



LARANA PIZZA





WELCOME TO LARANA PIZZA

Pizza remains one of the most popular and widely consumed fast foods around the world, with a continually growing market driven by convenience, variety, and global appeal. In recent years, the pizza industry has seen a surge in demand across both dine-in and delivery platforms, making it a key contributor to overall food sales. Understanding the trends and performance of pizza sales is essential for identifying growth opportunities, optimizing marketing strategies, and meeting evolving customer preferences. This report aims to analyze pizza sales data to provide valuable insights into consumer behavior.





VISSION & MISSION

VISSION

Our mission is to deliver high-quality, delicious pizza made from fresh ingredients, while providing exceptional customer service and a memorable dining experience. We aim to satisfy every craving—whether for a quick slice on the go or a family meal at home—through convenience, consistency, and community-focused values.

MISSION

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RETRIEVE THE TOTAL NUMBER OF ORDER PLACED

```
SELECT  
    COUNT(order_id) AS total_order  
FROM  
    orders;
```

Result Grid	
	total_order
▶	21350

CALCULATE THE TOTAL REVENUE GENERATE PIZZA SALES

```
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;
```

Result Grid	
	total_sales
▶	817860.05

IDENTIFY THE HIGHEST-PRICE 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 Row
	name	price	
▶	The Greek Pizza	35.95	

IDENTIFY THE MOST COMMON PIZZA _SIZE PIZZA;

```
SELECT
    pizzas.size,
    COUNT(order_details.order_details) 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;
```

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

LIST TOP 5 MOST ORDERED PIZZA TYPES ALONG WITH THERE QUANTITY

```
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
```

Result Grid Filter 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

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;
```

Result Grid			Filter
	category	quantity	
▶	Classic	14888	
	Supreme	11987	
	Veggie	11649	
	Chicken	11050	

DETERMINE THE DISTRIBUTION OF ORDER BY HOURS OF THE DAY

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

Result Grid			Filter Rows:
	HOUR(order_time)	COUNT(order_id)	
▶	11	2	
	11	1	
	12	1	
	12	3	
	12	1	

Result 13 ✕

JOIN THE RELEVANT TABLES TO FIND THE CATEGORY -WISE DISTRIBUTION OF PIZZA

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

Result Grid			Filter Rows
	category	COUNT(name)	
▶	Chicken	6	
	Classic	8	
	Supreme	9	
	Veggie	9	

Result 14 x

GROUP THE ORDERS BY THE DATE AND CALCULATE THE AVERAGE NUMBER OF THE PIZZA ORDERED PER DAYS

```
SELECT ROUND(AVG(total_quantity), 0) AS order_quantity
FROM (
    SELECT orders.order_date,
           SUM(order_details.quantity) AS total_quantity
    FROM orders
    JOIN order_details ON orders.order_id = order_details.order_id
    GROUP BY orders.order_date
) AS daily_totals;
```

Result Grid	
	order_quantity
▶	138

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 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 revenue DESC LIMIT 3;
```

Result Grid			Filter Rows:
	name	revenue	
▶	The Thai Chicken Pizza	43434.25	
	The Barbecue Chicken Pizza	42768	
	The California Chicken Pizza	41409.5	

CALCULATE THE PERCENTAGE CONTRIBUTION OF EACH PIZZA TYPES TO TOTAL REVENUE

```
select pizza_types.category,  
(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)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  
order by revenue desc;
```

Result Grid			Filter Rows:
	category	revenue	
▶	Classic	26.90596025566967	
	Supreme	25.45631126009862	
	Chicken	23.955137556847287	
	Veggie	23.682590927384577	

ANALYZE THE CUMULATIVE REVENUE GENERATE 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  
join orders  
on orders.order_id = order_details.order_id  
group by orders.order_date ) as sales;
```

Result Grid			Filter Rows:
	order_date	cum_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	

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;
```

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	

BEST SELLER



MOZARELLA PIZZA

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





FREE DELIVERY SERVICE

As part of our commitment to customer satisfaction and convenience, we proudly offer free delivery service on all pizza orders. Whether you're ordering for a cozy night in, a team lunch at the office, or a last-minute party, our fast and reliable delivery team ensures your pizza arrives hot, fresh, and on time—at no extra cost.





 LARANA PIZZA

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11



THANK YOU!

