

# LARANA PIZZA - SQL DATA ANALYSIS

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





LARANA PIZZA

# 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;
```

| total_revenue |
|---------------|
| 817860.05     |

# Identify the highest-priced pizza

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

| pizza_id      | price |
|---------------|-------|
| the_greek_xod | 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       |



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# THANK YOU!

-ZAINUL ALAM

