



LARANA PIZZA

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# WELCOME TO LARANA PIZZA

Hello! I'm Dhruv a data Analyst, here to help you slice and dice your pizza sales data to uncover delicious insights! 🍕📊

With SQL, I can:

- Track **total revenue** and **best-selling pizzas**
- Analyze **sales trends** by day, month, or season
- Identify **peak ordering times** and **customer favorites**
- Calculate **average order value** and **profit margins**





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# 1. RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED

```
SELECT  
    COUNT(ORDER_ID) AS TOTAL_ORDER  
FROM  
    ORDERS;
```

TOTAL ORDER

21350



## 2. CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES.

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

**TOTAL REVENUE  
817860.05**





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### 3. 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;
```

THE GREEK PIZZA

35.95





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## 4. 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	COUNT
L	18526
M	15385
S	14137
XL	544
XXL	28

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

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

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





## 6.DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY.MORE ACTIONS

SELECT

HOUR(ORDER\_TIME) AS HOURS, COUNT(ORDER\_ID) AS

COUNT

FROM

ORDERS

GROUP BY HOURS

ORDER BY COUNT DESC

LIMIT 3;

Hours	Count
-------	-------

12hr	2520
------	------

13hr	2455
------	------

18hr	2399
------	------

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

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

### NAME

**The Thai Chicken Pizza**

**The Barbecue Chicken Pizza**

**The California Chicken Pizza**

### TOTAL REVENUE

**43434.25**

**42768**

**41409.5**

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

```
SELECT  
    ROUND(AVG(QUANTITY), 0) AS PER_DAY_AVG  
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 ORDER_DATE) AS ORDER_QUANTITY;
```

PER DAY AVG

138

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

```
SELECT  
    PIZZA_TYPES.CATEGORY,  
    ROUND(SUM(ORDER_DETAILS.QUANTITY * PIZZAS.PRICE) / (SELECT  
        ROUND(SUM(ORDER_DETAILS.QUANTITY * PIZZAS.PRICE),  
        2) AS TOTAL_SALES  
    )  
FROM  
    ORDER_DETAILS  
    JOIN  
    PIZZAS ON ORDER_DETAILS.PIZZA_ID = PIZZAS.PIZZA_ID) * 100,  
    2) AS TOTAL_REVENUE  
FROM  
    ORDER_DETAILS  
    JOIN  
    PIZZAS ON ORDER_DETAILS.PIZZA_ID = PIZZAS.PIZZA_ID  
    JOIN  
    PIZZA_TYPES ON PIZZA_TYPES.PIZZA_TYPE_ID = PIZZAS.PIZZA_TYPE_ID  
GROUP BY PIZZA_TYPES.CATEGORY  
ORDER BY TOTAL_REVENUE;
```

CATEGORY	REVENUE %
Veggie	23.68%
Chicken	23.96 %
Supreme	25.46%
Classic	26.91%



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

```
SELECT
    NAME,
    REVENUE,
    CATEGORY
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;
```



# BEST SELLER



## THE CLASSIC DELUXE PIZZA

Lore ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.



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# OUR CONTACT

123-456-7890

hello@reallygreatsite.com

123 Anywhere St., Any City, ST 12345



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# THANK YOU!

