

# LARANA PIZZA - SQL DATA ANALYSIS

Exploring Sales Trends, Revenue, and  
Order Insights using SQL!







# WELCOME TO LARANA PIZZA

Exploring the power of data through SQL  
– uncovering sales patterns, revenue  
insights, and order trends!





# Retrieve the total number of orders placed

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

total_orders
21350



# CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES

**SELECT**

`ROUND(SUM(o.quantity * p.price), 2) AS total_revenue`

**FROM**

`order_details o`

**JOIN**

`pizzas p ON o.pizza_id = p.pizza_id;`

<code>total_revenue</code>
<code>817860.05</code>

# Identify the highest-priced pizza

```
SELECT  
    pizza_id, price  
FROM  
    pizzas  
ORDER BY price DESC  
LIMIT 1;
```

pizza_id	price
the_greek_xxl	35.95

# IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED

```
SELECT
    p.size, COUNT(*) AS order_count
FROM
    order_details o
    JOIN
        pizzas p ON o.pizza_id = p.pizza_id
GROUP BY p.size
ORDER BY order_count DESC
LIMIT 1;
```

size	order_count
L	18526

# List the top 5 most ordered pizza types along with their quantities

```
SELECT
    pt.name, SUM(o.quantity) AS total_quantity
FROM
    order_details o
    JOIN
    pizzas p ON o.pizza_id = p.pizza_id
    JOIN
    pizza_types pt ON p.pizza_type_id = pt.pizza_type_id
GROUP BY pt.name
ORDER BY total_quantity DESC
LIMIT 5;
```

name	total_quantity
The Classic Deluxe Pizza	2453
The Barbecue Chicken Pizza	2432
The Hawaiian Pizza	2422
The Pepperoni Pizza	2418
The Thai Chicken Pizza	2371

# Total quantity of each pizza category ordered

```
SELECT
    pt.category, SUM(o.quantity) AS total_quantity
FROM
    order_details o
    JOIN
    pizzas p ON o.pizza_id = p.pizza_id
    JOIN
    pizza_types pt ON p.pizza_type_id = pt.pizza_type_id
GROUP BY pt.category;
```

category	total_quantity
Classic	14888
Veggie	11649
Supreme	11987
Chicken	11050



# Distribution of orders by hour of the day

```
SELECT
    HOUR(o.order_time) AS hour_of_day, COUNT(*) AS order_count
FROM
    orders o
GROUP BY hour_of_day
ORDER BY hour_of_day;
```

hour_of_day	order_count
9	1
10	8
11	1231
12	2520
13	2455
14	1472
15	1468
16	1920
17	2336
18	2399
19	2009
20	1642
21	1198
22	663
23	28



# Category-wise distribution of pizzas ordered

```
SELECT
    pt.category, COUNT(o.pizza_id) AS total_orders
FROM
    order_details o
    JOIN
    pizzas p ON o.pizza_id = p.pizza_id
    JOIN
    pizza_types pt ON p.pizza_type_id = pt.pizza_type_id
GROUP BY pt.category
ORDER BY total_orders DESC;
```

category	total_orders
Classic	14579
Supreme	11777
Veggie	11449
Chicken	10815



# Average number of pizzas ordered per day

```
SELECT
    DATE(o.order_date) AS order_date,
    AVG(od.quantity) AS avg_pizzas_per_day
FROM
    orders o
    JOIN
    order_details od ON o.order_id = od.order_id
GROUP BY order_date
ORDER BY order_date;
```

order_date	avg_pizzas_per_day
2015-01-01	1.0062
2015-01-02	1.0313
2015-01-03	1.0260
2015-01-04	1.0000
2015-01-05	1.0331
2015-01-06	1.0208
2015-01-07	1.0376
2015-01-08	1.0117
2015-01-09	1.0325
2015-01-10	1.0069
2015-01-11	1.0175
2015-01-12	1.0085
2015-01-13	1.0256
2015-01-14	1.0417
2015-01-15	1.0000

# TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE

```
SELECT
    pt.name, SUM(o.quantity * p.price) AS total_revenue
FROM
    order_details o
    JOIN
    pizzas p ON o.pizza_id = p.pizza_id
    JOIN
    pizza_types pt ON p.pizza_type_id = pt.pizza_type_id
GROUP BY pt.name
ORDER BY total_revenue DESC
LIMIT 3;
```

name	total_revenue
The Thai Chicken Pizza	43434.25
The Barbecue Chicken Pizza	42768
The California Chicken Pizza	41409.5



# Top 5 Pizza Types Contributing to Total Revenue

```
SELECT pt.name,  
       ROUND(SUM(o.quantity * p.price), 2) AS revenue,  
       ROUND((SUM(o.quantity * p.price) /  
             (SELECT SUM(o.quantity * p.price)  
              FROM order_details o  
              JOIN pizzas p ON o.pizza_id = p.pizza_id) * 100), 2) AS percentage_contribution  
FROM order_details o  
JOIN pizzas p ON o.pizza_id = p.pizza_id  
JOIN pizza_types pt ON p.pizza_type_id = pt.pizza_type_id  
GROUP BY pt.name  
ORDER BY revenue DESC  
LIMIT 5;
```

name	revenue	percentage_contribution
The Thai Chicken Pizza	43434.25	5.31
The Barbecue Chicken Pizza	42768	5.23
The California Chicken Pizza	41409.5	5.06
The Classic Deluxe Pizza	38180.5	4.67
The Spicy Italian Pizza	34831.25	4.26

# Cumulative Revenue (Limited to first 10 Records)

```
SELECT order_date,  
       ROUND(SUM(total_revenue) OVER (ORDER BY order_date), 0) AS cumulative_revenue  
FROM (  
    SELECT DATE(o.order_date) AS order_date,  
           SUM(od.quantity * p.price) AS total_revenue  
    FROM orders o  
    JOIN order_details od ON o.order_id = od.order_id  
    JOIN pizzas p ON od.pizza_id = p.pizza_id  
    GROUP BY order_date  
  ) AS daily_revenue  
LIMIT 10;
```

order_date	cumulative_revenue
2015-01-01	2714
2015-01-02	5446
2015-01-03	8108
2015-01-04	9864
2015-01-05	11930
2015-01-06	14358
2015-01-07	16561
2015-01-08	19399
2015-01-09	21526
2015-01-10	23990



# TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE FOR EACH PIZZA CATEGORY

```
WITH ranked_pizzas AS (  
    SELECT pt.category, pt.name,  
           ROUND(SUM(o.quantity * p.price), 2) AS total_revenue,  
           RANK() OVER (PARTITION BY pt.category ORDER BY SUM(o.quantity * p.price) DESC) AS rank_no  
    FROM order_details o  
    JOIN pizzas p ON o.pizza_id = p.pizza_id  
    JOIN pizza_types pt ON p.pizza_type_id = pt.pizza_type_id  
    GROUP BY pt.category, pt.name  
)  
  
SELECT category, name, total_revenue  
FROM ranked_pizzas  
WHERE rank_no <= 3;
```

category	name	total_revenue
Chicken	The Thai Chicken Pizza	43434.25
Chicken	The Barbecue Chicken Pizza	42768
Chicken	The California Chicken Pizza	41409.5
Classic	The Classic Deluxe Pizza	38180.5
Classic	The Hawaiian Pizza	32273.25
Classic	The Pepperoni Pizza	30161.75
Supreme	The Spicy Italian Pizza	34831.25
Supreme	The Italian Supreme Pizza	33476.75
Supreme	The Sicilian Pizza	30940.5
Veggie	The Four Cheese Pizza	32265.7
Veggie	The Mexicana Pizza	26780.75
Veggie	The Five Cheese Pizza	26066.5





LARANA PIZZA

# THANK YOU!

-ZAINUL ALAM

