



CRUST TO CRUST: SALES TRENDS & INSIGHTS FROM LARANA PIZZA



Filter objects

- ▼ **larana_pizza**
 - Tables
 - Views
 - Stored Procedures
 - Functions

```
1 • create database Larana_Pizza;  
2 |
```


WELCOME TO LARANA PIZZA

- This project analyzes Larana Pizza's sales data using SQL.
- It explores order trends, popular pizza types, and customer preferences.
- The aim is to extract meaningful insights from raw data.
- Queries help identify best-selling pizzas and peak sales times.
- We also analyze quantity sold per category and sales patterns.
- Data is sourced from order details, pizza types, and inventory tables.
- Findings can support better inventory and marketing decisions.
- The project highlights how structured data drives smart business choices.



VISSION & MISSION

VISSION

To become the most data-driven and customer-loved pizza brand by delivering actionable insights that improve sales, customer satisfaction, and operational efficiency.

MISSION

To leverage SQL-based analysis to uncover trends, optimize pizza inventory, and enhance decision-making through clean, structured data from Larana's sales ecosystem

```
create database Larana_Pizza;

CREATE TABLE chefs (
  chef_id INT AUTO_INCREMENT PRIMARY KEY,
  name VARCHAR(100),
  specialty VARCHAR(100),
  experience_years INT
);

INSERT INTO chefs (name, specialty, experience_years)
VALUES
('Geeta Singh', 'Italian Pizza', 5),
('Anjan Mehta', 'Classic Indian', 8),
('Guru Singhaniya', 'Fusion Flavors', 10);

SELECT * FROM chefs;
```

	chef_id	name	specialty	experience_years
▶	1	Geeta Singh	Italian Pizza	5
	2	Anjan Mehta	Classic Indian	8
	3	Guru Singhaniya	Fusion Flavors	10
✱	NULL	NULL	NULL	NULL



MEET OUR CHEF



**GEETA
SINGH**



**ANJAN
MEHTA**



**GURU
SINGHANIYA**



PIZZA CLASS FOR KIDS

Let your little chefs explore the world of pizza-making at Larana Pizza! Our fun-filled Pizza Classes for Kids allow children to get hands-on in the kitchen, learning how to make their own delicious pizzas from scratch. Perfect for birthdays, holidays, or just a fun day out



Age Group: 5-12 years

Timing: Weekends and Holidays

Book Now! Call Us at:

 [8000-4857-890]

```
-- List top 5 most ordered pizza types with quantities
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: <input type="text"/>		
	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



OUR MENU

Please follow below link for menu:
<https://laranapizza.netlify.app/>



```
-- Detrermine the disttribution of orders by hour of the day.  
  
SELECT  
    HOUR(order_time) AS hour, COUNT(order_id) AS order_count  
FROM  
    orders1  
GROUP BY HOUR(order_time);
```

Result Grid			Filter
	hour	order_count	
▶	11	1231	
	12	2520	
	13	2455	
	14	1472	
	15	1468	
	16	1920	

BEST SELLER

MOZARELLA PIZZA

```
-- Group the orders by date and calculate the average  
-- number of pizzas ordered per day.
```

```
SELECT  
    ROUND(AVG(quantity), 0) as avg_ordered_pizzas_per_day  
FROM  
    (SELECT  
        orders1.order_date, SUM(order_details.quantity) AS quantity  
    FROM  
        orders1  
    JOIN order_details ON orders1.order_id = order_details.order_id  
    GROUP BY orders1.order_date) AS order_quantity;
```

Result Grid



Filter Rows:

	avg_ordered_pizzas_per_day
▶	138



FREE DELIVERY SERVICE

- Free Delivery is available for all orders above ₹299 or within a 3 km radius of our store.
- Orders below ₹299 may have a nominal delivery charge based on distance.
- We strive to ensure your pizza arrives promptly, and the delivery service is tracked to ensure high-quality service.





```
-- calculate the percentage contribution of each pizza
-- type of 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 pizzas.pizza_id = order_details.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
Veggie	23.682590927384577

 LARANA PIZZA

OUR CONTACT

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THANK YOU!

