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LARANA PIZZA SALES- SQL





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WELCOME TO LARANA PIZZA SALES PROJECT USING SQL

In this project, I performed a comprehensive analysis of pizza sales data using SQL to uncover key insights related to customer preferences, order trends, and revenue generation.





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PROJECT OVERVIEW

- Analyzed pizza sales data using SQL to uncover key insights on customer preferences, order trends, and revenue generation.
- Started with basic queries to retrieve metrics like total orders, revenue, and popular pizza types.
- Conducted intermediate analysis by examining order distributions, categorized pizza sales, and calculating average daily orders.
- Performed advanced analysis to assess revenue contributions, track trends over time, and break down data by pizza category.
- Gained valuable insights to inform business decisions and optimize operations.





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Q. RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED

```
1   -- Retrieve the total number of orders placed.  
2  
3 • select count(order_id) as total_orders from orders;
```

Result Grid	
	total_orders
▶	21350



Q. 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;
```

Result Grid | Filter Rows:

	name	price
▶	The Greek Pizza	35.95





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

```
select pizza_types.category,  
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.category order by quantity desc;
```

	category	quantity
▶	Classic	14888
	Supreme	11987
	Veggie	11649
	Chicken	11050



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Q. IDENTIFY THE MOST COMMON PIZZA 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;
```

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





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Q. 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;
```

	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



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

```
select round(avg(quantity),0) as average_quantity_per_day from  
(select orders.date,  
sum(orders_details.quantity) as quantity  
from orders join orders_details  
on orders.order_id = orders_details.order_id  
group by orders.date) as order quantity;
```

Result Grid |  Filter Rows 

	average_quantity_per_day
▶	138

Q. 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)  
AS total_sales 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 |   

	category	revenue
▶	Classic	26.91
	Supreme	25.46
	Chicken	23.96
	Veggie	23.68



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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 ;
```

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
The Pepperoni Pizza	30161.75
The Spicy Italian Pizza	34831.25
The Italian Supreme Pizza	33476.75
The Sicilian Pizza	30940.5
The Four Cheese Pizza	32265.70000000065
The Mexicana Pizza	26780.75
The Five Cheese Pizza	26066.5



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THANK YOU!

