**Kezheng Xu**

SQL Project - Ding Tai Fung Online Orders Analysis

Table - **menu**

(product\_id, product\_name, category, price)

Table - **detail**

(order\_id, item\_id, price)

Table - **more**

(date, order\_id, total)

**GOAL**

* retrieve the most/least popular dishes and the most popular categories; obtain the average cost per order for each category
* retrieve the most/least popular price range for each category
* examine the significance of the feature launched on April 1st; compare and contrast results before and after to see if the feature was significant
* analyze the effect of holidays on sales; were orders higher on Chinese New Year 2023 (Jan 22)? What items were more popular?

**Remarks:**

* the max order costs 2000 (we don’t know what the currency is)
* Pork Xiaolongbao was the best-selling dish with 928 sales, followed by Vegetable and Ground Pork Buns, Steamed Red Bean Rick Cake, Crab Roe and Pork Xiaolongbao etc
* Crab Roe and Pork Xiaolongbao generated the most total sales (revenue), followed by Green Squash and Shrimp Xiaolongbao, Shrimp and Shredded Pork Fried Rice, Steamed Shrimp and Pork Dumplings etc
* interestingly, the revenue generated from total sales of each kind of dish is perfectly correlated with the price of that dish; this means that consumers were not very price sensitive and did not mind paying for expensive dishes
* the most revenue generated a day is 30460, with the least being 1230
* Crab Roe and Pork Xiaolongbao consistently generates the highest average daily revenue, followed by Green Squash and Shrimp Xiaolongbao, Shrimp and Shredded Pork Fried Rice, Steamed Shrimp and Pork Dumplings, Steamed Shrimp and Pork Dumplings etc
* the new feature launched on April 1st was very successful in terms of increasing sales as the average order count per day after April 1st was higher than the average order count per day before April 1st for every dish; the percentage increase ranged anywhere between 10% to 54%. with most falling into the 20% to 40% range
* average sales were the highest on Wednesdays, but only by a slight margin and other days of the week had almost the same average sales
* Chinese New Year did not have a significant impact on increasing sales; this could be because families dine in instead of ordering online, as this dataset accounts only for online orders
* the category that generates the highest daily sales is Xiaolongbao, followed by Dumplings & Shao Mai, Fried Rice, Buns, with Desserts being last; this restaurant lives up well to its specialty in Xiaolongbao, dumplings, and other Chinese cuisines