

Zogato Food Delivery App Users

SQL Mini Project

The focus of this project is to learn to write different types SQL statements to insert and retrieve data from a database. For database storage we will use MySQL.

Business Objective : To develop a comprehensive database analysis project for “Zogato”, focusing on user behaviour insights. The goal is to provide actionable business intelligence, enhance decision-making, and optimize marketing strategies through a deep understanding of customer preferences and engagement.

##Problem Statement

In this project we have to do the following activities...

- Create four tables
- Insert data in these tables
- **Retrieve the data from these tables based on the requirements mentioned below**

goldusers_signup userid INT gold_signup_date DATE Indexes	product product_id INT product_name TEXT price INT Indexes
sales userid INT created_date DATE product_id INT Indexes	users userid INT username VARCHAR(20) signup_date DATE Indexes

- a. Create a schema named “Zogato” and create the tables mentioned above with the mentioned column names. Also, declare the relevant datatypes for each feature/column in the dataset.
 - b. Insert the data in the newly created tables.
- **Perform read operation on the designed table created in the above task.**
 1. What is the total amount each customers spent on Zogato?
 2. How many days has each customer visited Zogato ?
 3. What was the first product purchased by each customer ?
 4. What is the most purchased item on menu and how many times was it purchased by all customers ?
 5. Which item was most popular for each customers ?
 6. Which Item was purchased first after they became a member ?
 7. Which item was just purchased before the customer became a member ?
 8. What is the total order and amount spent for each member before they became a member ?