





RUNER



CASE STUDY #2

8 WEEK SQL CHALLENGE

8WEEKSQLCHALLENGE.COM

INTRODUCTION

Did you know that over 115 million kilograms of pizza is consumed daily worldwide??? (Well according to Wikipedia anyway...)

Danny was scrolling through his Instagram feed when something really caught his eye - "80s Retro Styling and Pizza Is The Future!"

Danny was sold on the idea, but he knew that pizza alone was not going to help him get seed funding to expand his new Pizza Empire - so he had one more genius idea to combine with it - he was going to Uberize it - and so Pizza Runner was launched!

Danny started by recruiting "runners" to deliver fresh pizza from Pizza Runner Headquarters (otherwise known as Danny's house) and also maxed out his credit card to pay freelance developers to build a mobile app to accept orders from customers.





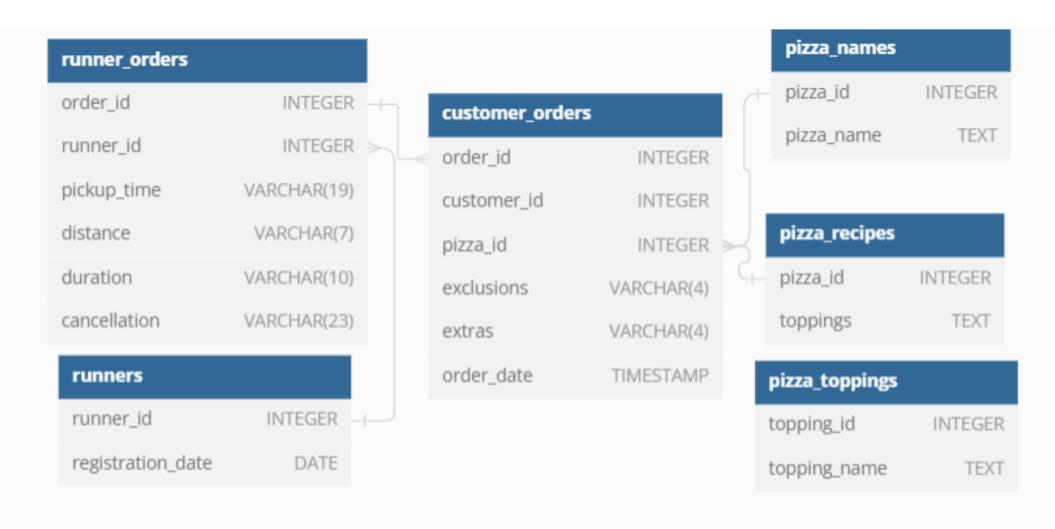
Enhancing Customer Insights for Pizza Runner's Strategic Growth Danny, the mastermind behind Pizza Runner, envisions more than just a pizza empire.

He's delving into customer behaviour, spending patterns, and menu preferences to elevate Pizza Runner's strategic growth.

The data framework, including runner_orders, runners, customer_orders, pizza_names, pizza_recipes, and pizza_toppings, holds the key to unlocking these insights. Danny has shared with you 6 key datasets for this case study: runner_orders, runners, customer_orders, pizza_names, pizza_recipes, pizza_toppings

ENITITY RELATIONSHIP DIAGRAM

Entity Relationship Diagram



DATA CLEANING

```
-- Data cleaning of customer orders table
5
6
       create temporary table customer_orders_temp_tbl as
7 •
       select trim(order_id) as order_id,
8
               customer_id,
9
               pizza_id,
10
               case
11
                   when exclusions = '' then null
12
                   when exclusions = 'null' then null
13
                   else exclusions
14
               end as exclusions,
15
16
               case
                   when extras = '' then null
17
                   when extras = 'null' then null
18
                   else extras
19
               end as extras,
20
               order_time
21
           from customer_orders;
22
23
       select * from customer_orders_temp_tbl;
24 •
25
```



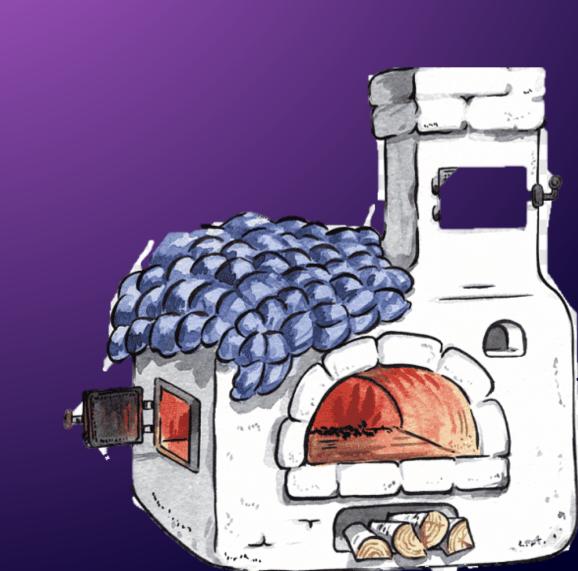
	1.00												
Resul	t Grid												
Result Grid 1													
0	rder_id	customer_id	pizza_id	exclusions	extras	order_time							
1		101	1	NULL	NULL	2020-01-01 18:05:02							
2		101	1	NULL	NULL	2020-01-01 19:00:52							
3		102	1	NULL	NULL	2020-01-02 23:51:23							
3		102	2	NULL	NULL	2020-01-02 23:51:23							
5		104	1	NULL	1	2020-01-08 21:00:29							
6		101	2	NULL	NULL	2020-01-08 21:03:13							
7		105	2	NULL	1	2020-01-08 21:20:29							
8		102	1	NULL	NULL	2020-01-09 23:54:33							
9		103	1	4	1	2020-01-10 11:22:59							
9		103	1	4	5	2020-01-10 11:22:59							
10)	104	1	NULL	NULL	2020-01-11 18:34:49							
10)	104	1	2	1	2020-01-11 18:34:49							
10)	104	1	2	4	2020-01-11 18:34:49							
10)	104	1	6	1	2020-01-11 18:34:49							
10)	104	1	6	4	2020-01-11 18:34:49							
NU	LL	NULL	HULL	NULL	NULL	NULL							

```
-- cleaning runner_orders
select * from runner_orders;
create table runner_orders_cleaned as
    select order_id,
           runner_id,
           case
                when distance = 'null' then null
                else cast(regexp_replace(distance, '[a-z]', '') as float)
           end as distance,
           case
                when duration = 'null' then null
                else cast(regexp_replace(duration, '[a-z]', '') as float)
           end as duration,
           case
                when cancellation = 'null' then null
                when cancellation = '' then null
                else cancellation
            end as cancellation
    from runner_orders;
        select * from runner_orders_cleaned;
```

	order_id	runner_id	pickup_time	distance	duration	cancellation
•	1	1	2020-01-01 18:15:34	20	32	HULL
	2	1	2020-01-01 19:10:54	20	27	NULL
	3	1	2020-01-03 00:12:37	13.4	20	NULL
	4	2	2020-01-04 13:53:03	23.4	40	HULL
	5	3	2020-01-08 21:10:57	10	15	HULL
	6	3	NULL	HULL	HULL	Restaurant Cancellation
	7	2	2020-01-08 21:30:45	25	25	NULL
	8	2	2020-01-10 00:15:02	23.4	15	HULL
	9	2	NULL	NULL	HULL	Customer Cancellation
	10	1	2020-01-11 18:50:20	10	10	MULL

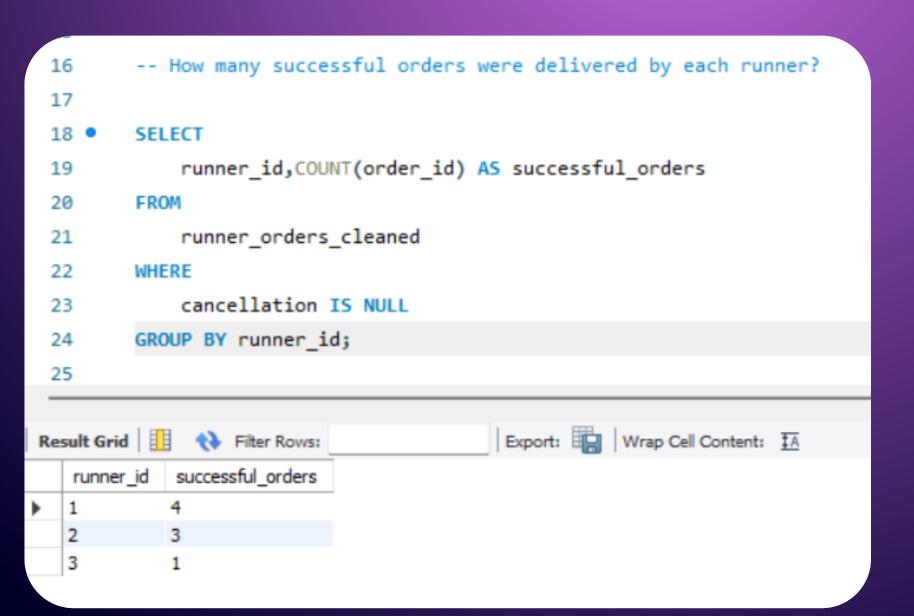
elect * from pizza_recipes_cleaned;

	pizza_id	toppings
•	1	1
	1	2
	1	3
	1	4
	1	5
	1	6
	1	8
	1	10
	2	4
	2	6
	2	7
	2	9
	2	11
	2	12



A. PIZZA METRICS





```
-- How many of each type of pizza was delivered?
 26
 27
 28 •
         SELECT
             pizza_id, COUNT(order_id) no_of_pizzas
 29
 30
         FROM
             customer_orders_cleaned
 31
         GROUP BY pizza id:
 32
Result Grid
                                             Export:
                                                       Wrap Cell C
               Filter Rows:
           no_of_pizzas
   pizza_id
           12
```

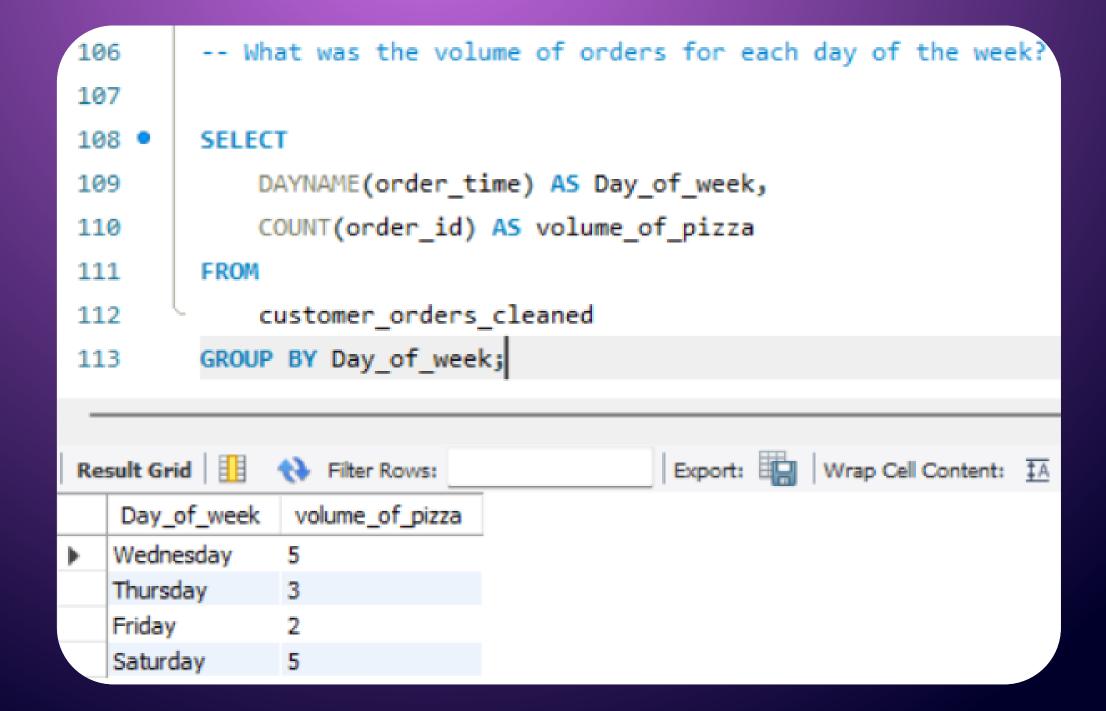
```
-- How many Vegetarian and Meatlovers were ordered by each customer
 35
         SELECT
 36
 37
             customer_id,
             SUM(CASE
 38
                 WHEN pizza_id = 1 THEN 1
 39
                 ELSE 0
 40
                 END) AS Meatlovers_pizza,
 41
             SUM(CASE
 42
                 WHEN pizza_id = 2 THEN 1
 43
                 ELSE 0
 44
                 END) AS Vegetarian_pizza
 45
         FROM
 46
             customer_orders_cleaned
 47
 48
         GROUP BY customer_id;
                                            Export: Wrap Cell Content: IA
Result Grid
              Filter Rows:
   customer_id
              Meatlovers_pizza
                              Vegetarian_pizza
              2
                             1
  101
  102
                             0
  104
              6
  105
                             0
  103
              2
```

```
-- What was the maximum number of pizzas delivered in a single order?
 50
 51
 52 •
        SELECT
             customer_id, order_id, COUNT(order_id) AS Pizza_count
 53
 54
        FROM
             customer_orders_cleaned
 55
        GROUP BY customer_id , order_id
 56
        ORDER BY Pizza_count DESC
 57
 58
        LIMIT 1;
                                           Export: Wrap Cell Content: TA Fetch rows:
Result Grid
             Filter Rows:
            order_id Pizza_count
   customer_id
  104
              10
                      5
```

```
-- For each customer, how many delivered pizzas had at least 1 change and how many had no changes?
select customer_id,
       sum(case
               when (exclusions is not null
                        or extras is not null)
               then 1
               else 0
           end) as Change_in_pizza,
                                                      customer_id
                                                                  Change_in_pizza
                                                                                   No_change_in_pizza
        sum(case
                                                     101
                                                                                   2
                                                                  0
                when (exclusions is null
                                                     102
                                                                  0
                      and extras is null)
                                                     104
                then 1
                                                     105
                else 0
            end) as No_change_in_pizza
from customer_orders_cleaned co inner join runner_orders_cleaned ro on co.order_id = ro.order_id
where cancellation is null
group by customer id
order by customer_id;
```

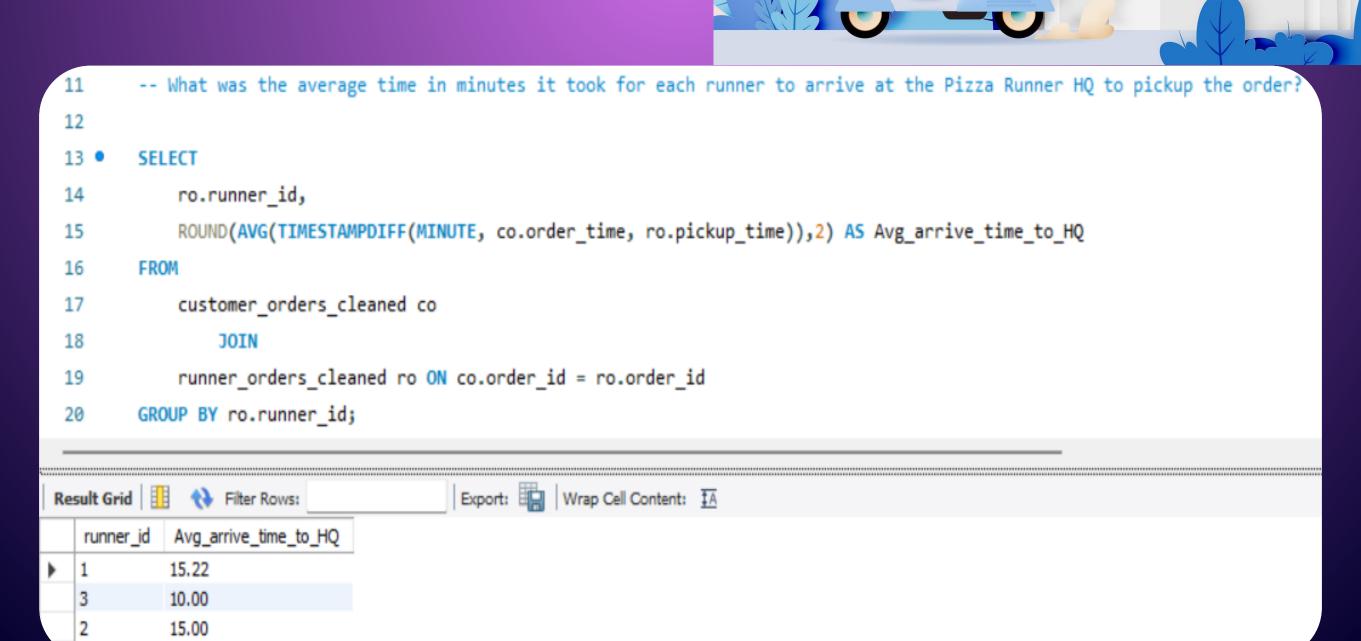
GROUP BY pizza_id;

```
97
         -- What was the total volume of pizzas ordered for each hour of the day?
 98
 99 •
         SELECT
             HOUR(order_time) AS Hour_of_day,
100
             COUNT(order_id) AS volume_of_pizza
101
102
         FROM
             customer_orders_cleaned
103
         GROUP BY Hour_of_day;
104
Result Grid
              Filter Rows:
                                           Export: Wrap Cell Content: IA
   Hour_of_day
               volume_of_pizza
               6
   18
  19
               1
   23
  21
  11
               2
```



B. RUNNER & CUSTOMER EXPERIENCE

```
Runner and Customer Experience
 1
        -- How many runners signed up for each 1 week period? (i.e. week starts 2021-01-01)
  2
  3
        SELECT
            WEEK(registration_date) AS week_of_registration,
  5
            COUNT(runner_id) AS number_of_runner
        FROM
  8
            runners
        GROUP BY week_of_registration;
  9
                                        Export: Wrap Cell Content: IA
number_of_runner
   week_of_registration
                   1
                   2
  2
                   1
```



```
-- Is there any relationship between the number of pizzas and how long the order takes to prepare?
 23
 24 •
         SET sql_mode=(SELECT REPLACE(@@sql_mode,'ONLY_FULL_GROUP_BY',''));
 25
 26 • ⊖ WITH cte AS (
                 SELECT count(co.pizza_id) AS pizza_count,
 27
                        co.order_id,
 28
 29
                        round(AVG(TIMESTAMPDIFF(MINUTE, co.order_time, ro.pickup_time)),2) AS order_prep_time
                 FROM customer_orders_cleaned co
 30
                         JOIN
 31
                      runner_orders_cleaned ro
 32
                         ON co.order_id = ro.order_id
 33
                 WHERE ro.pickup_time IS NOT NULL
 34
                 GROUP BY co.order_id)
 35
         SELECT pizza_count,order_prep_time
 36
 37
         FROM cte
 38
         GROUP BY pizza_count;
                                      Export: Wrap Cell Content: IA
Result Grid
             Filter Rows:
             order_prep_time
   pizza_count
              10.00
             21.00
  5
             15.00
```

create temporary table pearson
select count(co.pizza_id) as pizza_count,
co.order_id, avg(timestampdiff(minute,co.order_time,ro.pickup_time)) as order_prep_time
from customer_orders_cleaned co join runner_orders_cleaned ro on co.order_id = ro.order_id
where ro.pickup_time is not null
group by co.order_id;

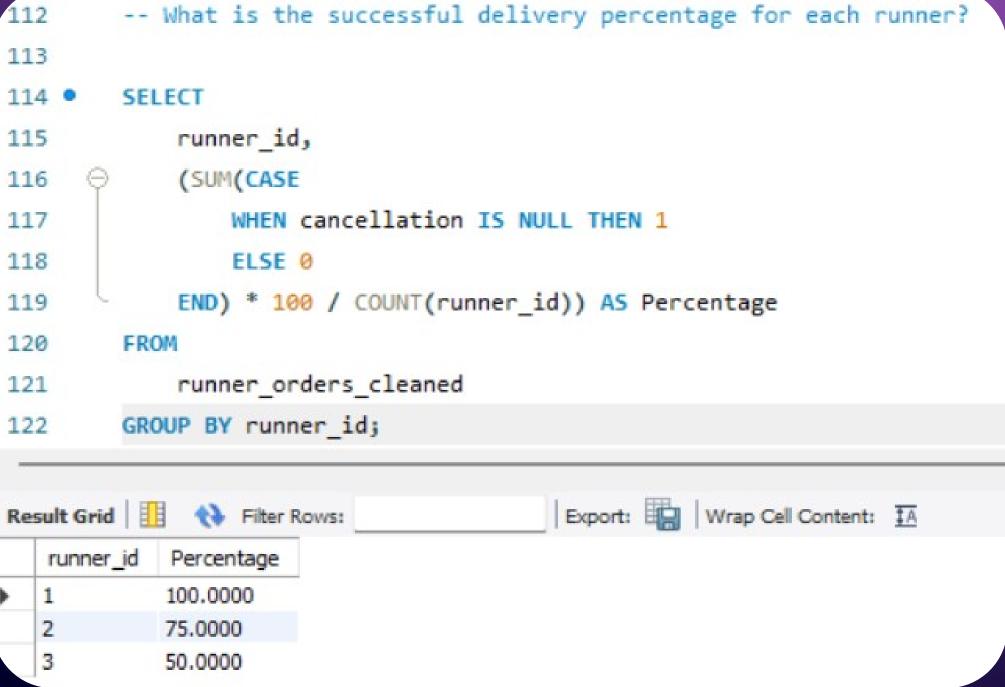
#PEARSON CORRELATION FOR FINDING REALTION BETWEEN 'PIZZA_COUNT' AND 'PREPARATION TIME'

```
#create average and standard rows to calculate pearson r value
50
        SELECT
51 •
            @ax:=AVG(order_prep_time),
52
            @ay:=AVG(pizza count),
53
            @div:=(STDDEV_SAMP(order_prep_time) * STDDEV_SAMP(pizza_count))
54
55
        FROM
56
            pearson;
57
        # calculate pearson r value
58
59
60 •
        SELECT
            SUM((order_prep_time - @ax) * (pizza_count - @ay)) / ((COUNT(order_prep_time) - 1) * @div) AS pearson r
61
62
        FROM
63
            pearson;
64
        -- pearson r value is '0.277'. This proves that there is a relation between pizza count and preparation time
65
                                        Export: Wrap Cell Content: IA
pearson_r
  0.27745303737757626
```

```
-- What was the average distance travelled for each customer?
 76
 77
        SELECT
 78 •
             co.customer_id, round(AVG(ro.distance),2) AS avg_distance
 79
         FROM
 80
             customer_orders_cleaned co
 81
                 JOIN
 82
             runner_orders_cleaned ro ON co.order_id = ro.order_id
 83
         GROUP BY co.customer id;
 84
Result Grid
                                           Export:
                                                     Wrap Cell Content: TA
              Filter Rows:
             avg_distance
   customer_id
  101
              20
              16.73
  102
              10
  104
  105
              25
             NULL
  103
```

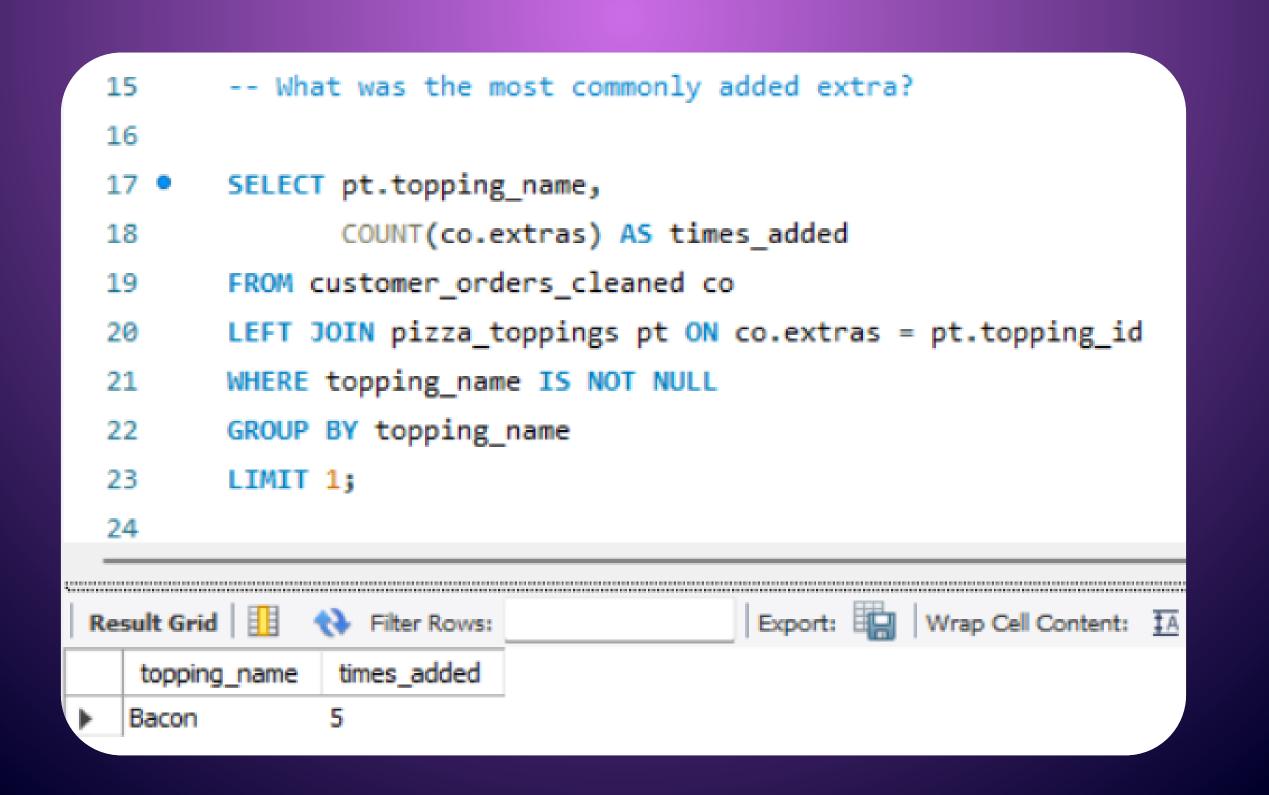
```
-- What was the difference between the longest and shortest delivery times for all orders?
 86
 87
 88
        SELECT
            MAX(duration) - MIN(duration) AS difference
 89
 90
        FROM
             runner_orders_cleaned
 91
        WHERE
 92
             duration IS NOT NULL;
 93
                                          Export: Wrap Cell Content: TA
Result Grid
              Filter Rows:
   difference
  30
```

```
95
        -- What was the average speed for each runner for each delivery and do you notice any trend for these values
 96
        SELECT
97
            co.customer_id,
            ro.runner_id,
 98
            ro.order_id,
 99
             ROUND(AVG((ro.distance*1000) / (ro.duration *60)),2) AS avg_speed_M_per_S
100
        FROM
101
            runner_orders_cleaned ro
102
                 JOIN
103
            customer_orders_cleaned co
104
        WHERE
105
             distance IS NOT NULL
106
        GROUP BY customer_id, ro.runner_id , ro.order_id
107
        order by customer_id asc, ro.runner_id asc, ro.order_id asc;
108
109
         -- There is no trend for these values
110
                                          Export: Wrap Cell Content: IA
Result Grid
              Filter Rows:
   customer_id
                                avg_speed_M_per_S
              runner_id order_id
  101
              1
                               10.42
  101
                               12.35
  101
             1
                               11.17
  101
                       10
                               16.67
             2
                       4
                               9.75
  101
             2
                       7
  101
                               16.67
           -- What is the successful delivery percentage for each runner?
112
```



C. INGREDIENT OPTIMISATION

```
#C. Ingredient Optimisation
  4
  5
         -- What are the standard ingredients for each pizza?
  6
  7
         SELECT pr.pizza_id, pn.pizza_name,
  8 •
                 GROUP CONCAT(pt.topping name, ', ') AS ingredients
  9
         FROM pizza_recipes_cleaned pr
 10
         JOIN pizza_names pn ON pr.pizza_id = pn.pizza_id
 11
         JOIN pizza_toppings pt on pr.toppings = pt.topping_id
 12
         GROUP BY pr.pizza_id,pn.pizza_name;
 13
Result Grid Filter Rows:
                                             Export:
                                                       Wrap Cell Content: ‡A
   pizza_id
            pizza_name
                       ingredients
                       Bacon, ,BBQ Sauce, ,Beef, ,Cheese, ,Chicken, ,Mushrooms, ,Pepperoni, ,Salami,
           Meatlovers
                       Cheese, ,Mushrooms, ,Onions, ,Peppers, ,Tomatoes, ,Tomato Sauce,
           Vegetarian
  2
```



```
-- What was the most common exclusion?
 25
 26
        SELECT pt.topping_name,
 27 •
                COUNT(exclusions) AS exclusions_count
 28
         FROM customer_orders_cleaned co
 29
         JOIN pizza_toppings pt ON co.exclusions = pt.topping_id
 30
        GROUP BY pt.topping_name;
 31
Result Grid
                                           Export: Wrap Cell Content:
              Filter Rows:
                times_added
   topping_name
  Bacon
```



```
-- Generate an order item for each record in the customers_orders table in the format of one of the following:
      Meat Lovers
      Meat Lovers - Exclude Beef
      Meat Lovers - Extra Bacon
      Meat Lovers - Exclude Cheese, Bacon - Extra Mushroom, Peppers

with order_details as (
          SELECT
               co.order_id,
              co.customer_id,
              pn.pizza_id,
              pn.pizza_name,
              co.exclusions,
               co.extras
          FROM customer_orders_cleaned co
          JOIN pizza_names pn
          ON co.pizza_id = pn.pizza_id
           ),
```

```
toppings as (
          SELECT topping_id,
                 topping_name
          FROM pizza_toppings
          ),
formatted_exclusions as (
          SELECT od.order_id,
                 GROUP_CONCAT(DISTINCT t.topping_name ORDER BY t.topping_name SEPARATOR ', ') AS exclusions
          FROM order_details od
          LEFT JOIN toppings t ON FIND_IN_SET(t.topping_id, od.exclusions)
          GROUP BY od.order_id
          ),
formatted_extras as (
          SELECT od.order_id,
                 GROUP_CONCAT(DISTINCT t.topping_name ORDER BY t.topping_name SEPARATOR ', ') AS extras
          FROM order_details od
          LEFT JOIN toppings t ON FIND_IN_SET(t.topping_id, od.extras)
          GROUP BY od.order_id
```

```
SELECT od.order_id,od.customer_id,od.pizza_id,

CONCAT_WS(' ', od.pizza_name,

WHEN fe.exclusions is not null and fe.exclusions != ''

THEN CONCAT('- Exclude ', fe.exclusions)

ELSE ''

END,

CASE

WHEN fx.extras is not null and fx.extras != ''

THEN CONCAT('- Extra ', fx.extras)

ELSE ''

END) AS order_description

FROM order_details od

left JOIN formatted_exclusions fe ON od.order_id = fe.order_id

left JOIN formatted_extras fx ON od.order_id = fx.order_id;
```

	order_id	customer_id	pizza_id	order_description
>	1	101	1	Meatlovers
	2	101	1	Meatlovers
	3	102	1	Meatlovers
	3	102	2	Vegetarian
	5	104	1	Meatlovers - Extra Bacon
	6	101	2	Vegetarian
	7	105	2	Vegetarian - Extra Bacon
	8	102	1	Meatlovers
	9	103	1	Meatlovers - Exclude Cheese - Extra Bacon, Chicken
	9	103	1	Meatlovers - Exclude Cheese - Extra Bacon, Chicken
	10	104	1	Meatlovers - Exclude BBQ Sauce, Mushrooms - Extra Bacon, Cheese
	10	104	1	Meatlovers - Exclude BBQ Sauce, Mushrooms - Extra Bacon, Cheese
	10	104	1	Meatlovers - Exclude BBQ Sauce, Mushrooms - Extra Bacon, Cheese
	10	104	1	Meatlovers - Exclude BBQ Sauce, Mushrooms - Extra Bacon, Cheese
	10	104	1	Meatlovers - Exclude BBQ Sauce, Mushrooms - Extra Bacon, Cheese

```
-- What is the total quantity of each ingredient used in all delivered pizzas sorted by most frequent first?
SELECT co.order_id,
                                        pt.topping_name as topping_name,
                                        CASE
                                             WHEN pt.topping_id IN ( SELECT extras
                                                                    FROM customer_orders_cleaned) THEN 2
                                             WHEN pt.topping_id IN ( SELECT exclusions
                                                                    FROM customer_orders_cleaned ) THEN 0
                                             ELSE 1
                                         END AS times_used
                                  FROM customer_orders_cleaned co
                                  LEFT JOIN pizza_recipes_cleaned pr USING(pizza_id)
                                  JOIN pizza_toppings pt on pt.topping_id = pr.toppings)
   SELECT topping_name,
          SUM(times_used) as times_used
   FROM frequent_ingredients
   GROUP BY topping_name
   ORDER BY times_used DESC;
```



	topping_name	times_used
•	Cheese	30
	Chicken	24
	Bacon	24
	Salami	12
	Pepperoni	12
	Beef	12
	Tomato Sauce	3
	Tomatoes	3
	Peppers	3
	Onions	3
	Mushrooms	0
	BBQ Sauce	0

D. PRICING & RATINGS

```
# 1. If a Meat Lovers pizza costs $12 and Vegetarian costs $10 and there were no charges for changes:
  3
        -- - how much money has Pizza Runner made so far if there are no delivery fees?
  4
  5 ● ⊝ SELECT SUM(CASE
                        WHEN co.pizza_id = 1 THEN 12
  6
                        ELSE 10
  7
  8
                    END) AS Earned_money
        FROM customer_orders_cleaned co LEFT JOIN
  9
             runner_orders_cleaned ro USING (order_id)
 10
        WHERE ro.cancellation IS NULL;
 11
                                        Export: Wrap Cell Content: $\frac{1}{4}$
Earned_money
  140
```

```
13
        # 2. What if there was an additional $1 charge for any pizza extras
                 -- Add cheese is $1 extra
 14
15
          SELECT SUM(CASE
 16 •
                         WHEN co.pizza_id = 1 THEN 12
17
                          ELSE 10
 18
                     END) +
 19
                  SUM(CASE
 20
 21
                         WHEN co.extras = 4 THEN 2
 22
                         WHEN co.extras IS NULL THEN 0
 23
                          ELSE 1
                     END) AS updated money
 24
         FROM customer_orders_cleaned co LEFT JOIN
 25
              runner_orders_cleaned ro USING (order_id)
 26
        WHERE ro.cancellation IS NULL;
 27
                                           Export: Wrap Cell Content: TA
                 Filter Rows:
Result Grid
   updated_money
  148
```

```
# 3. The Pizza Runner team now wants to add an additional ratings system that allows customers to rate their runner,
      -- how would you design an additional table for this new dataset -
          -- generate a schema for this new table and insert your own data for ratings for each successful customer order between 1 to 5.
order_id INT,
      rating INT
  INSERT INTO ratings (order_id, rating)
  VALUES (1,3),
        (2,5),
        (3,3),
        (4,1),
        (5,5),
        (7,3),
        (8,4),
         (9,2),
         (10,4);
  SELECT * FROM ratings;
```

	order_id	rating
•	1	3
	2	5
	3	3
	4	1
	5	5
	7	3
	8	4
	9	2
	10	4



```
# 4. Using your newly generated table - can you join all of the information together to
-- form a table which has the following information for successful deliveries?
-- customer_id -- order_id
-- runner_id -- rating
-- order_time -- pickup_time
-- Time between order and pickup -- Delivery duration
-- Average speed -- Total number of pizzas
SELECT co.customer_id,
      co.order_id,
      ro.runner_id,
      rt.rating,
      co.order_time,
      ro.pickup time,
      TIMESTAMPDIFF(MINUTE, co.order_time, ro.pickup_time) AS Time_betn_Order_and_Pickup,
      ro.duration,
      ROUND(AVG(ro.distance/ro.duration * 60),1) AS Average_speed,
       COUNT(co.order_id) AS Pizza_count
FROM customer_orders_cleaned co
LEFT JOIN runner_orders_cleaned ro USING (order_id)
JOIN ratings rt USING (order_id)
GROUP BY co.customer_id,
         co.order_id,
         ro.runner_id,
        co.order_time,
         ro.pickup_time,
         ro.duration;
```

	customer_id	order_id	runner_id	rating	order_time	pickup_time	Time_betn_Order_and_Pickup	duration	Average_speed	Pizza_count
•	101	1	1	3	2020-01-01 18:05:02	2020-01-01 18:15:34	10	32	37.5	1
	101	2	1	5	2020-01-01 19:00:52	2020-01-01 19:10:54	10	27	44.4	1
	102	3	1	3	2020-01-02 23:51:23	2020-01-03 00:12:37	21	20	40.2	2
	104	5	3	5	2020-01-08 21:00:29	2020-01-08 21:10:57	10	15	40	1
	105	7	2	3	2020-01-08 21:20:29	2020-01-08 21:30:45	10	25	60	1
	102	8	2	4	2020-01-09 23:54:33	2020-01-10 00:15:02	20	15	93.6	1
	103	9	2	2	2020-01-10 11:22:59	NULL	NULL	NULL	NULL	2
	104	10	1	4	2020-01-11 18:34:49	2020-01-11 18:50:20	15	10	60	5

```
# 5. If a Meat Lovers pizza was $12 and Vegetarian $10 fixed prices with no cost for
 10
        -- extras and each runner is paid $0.30 per kilometre traveled -
 81
        -- how much money does Pizza Runner have left over after these deliveries?
 82
 83

⇒ SELECT SUM(CASE)

                         WHEN co.pizza_id = 1 THEN 12
85
                         ELSE 10
 86
                    END) AS Revenue,
87
                ROUND(SUM(ro.distance) * 0.3, 2) AS runner_paid,
 88
               ROUND(SUM(CASE
 89
                             WHEN co.pizza_id = 1 THEN 12
 90
                             ELSE 10
 91
                          END) - (SUM(ro.distance) * 0.3),2) AS Money_left
 92
        FROM customer_orders_cleaned co JOIN
 93
              runner_orders_cleaned ro USING (order_id)
 94
        WHERE ro.cancellation IS NULL;
 95
 96
Result Grid
              Filter Rows:
                                          Export:
                                                    Wrap Cell Content: TA
                       Money_left
           runner_paid
   Revenue
```

THANK YOU!