

# Restaurant Data Analysis Report

## Objective of the Analysis

- Identify which menu items are doing well vs the menu items not doing too well
- Discover what top customers prefer to order

## Data

The database provided contains information about menu-items including the name of the items and category they belong to, as well as the details of order placed from 1 Jan 2023 to 31st March 2023.

## Approach

- Formulate questions based on the objective of the analysis
- Write SQL queries to the database to answer these questions
- Summarize findings

```
SELECT |
        menu_items.item_name,
        COUNT(order_details.item_id) No_of_times_ordered
FROM menu_items
LEFT JOIN order_details
ON menu_items.menu_item_id = order_details.item_id
GROUP BY menu_items.item_name
ORDER BY No_of_times_ordered ASC
LIMIT 5;
```

Sample SQL query

## Results and Findings

- The best performing menu items are : Hamburger, Edamame, Korean Beef Bowl, Cheeseburger and French Fries

	item_name character varying (45) 🔒	no_of_times_ordered bigint 🔒
1	Hamburger	622
2	Edamame	620
3	Korean Beef Bowl	588
4	Cheeseburger	583
5	French Fries	571

- The worst performing menu items are : Chicken Tacos, Potstickers, Cheese Lasagna, Steak Tacos and Cheese Quesadillas

	item_name character varying (45)	no_of_times_ordered bigint
1	Chicken Tacos	123
2	Potstickers	205
3	Cheese Lasagna	207
4	Steak Tacos	214
5	Cheese Quesadillas	233

- Top customers (Based on how much they spent on their order) prefer italian menus

	item_name character varying (45)	category character varying (45)	top_customer_cat bigint
1	Eggplant Parmesan	Italian	7
2	Chicken Parmesan	Italian	4
3	Salmon Roll	Asian	4
4	Spaghetti & Meatballs	Italian	4
5	Spaghetti	Italian	4
6	Steak Burrito	Mexican	4
7	Chips & Salsa	Mexican	4
8	Tofu Pad Thai	Asian	3

## Business Implication

- Asian dishes are the most frequently ordered, suggesting a strong preference for light, flavorful meals.
- Italian dishes, although less frequently ordered, generate the highest spend, indicating a niche market willing to pay a premium.
- Some menu-items like Chicken Tacos, Potstickers, and Cheese Lasagna are consistently under-ordered, which could point to issues with taste, price, or presentation.
- Frequently ordered menu items like Hamburger, Edamame and Korean Beef Bowl indicate that most customers purchase our ready to eat meals.