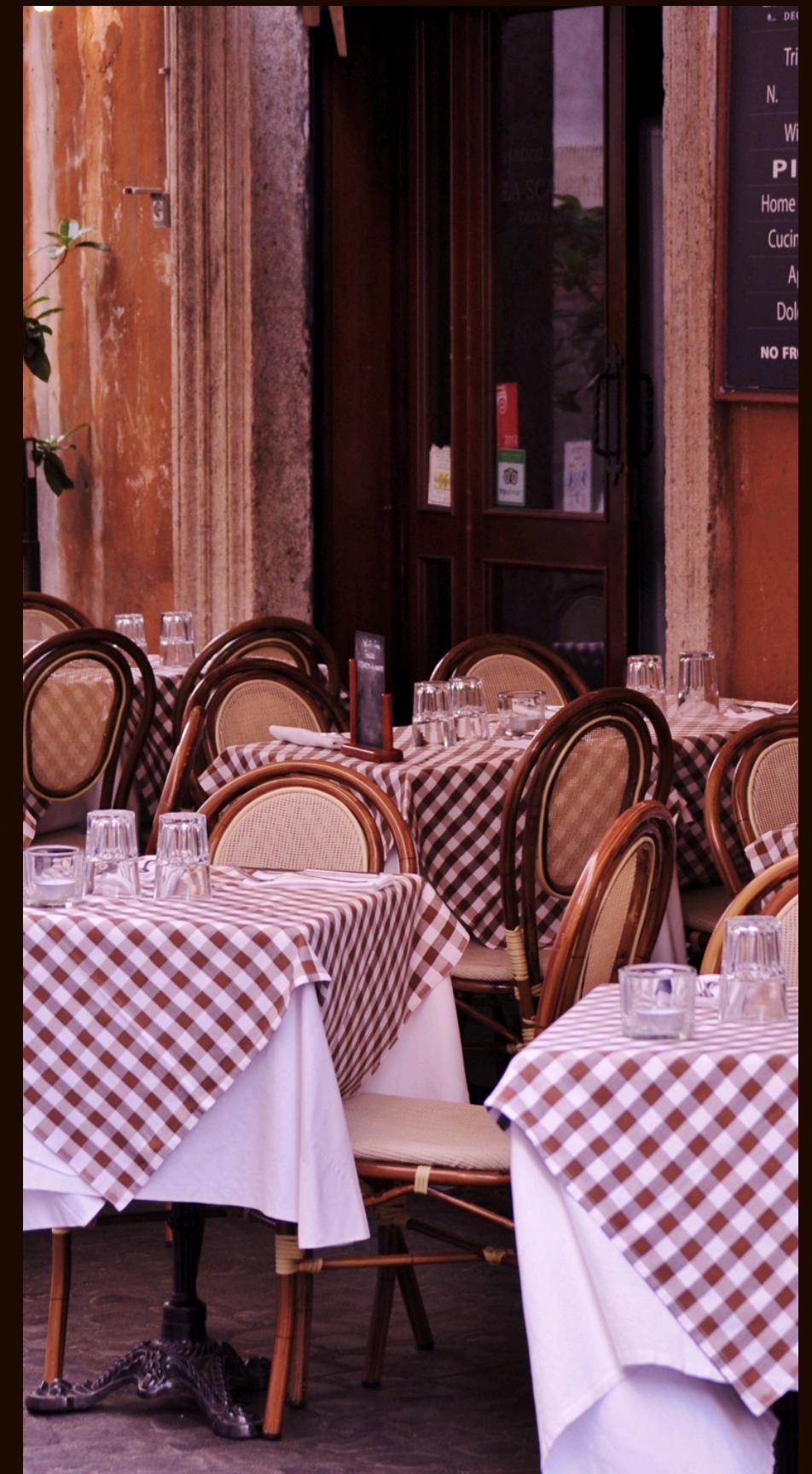
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```
-- Determine distribution of orders by hrs of the day
```

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

Result Grid | Filter Rows:

	Hour	order_count
▶	11	1231
	12	2520
	13	2455
	14	1472
	15	1468





-- Category wise distribution of pizzas

SELECT

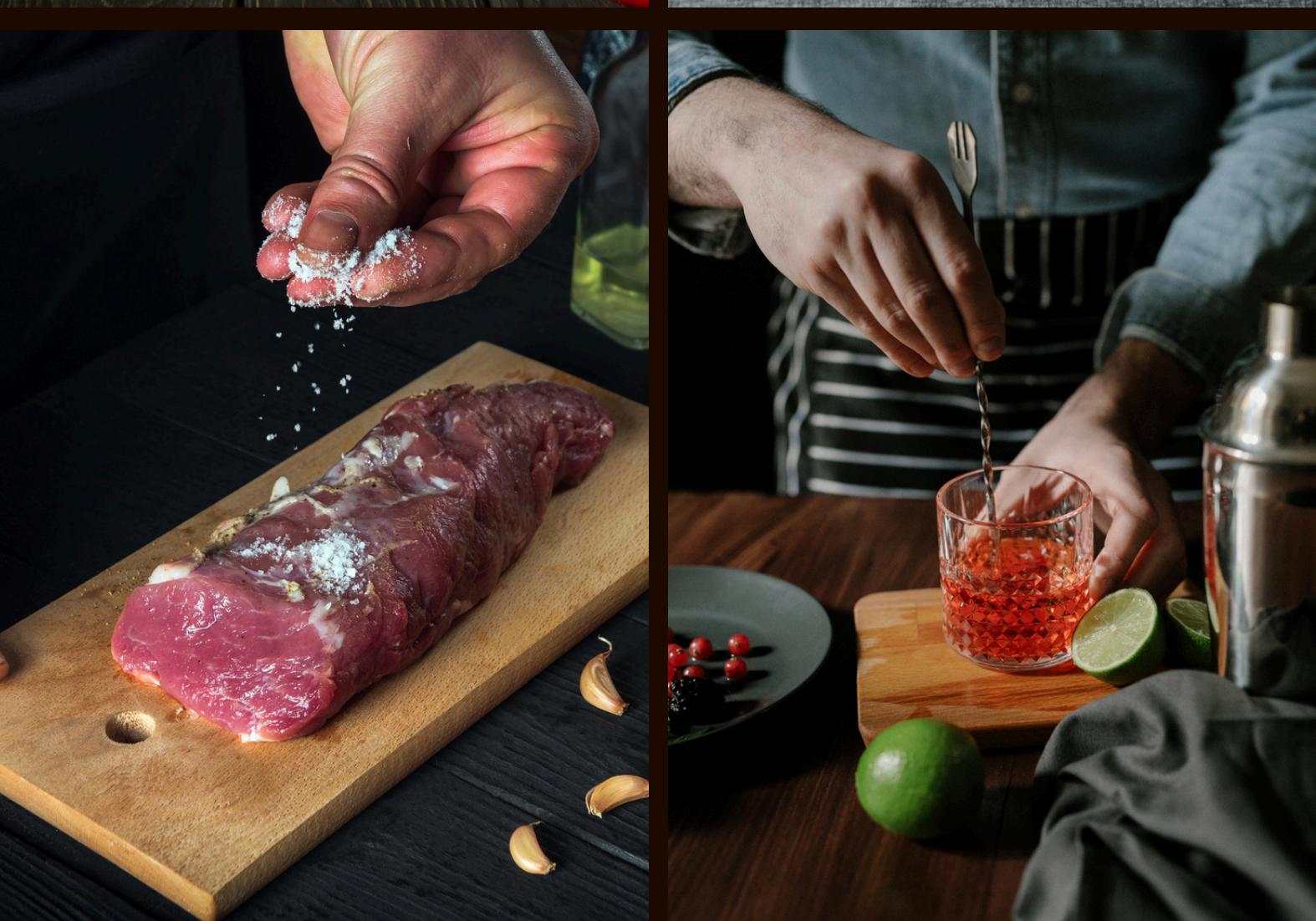
name, category

FROM

pizza_types;

Result Grid | Filter Rows:

	name	category
▶	The Barbecue Chicken Pizza	Chicken
	The California Chicken Pizza	Chicken
	The Chicken Alfredo Pizza	Chicken
	The Chicken Pesto Pizza	Chicken
	The Southwest Chicken Pizza	Chicken



```
-- Group the orders by date and calculate avg numbers of pizzas ordered per day
SELECT
    ROUND(AVG(Pizzas_ordered)) AS avg_pizza_orders_per_day
FROM
    (SELECT
        orders.order_date,
        SUM(order_details.quantity) AS Pizzas_ordered
    FROM
        orders
    JOIN order_details ON orders.order_id = order_details.order_id
    GROUP BY orders.order_date) AS order_quantity;
```

	Result Grid	Filter Rows
avg_pizza_orders_per_day		
138		



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-- Most ordered pizza based on the revenue

```
SELECT
    pizza_types.name,
    pizza_types.category,
    ROUND(SUM(order_details.quantity * pizzas.price)) AS revenue_generated
FROM
    pizza_types
        JOIN
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
        JOIN
    order_details ON pizzas.pizza_id = order_details.pizza_id
GROUP BY
    pizza_types.name , pizza_types.category
```

Result Grid | Filter Rows: Export:

	name	category	revenue_generated
▶	The Thai Chicken Pizza	Chicken	43434
	The Barbecue Chicken Pizza	Chicken	42768
	The California Chicken Pizza	Chicken	41410





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```
-- percent contribution of each pizza type to total revenue
SELECT
    pizza_types.category,
    (SUM(order_details.quantity * pizzas.price) / (SELECT
        ROUND(SUM(order_details.quantity * pizzas.price)) AS total_revenue
    FROM
        order_Details
    JOIN
        pizzas ON pizzas.pizza_id = order_details.pizza_id)) * 100 AS revenue
FROM
    pizza_types
    JOIN
        pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
    JOIN
        order_details ON pizzas.pizza_id = order_details.pizza_id
GROUP BY pizza_types.category;
```

Result Grid | Filter Rows:

	category	revenue
▶	Classic	26.905961900569793
	Veggie	23.682592375223507
	Supreme	25.456312816374222
	Chicken	23.955139021348398





```
-- Analysis of cumulative revenue generated over time
select order_date,
sum(revenue) over (order by order_date) as cummulative_revenue
from
(select orders.order_date,
sum(order_details.quantity * pizzas.price) as revenue
from order_details join pizzas
join orders
on orders.order_id = order_details.order_id
group by orders.order_date ) as sales;
```

Result Grid | Filter Rows: _____

	order_date	cummulative_revenue
▶	2015-01-01	255684.60000000085
	2015-01-02	516104.1000000017
	2015-01-03	765475.5000000023
	2015-01-04	932775.3000000021
	2015-01-05	1130062.8000000024





```
-- 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 most_ordered_pizzas
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 most_ordered_pizzas<=3
```

Result Grid		Filter Rows:
	name	revenue
▶	The Thai Chicken Pizza	43434.25
	The Barbecue Chicken Pizza	42768
	The California Chicken Pizza	41409.5
	The Classic Deluxe Pizza	38180.5
	The Hawaiian Pizza	32273.25





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THANK YOU

