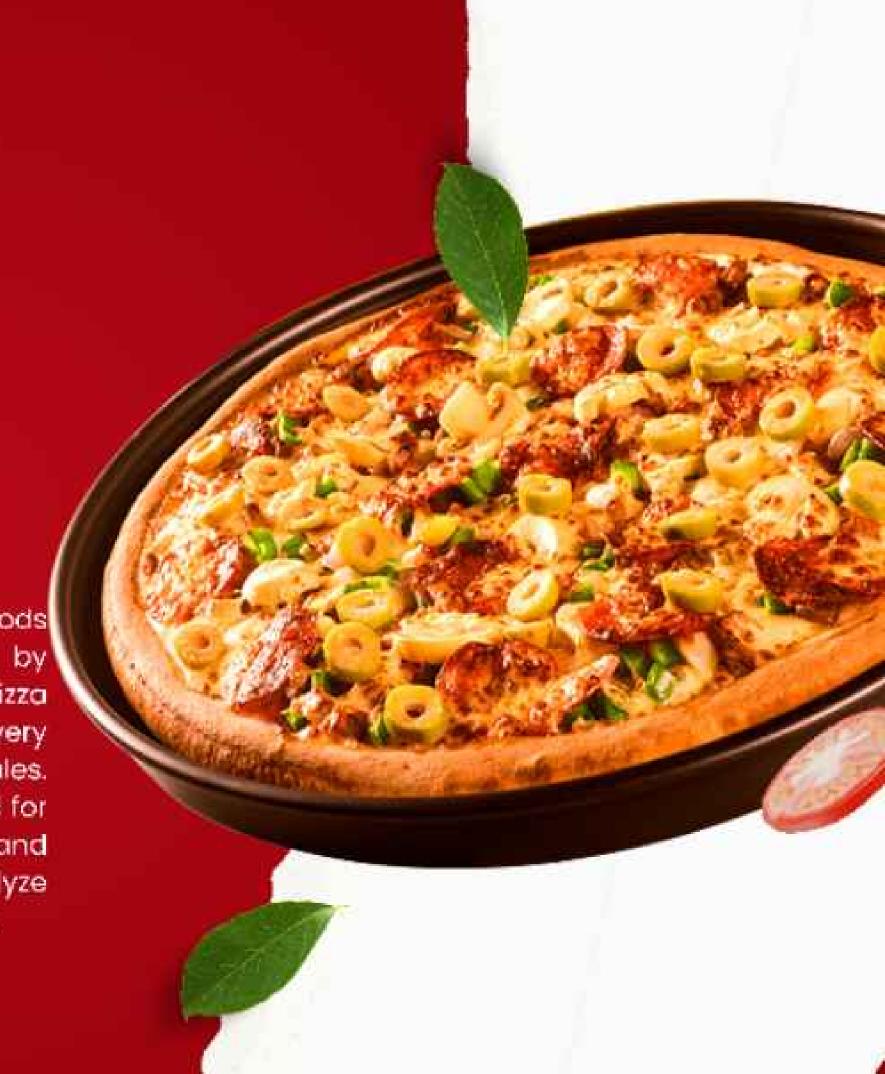




# WELCOME TO LARANA PIZZA

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 croving—whether for a quick siice on the go or a family meal at home—through convenience, cansistency, and community-focused values.

#### MISSION

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.



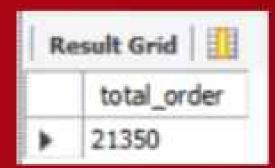
## RETRIEVE THE TOTAL NUMBER OF ORDER PLACED

```
SELECT

COUNT(order_id) AS total_order

FROM

orders;
```



## CALCUTE 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;
```





## **IDENTIFY THE HIGHEST-PRICE PIZZA**

Ī	Re	esult Grid	Filter Ro
ı		name	price
ĺ	۲	The Greek Pizza	35.95

## IDENTIFY THE MOST COMMON PIZZA \_SIZE PIZZA;

Result Grid		133	♦ Fib	
	size	order.	_count	
•	L	18526		
	M	15385		
	S	14137		
	XL	544		
	XXL	28		



## LIST TOP 5 MOST ORDERED PIZZA TYPES ALONG WITH THERE QUANTITY

```
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
```

name	quantity
The Classic Deluxe Pizza	2453
The Barbecue Chicken Pizza	2432
The Hawaian 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
        MIOC
    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		
	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);
```

Re	Result Grid Filter Rovest			
	HOUR(order_time)	COUNT(order_id)		
•	11	2		
	11	1		
	12	1		
	12	3		
	12	1		
Re:	sult 13 ×			



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

```
SELECT

category, COUNT(name)

FROM

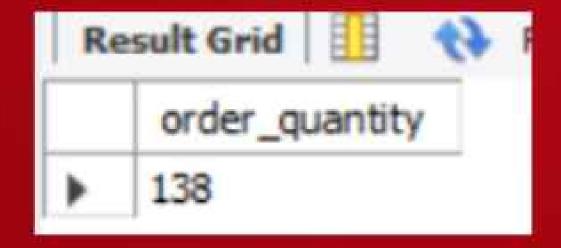
pizza_types

GROUP BY category;
```



# 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;
```



# 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;
```

R	esult Grid 🔠 🙌 Filter Ro	WST
	name	revenue
۲	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;
```

	category	revenue
•	Classic	26.90596025566967
	Supreme	25,45631126009862
	Chicken	23.955137556847287
	Veggle	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;
```

Re	esult Grid	♦ Filter Rows:
	order_date	cum_revenue
	2015-01-01	2713.85000000000004
	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;
```

R	esult Grid H 🙀 Filter Ro	WS:
	name	revenue
Þ	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
n .	e de 20	





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.







- **(**\$\) 8527146130
- sushantkumal2003@.vom
- khandsa road "gurugram City, sectar 11





