LARANA PIZZA

LARANA PIZZA

LARANA PIZZA

WELCOME TO

LARANA PIZZA

Hi, my name is Rajdip Ghosh and this is my first SQL Pizza Sales Project that analyzes sales data to uncover insights into customer preferences, revenue trends, and operational performance. By addressing questions of varying complexity, the project explores key metrics like total orders, revenue, top-selling pizza types, and order patterns by time and category.

Basic analyses identify popular pizza sizes, top 5 pizzas by quantity, and highest-priced items. Intermediate queries reveal category-wise distributions, hourly order trends, and revenue from top pizza types. Advanced analyses include revenue contribution percentages, cumulative revenue trends, and top-performing pizzas by category.

This project highlights the use of SQL to transform data into actionable insights, enabling better menu optimization, operational planning, and customer satisfaction strategies.

LARANA PIZZA

RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED.

```
332     -- Retrieve the total number of orders placed.
333 •   SELECT
334         COUNT(order_id) AS total_orders
335     FROM
336         orders;
337
338
339
340
341
342
```

Limit to 1000 rows

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

total_orders
21350

LARANA PIZZA

CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES.

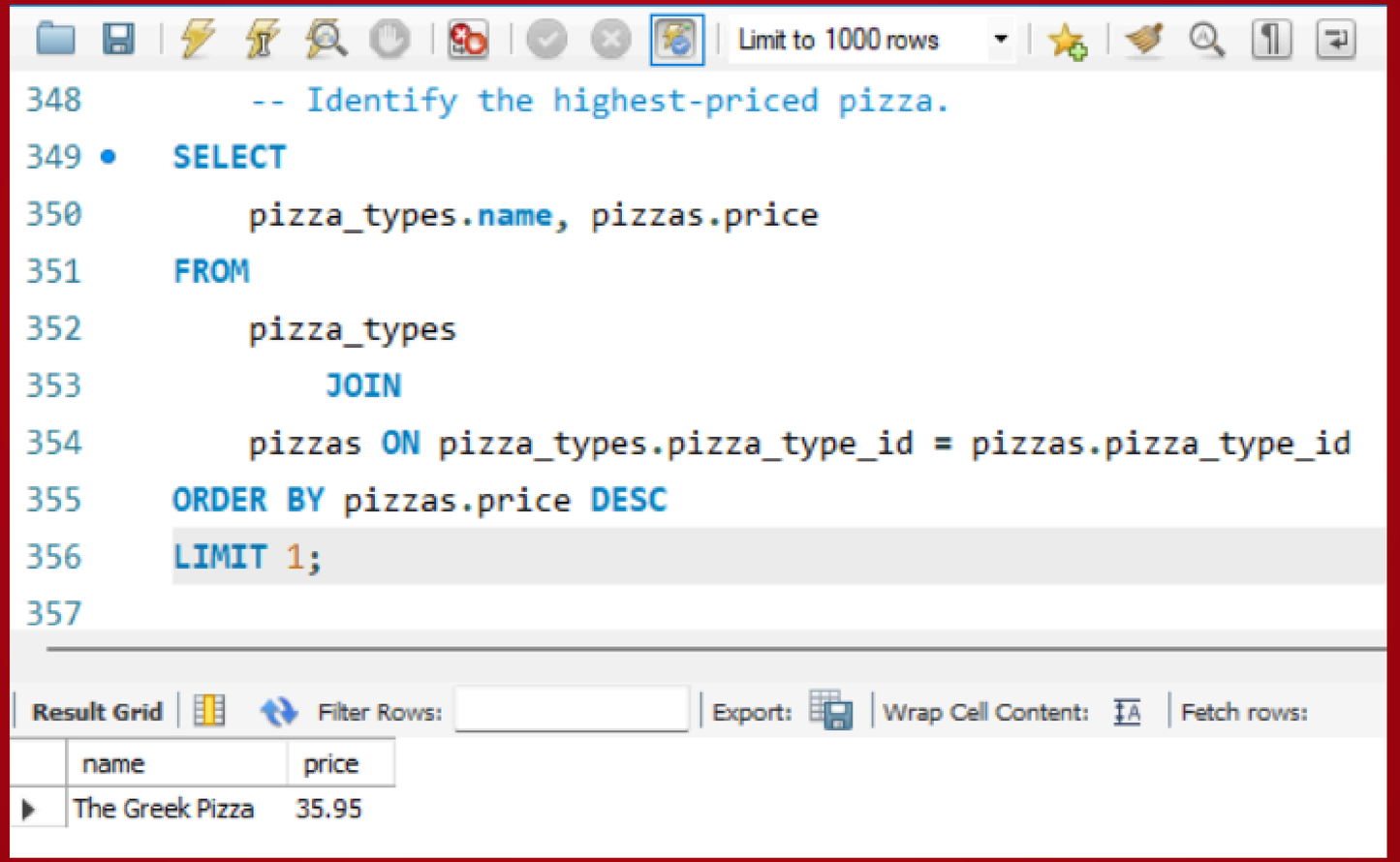
```
334
335     -- Calculate the total revenue generated from pizza sales.
336 •   SELECT
337         ROUND(SUM(orders_details.quantity * pizzas.price),
338                 2) AS total_sales
339     FROM
340         orders_details
341             JOIN
342         pizzas ON orders_details.pizza_id = pizzas.pizza_id;
343
344
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

total_sales
817860.05

LARANA PIZZA

IDENTIFY THE HIGHEST-PRICED PIZZA.



LARANA PIZZA

IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED

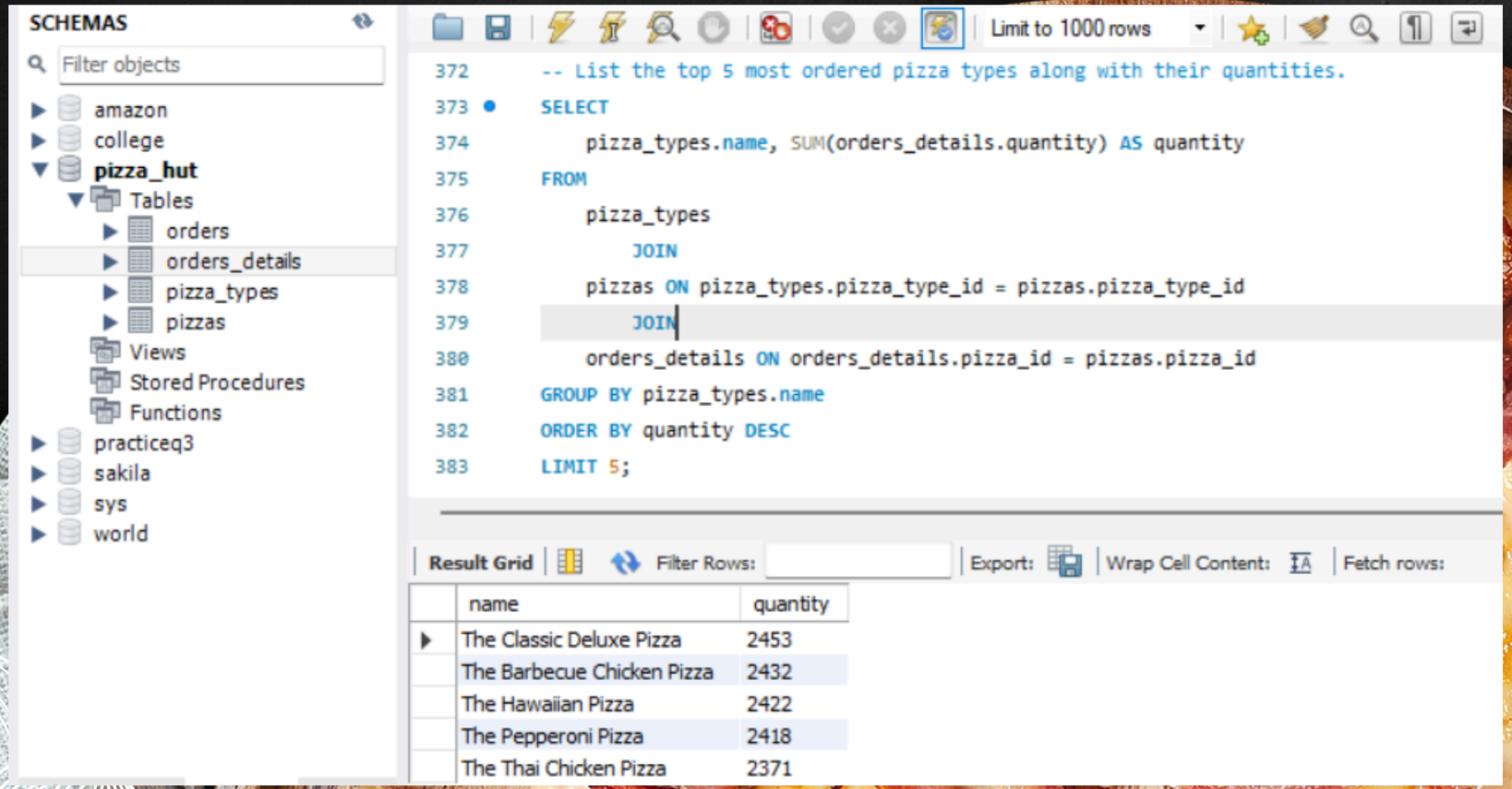
```sql
-- Identify the most common plaza size ordered.
SELECT
    pizzas.size,
    COUNT(orders_details.order_details_id) AS order_count
FROM
    pizzas
        JOIN
    orders_details ON pizzas.pizza_id = orders_details.pizza_id
GROUP BY pizzas.size
ORDER BY order_count DESC;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

size	order_count
L	18526
M	15385
S	14137
XL	544
XXL	28

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

★★★★★
THE CLASSIC DELUXE PIZZA




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

Result Grid | Filter Rows: | Export: | Wrap Cell Content: | Fetch rows:

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

LARANA PIZZA

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

```
386     -- Join the necessary tables to find the total quantity of each pizza category ordered.
387     SELECT
388         pizza_types.category,
389         SUM(orders_details.quantity) AS total_quantity
390     FROM
391         pizza_types
392             JOIN
393         pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
394             JOIN
395         orders_details ON orders_details.pizza_id = pizzas.pizza_id
396     GROUP BY pizza_types.category
397     ORDER BY total_quantity DESC;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

category	total_quantity
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050

LARANA PIZZA

DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY.

```
398
399     -- Determine the distribution of orders by hour of the day
400 •   SELECT
401         HOUR(order_time) AS hours, COUNT(order_id) AS order_count
402     FROM
403         orders
404     GROUP BY HOUR(order_time);
405
406
407
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

hours	order_count
11	1231
12	2520
13	2455
14	1472
15	1468
16	1920

Result 23

LARANA PIZZA

JOIN RELEVANT TABLES TO FIND THE CATEGORY-WISE DISTRIBUTION OF PIZZAS.

```
407    -- Join relevant tables to find the category-wise distribution of pizzas.
408 •  SELECT
409        category, COUNT(pizza_type_id)
410    FROM
411        pizza_types
412    GROUP BY category;
413
414
415
416
```

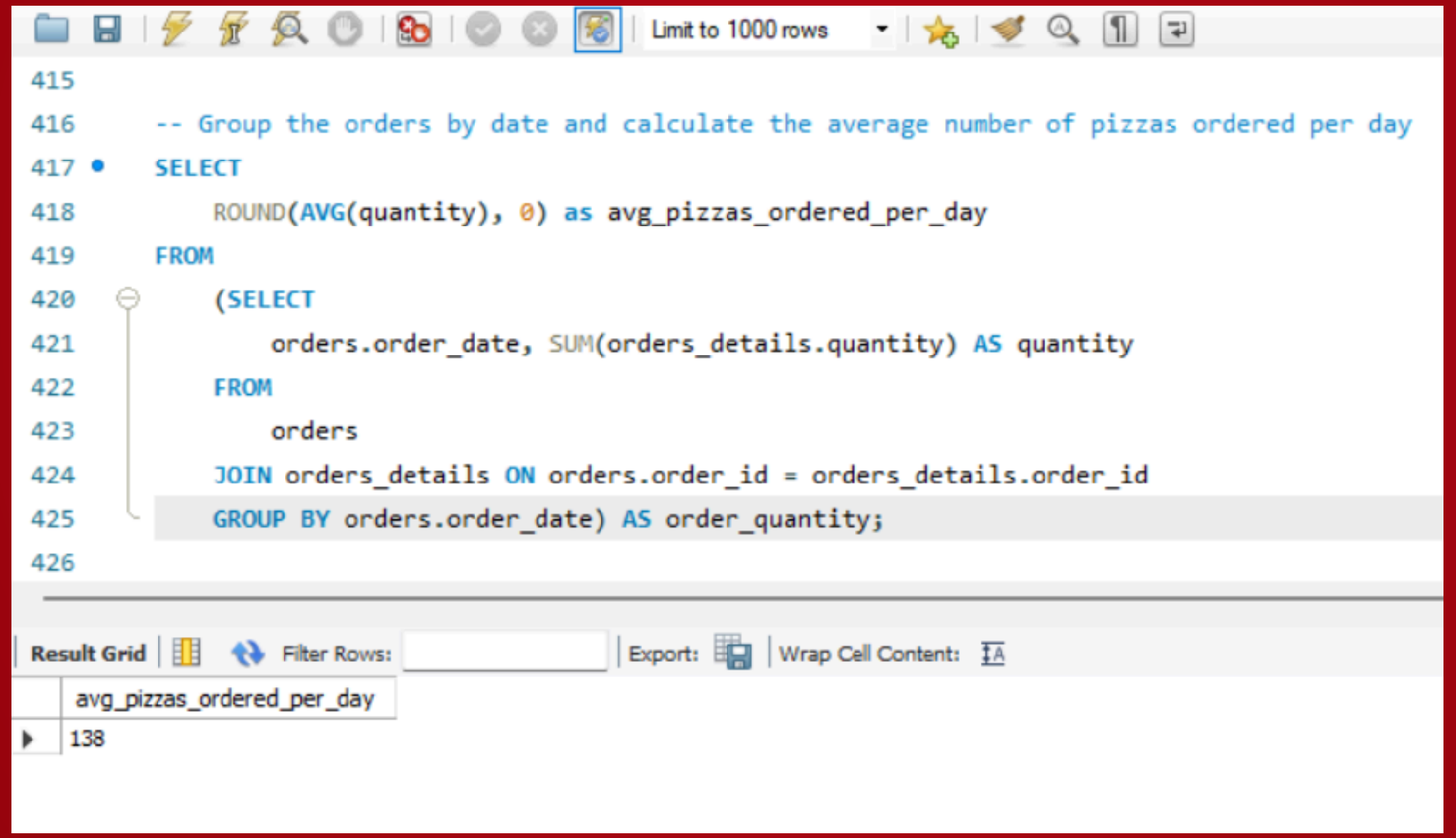
Result Grid | Filter Rows: | Export: | Wrap Cell Content:

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

Result 26

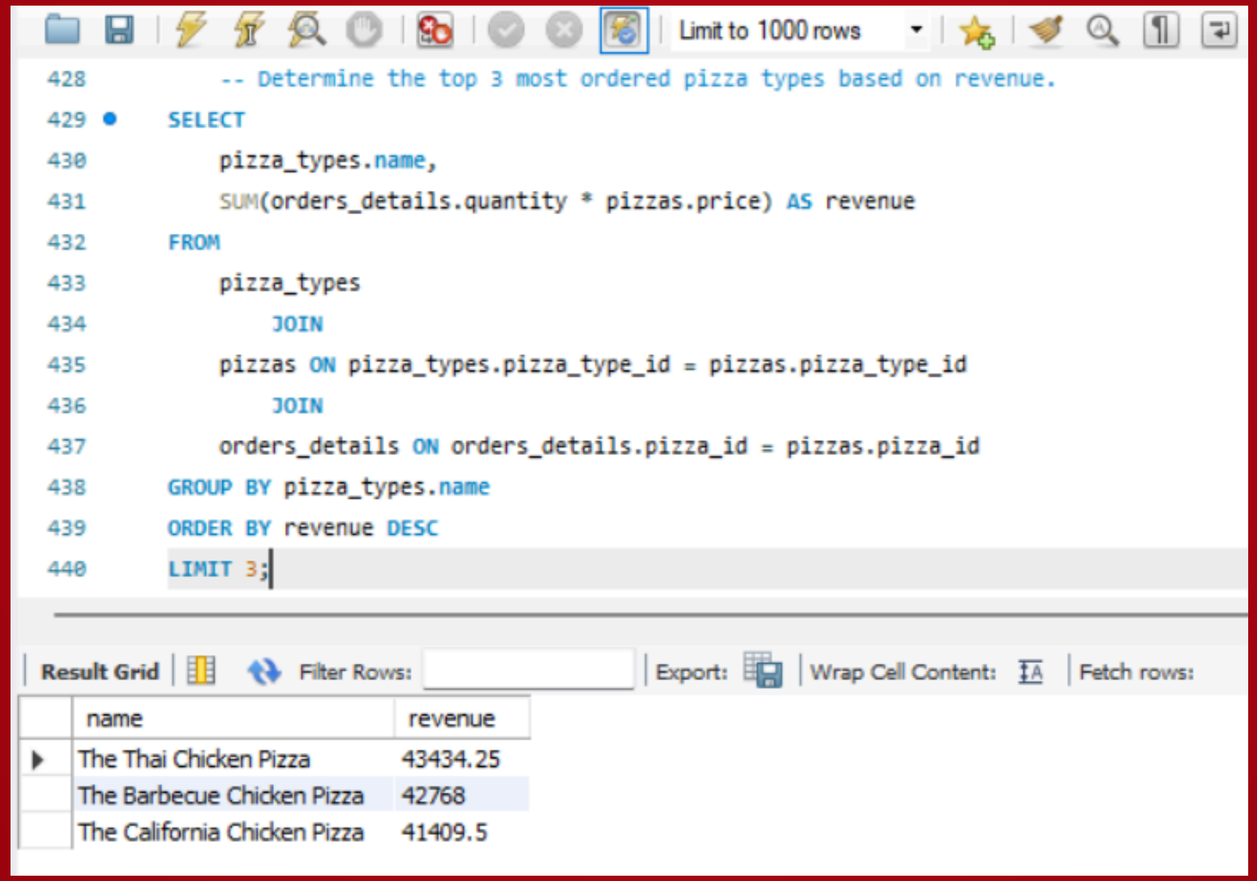
LARANA PIZZA

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



LARANA PIZZA

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



LARANA PIZZA

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

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

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

Result Grid | Filter Rows:

category	revenue
Classic	26.91
Supreme	25.46
Chicken	23.96
Veggie	23.68

LARANA PIZZA

ANALYZE THE CUMULATIVE REVENUE GENERATED OVER TIME.

```
465
466     -- Analyze the cumulative revenue generated over time.
467     select order_date,
468     sum(revenue) over(order by order_date) as cumm_revenue
469     from
470     (select orders.order_date, sum(orders_details.quantity * pizzas.price) as revenue
471     from orders_details
472     join pizzas
473     on orders_details.pizza_id = pizzas.pizza_id
474     join orders
475     on orders.order_id = orders_details.order_id
476     group by orders.order_date) as sales;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

order_date	cumm_revenue
2015-01-01	2713.8500000000004
2015-01-02	5445.75
2015-01-03	8108.15
2015-01-04	9863.6
2015-01-05	11929.55

Result 46

LARANA PIZZA

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

```sql
-- 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(orders_details.quantity * pizzas.price) as revenue
from pizza_types
join pizzas
on pizza_types.pizza_type_id = pizzas.pizza_type_id
join orders_details
on orders_details.pizza_id = pizzas.pizza_id
group by pizza_types.category, pizza_types.name) as a) as b
where rn <=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

Result 2

Output

LARANA PIZZA

THANK YOU!