Zomato SQL Data Analysis

Project Description:

The Zomato SQL Data Analysis project aims to derive meaningful insights from a set of tables related to user information, sales transactions, and product details. The project database, named "zomato," consists of tables such as "users," "sales," "product," "goldusers_signup," capturing essential data for analysis.

Tables in the Database:

1. **users**: Contains information about user IDs and their signup dates.
2. **sales**: Records sales transactions, including user IDs, transaction dates, and product IDs.
3. **product**: Provides details about different products, such as product IDs, names, and prices.
4. **goldusers_signup**: Tracks users who have signed up for the gold membership and their signup dates.

Key Queries and Analysis:

1. **Total Amount Spent by Each Customer:**

   Calculates the total amount spent by each customer on Zomato.

2. **Number of Days Each Customer Has Visited Zomato:**

   Determines the number of days each customer has visited Zomato, considering sales, gold membership signup, and user signup dates.

3. **First Product Purchased by Each Customer:**

   Identifies the first product purchased by each customer.

4. **Most Purchased Item and Purchase Frequency:**

   Determines the most purchased item on the menu and the number of times it was bought by all customers.

5. **Most Popular Item for Each Customer:**

    Finds the most popular item for each customer based on purchase frequency.

6. **First Item Purchased as a Gold Member:**

    Identifies the item purchased first by a customer upon becoming a gold member.

7. **Item Purchased Just Before Becoming a Gold Member:**

    Determines the item purchased by a customer just before becoming a gold member.

8. **Total Orders and Amount Spent Before Gold Membership:**

    Calculates the total orders and amount spent by each customer before becoming a gold

    Member.

9. **Total Points Earned by Each Customer and Most Rewarding Product:**

    a) Calculates total points earned by each customer based on a points system.

    b) Identifies the product that has generated the most points.

10. **Points Earned in the First Year of Gold Membership:**

    Calculates points earned by customers in the first year after joining the gold membership.

11. **Ranking of All Transactions for Every Customer:**

    Ranks all transactions for each customer based on the transaction date.

12. **Ranking Transactions for Gold Members and NA for Non-Gold Members:**

    Ranks transactions for gold members and assigns "NA" for non-gold members.

This Zomato SQL Data Analysis project offers a comprehensive exploration of user behaviour, purchase patterns, and loyalty programs, providing valuable insights for strategic decision-making and improving user experience on the Zomato platform.