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Note: all results use for practicing SQL (MySQL) only

## INTRODUCTION

#### Context

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.

#### \* Problem Statement

Danny wants to use the data to answer a few simple questions about his business, especially about their order, revenue, best seller product, etc. Having this meaningful result will help him to plan and develop his business in the future.

# **CHAPTER 1: CREATE DATASET AS REQUIRED**

## Coding part

```
CREATE SCHEMA pizza runner;
SET search path = pizza runner;
DROP TABLE IF EXISTS runners;
CREATE TABLE runners (
  runner id INTEGER,
  registration date DATE
);
INSERT INTO runners
  (runner id, registration date)
VALUES
  (1, '2021-01-01'),
(2, '2021-01-03'),
  (3, '2021-01-08'),
  (4, '2021-01-15');
DROP TABLE IF EXISTS customer orders;
CREATE TABLE customer orders (
  order id INTEGER,
  customer id INTEGER,
  pizza_id INTEGER,
  exclusions VARCHAR(4),
  extras VARCHAR(4),
  order time TIMESTAMP
);
INSERT INTO customer orders
  (order_id, customer_id, pizza_id, exclusions, extras, order_time)
VALUES
  ('1', '101', '1', '', '2020-01-01 18:05:02'),

('2', '101', '1', '', '2020-01-01 19:00:52'),

('3', '102', '1', '', '2020-01-02 23:51:23'),

('3', '102', '2', '', NULL, '2020-01-02 23:51:23'),
  ('4', '103', '1', '4', '', '2020-01-04 13:23:46'),

('4', '103', '1', '4', '', '2020-01-04 13:23:46'),

('4', '103', '2', '4', '', '2020-01-04 13:23:46'),

('5', '104', '1', 'null', '1', '2020-01-08 21:00:29'),
                          'null', 'null', '2020-01-08 21:03:13'),
         '101',
                   '2',
  ('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, 5', '2020-01-10 11:22:59'),
   ('10', '104', '1', 'null', 'null', '2020-01-11 18:34:49'), ('10', '104', '1', '2, 6', '1, 4', '2020-01-11 18:34:49');
DROP TABLE IF EXISTS runner orders;
CREATE TABLE runner orders (
   order id INTEGER,
  runner id INTEGER,
  pickup time VARCHAR(19),
  distance VARCHAR(7),
  duration VARCHAR(10),
  cancellation VARCHAR(23)
);
INSERT INTO runner orders
   (order id, runner id, pickup time, distance, duration, cancellation)
VALUES
  ('1', '1', '2020-01-01 18:15:34', '20km', '32 minutes', ''),
  ('2', '1', '2020-01-01 19:10:54', '20km', '27 minutes', ''), ('3', '1', '2020-01-03 00:12:37', '13.4km', '20 mins', NULL), ('4', '2', '2020-01-04 13:53:03', '23.4', '40', NULL), ('5', '3', '2020-01-08 21:10:57', '10', '15', NULL),
  ('6', '3', 'null', 'null', 'Restaurant Cancellation'),
('7', '2', '2020-01-08 21:30:45', '25km', '25mins', 'null'),
('8', '2', '2020-01-10 00:15:02', '23.4 km', '15 minute', 'null'),
('9', '2', 'null', 'null', 'null', 'Customer Cancellation'),
  ('10', '1', '2020-01-11 18:50:20', '10km', '10minutes', 'null');
DROP TABLE IF EXISTS pizza names;
CREATE TABLE pizza names (
  pizza id INTEGER,
  pizza name TEXT
);
INSERT INTO pizza names
   (pizza id, pizza name)
VALUES
   (1, 'Meatlovers'),
   (2, 'Vegetarian');
DROP TABLE IF EXISTS pizza_recipes;
CREATE TABLE pizza recipes (
  pizza id INTEGER,
  toppings TEXT
```

```
INSERT INTO pizza recipes
  (pizza id, toppings)
VALUES
 (1, '1, 2, 3, 4, 5, 6, 8, 10'),
  (2, '4, 6, 7, 9, 11, 12');
DROP TABLE IF EXISTS pizza toppings;
CREATE TABLE pizza toppings (
 topping id INTEGER,
 topping name TEXT
INSERT INTO pizza toppings
  (topping_id, topping name)
VALUES
  (1, 'Bacon'),
  (2, 'BBQ Sauce'),
  (3, 'Beef'),
(4, 'Cheese'),
  (5, 'Chicken'),
  (6, 'Mushrooms'),
  (7, 'Onions'),
(8, 'Pepperoni'),
  (9, 'Peppers'),
  (10, 'Salami'),
  (11, 'Tomatoes'),
  (12, 'Tomato Sauce');
```

#### **\* PREPROCESSING DATA**

## Runner\_order table

**RENAME TABLE** runner\_orders to runner\_orders\_old, runner\_orders\_temp to runner\_orders

DROP TABLE runner\_orders\_old

## **Before**

123 order_id T:	123 runner_id 👣	pickup_time 😲	<sup>№</sup> distance <b>T</b> :	duration 📬	ancellation T:
1	1	2020-01-01 18:15:34	20km	32 minutes	
2	1	2020-01-01 19:10:54	20km	27 minutes	
3	1	2020-01-03 00:12:37	13.4km	20 mins	[NULL]
4	2	2020-01-04 13:53:03	23.4	40	[NULL]
5	3	2020-01-08 21:10:57	10	15	[NULL]
6	3	null	null	null	Restaurant Cancellation
7	2	2020-01-08 21:30:45	25km	25mins	null
8	2	2020-01-10 00:15:02	23.4 km	15 minute	null
9	2	null	null	null	Customer Cancellation
10	1	2020-01-11 18:50:20	10km	10minutes	null

## Result

123 order_id T	123 runner_id 👯	pickup_time T:	123 distance T:	123 duration T:	cancellation T:
1	1 ♂	2020-01-01 18:15:34	20	32	[NULL]
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	[NULL]
5	3 ₺	2020-01-08 21:10:57	10	15	[NULL]
6	3 ♂				Restaurant Cancellation
7	2 ₺	2020-01-08 21:30:45	25	25	[NULL]
8	2 ♂	2020-01-10 00:15:02	23.4	15	[NULL]
9	2 ☑				Customer Cancellation
10	1 ♂	2020-01-11 18:50:20	10	10	[NULL]

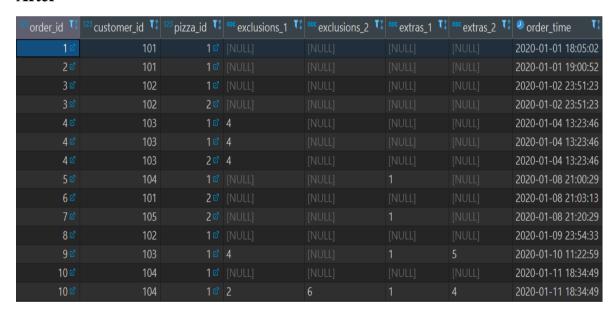
# **Customer\_orders table:**

```
CREATE TABLE customer orders temp as
SELECT
         c.order id ,
           c.customer id ,
           c.pizza id ,
           CASE WHEN c.exclusions in ('', 'null') THEN NULL
                 WHEN substr(c.exclusions,2,1) = ',' THEN
substr(c.exclusions,1,1)
                 ELSE c.exclusions
           END as exclusions 1,
           CASE WHEN c.exclusions in ('', 'null') or
length(c.exclusions) = 1 THEN NULL
                 WHEN substr(c.exclusions,2,1) = ',' THEN
substr(c.exclusions,4,1)
                 ELSE c.exclusions
           END as exclusions 2,
           CASE WHEN c.extras in('', 'null') THEN NULL
                 WHEN substr(c.extras ,2,1) = ',' THEN
substr(c.extras ,1,1)
                 ELSE c.extras
           END as extras 1,
           CASE WHEN c.extras in('', 'null') or length(c.extras) =
1 THEN NULL
                 WHEN substr(c.extras ,2,1) = ',' THEN
substr(c.extras ,4,1)
                 ELSE c.extras
           END as extras 2,
           c.order time
FROM customer orders old c
)
```

# **Before**

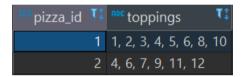
123 order_id 👣	<sup>123</sup> customer_ic <sup>▼‡</sup>	<sup>123</sup> pizza_id <b>T</b> :	exclusions T:	extras 👣	order_time 😲
1 ♂	101	1 ♂			0-01-01 18:05:02
2 ♂	101	1 ♂			0-01-01 19:00:52
3 ♂	102	1 ♂			0-01-02 23:51:23
3 ♂	102	2 ♂			0-01-02 23:51:23
4 ♂	103	1 ♂	4		0-01-04 13:23:46
4 ♂	103	1 ♂	4		0-01-04 13:23:46
4 ♂	103	2 ♂	4		0-01-04 13:23:46
5 ♂	104	1 ♂	null	<b>₫ 1</b>	0-01-08 21:00:29
6 ♂	101	2 ♂	null	☑ null	0-01-08 21:03:13
7 ♂	105	2 ♂	null	<b>₫ 1</b>	0-01-08 21:20:29
8 ♂	102	1 ♂	null	☑ null	0-01-09 23:54:33
9 ♂	103	1 ♂	4	<b>₫ 1, 5</b>	0-01-10 11:22:59
10 ♂	104	1 ♂	null	☑ null	0-01-11 18:34:49
10 ₺	104	1 ♂	2, 6	₫ 1, 4	0-01-11 18:34:49

# **After**

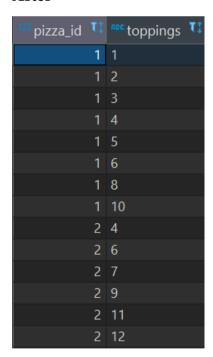


## Pizza recipes table

#### **Before**



## After



# **CHAPTER 2: SOLVE CASE STUDY QUESTION**

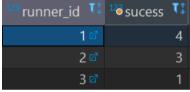
#### I. PIZZA METRICS

# 1) How many pizzas were ordered?

```
SELECT count(pizza_id) as total_orders
FROM customer_orders co

123 total_orders 14
```

# 2) How many successful orders were delivered by each runner?



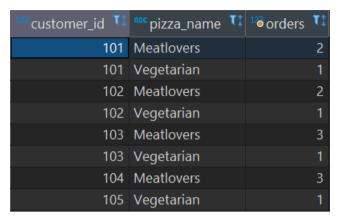
2 🗹

# 3) How many of each type of pizza was delivered?

## 4) How many Vegetarian and Meatlovers were ordered by each customer?

```
USING(pizza_id)
GROUP BY 1,2
ORDER BY 1
```

4 2



# 5) What was the maximum number of pizzas delivered in a single order?

```
Count(co.order_id) as quantity

FROM customer_orders as co

LEFT JOIN runner_orders as ro

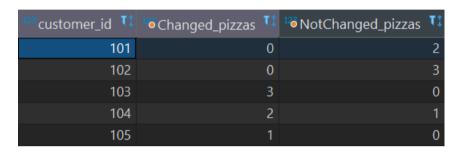
USING(order_id)

WHERE ro.pickup_time is not null

GROUP BY co.order_id

ORDER BY quantity DESC limit 1
```

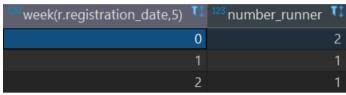
# 6) For each customer, how many delivered pizzas had at least 1 change and how many had no changes?



## 7) How many pizzas were delivered that had both exclusions and extras?

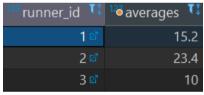
## **II.** Runner and Customer Experience

1) How many runners signed up for each 1 week period? (i.e. week starts 2021-01-01)



2) What was the average time in minutes it took for each runner to arrive at the Pizza Runner HQ to pickup the order?

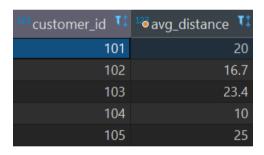
```
ROUND(AVG(timestampdiff(minute,co.order_time,ro.pickup_time)),1) as
averages
FROM customer_orders co
LEFT JOIN runner_orders ro
USING(order_id)
GROUP BY 1
```



3) Is there any relationship between the number of pizzas and how long the order takes to prepare?

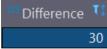
123 order_id 👯	¹ã total_amount	T‡	<sup>1</sup> prepare_time	T:
1 ♂		1		10
2 ♂		1		10
3 ♂		3		21
4 ♂		4		29
5 ♂		1		10
7 ♂	:	2		10
8 ♂		1		20
10 ♂	:	5		15

4) What was the average distance travelled for each customer?



5) What was the difference between the longest and shortest delivery times for all orders?

```
SELECT (max(ro.duration)-min(ro.duration)) Difference
FROM runner_orders ro
```



6) What was the average speed for each runner for each delivery and do you notice any trend for these values?

```
SELECT ro.runner_id,
```



One of the insights I can tell is that the more average speed the runners have the more duration they need to pickup the orders from the store, that's strange.

## 7) What is the successful delivery percentage for each runner?

```
WITH temp as
(
SELECT ro.runner id ,
           CASE WHEN ro.pickup time is not null THEN 1
                  ELSE 0
           END as success,
           CASE WHEN ro.pickup time is null THEN 1
                  ELSE 0
           END as fail
FROM runner orders ro
SELECT t.runner id,
     CONCAT(ROUND((sum(t.success)/(sum(success)+sum(t.fail)))*100)
,' %') as percent
FROM temp as t
GROUP BY 1
 runner_id 🌃 🎁 percent
        1 2 100 %
        2 75 %
        3 ☑ 50 %
```

## **III. Ingredient Optimisation**

## 1) What are the standard ingredients for each pizza?

```
ALTER TABLE pizza_recipes RENAME COLUMN toppings TO topping_id

SELECT pn.pizza_name ,
    pt.topping_name

FROM pizza_names pn
    LEFT JOIN pizza_recipes pr
    USING(pizza_id)
    LEFT JOIN pizza_toppings pt
    USING(topping_id)
```



## 2) What was the most commonly added extra?

```
FROM temp as t
GROUP BY 1
ORDER BY 2 DESC limit 1

**Topping_name T: 123 times T: Bacon 4
```

#### 3) What was the most common exclusion?

```
WITH temp as
SELECT pt.topping name
FROM customer orders co
     LEFT JOIN pizza toppings pt
     ON pt.topping id = co.exclusions 1
WHERE co.exclusions 1 is not null
UNION ALL
SELECT pt.topping name
FROM customer_orders co
     LEFT JOIN pizza_toppings pt
     ON pt.topping id = co.exclusions 2
WHERE co.exclusions 2 is not null
SELECT t.topping_name,
           count(t.topping name) as times
FROM temp as t
GROUP BY 1
ORDER BY 2 DESC limit 1
  topping_name Ti 123 times
Cheese
```

4) Generate an order item for each record in the <a href="mailto:customers\_orders">customers\_orders</a> table in the format of one of the following:

```
ELSE CONCAT(' - Exclude ',pt.topping name)
           END as exclusions 1.
           CASE WHEN pt2.topping name is null THEN ''
                 WHEN pt2.topping name is not null and
pt.topping name is not null THEN concat(', ',pt2.topping name)
                 ELSE pt2.topping name
           END as exclusions 2,
           CASE WHEN pt3.topping name is null THEN ''
                 ELSE CONCAT(' - Extra ',pt3.topping_name)
           END as extras 1,
           CASE WHEN pt4.topping name is null THEN ''
                 WHEN pt4.topping name is not null and
pt3.topping name is not null THEN concat(', ',pt4.topping name)
                 ELSE pt4.topping name
           END as extras 2
FROM customer orders co
     LEFT JOIN pizza names pn
     USING(pizza id)
           LEFT JOIN pizza toppings pt
           ON pt.topping id = co.exclusions 1
                LEFT JOIN pizza toppings pt2
                ON pt2.topping_id = co.exclusions_2
                      LEFT JOIN pizza toppings pt3
                      ON pt3.topping_id = co.extras_1
                           LEFT JOIN pizza toppings pt4
                           ON pt4.topping id = co.extras 2
SELECT
concat(t.pizza name, t.exclusions 1, t.exclusions 2, t.extras 1, t.ext
ras 2) as order items
FROM temp as t
```



- 5) Generate an alphabetically ordered comma separated ingredient list for each pizza order from the customer\_orders table and add a 2x in front of any relevant ingredients
- o For example: "Meat Lovers: 2xBacon, Beef, ..., Salami"
  - 6) What is the total quantity of each ingredient used in all delivered pizzas sorted by most frequent first?

```
WITH toppings as
(SELECT pt.topping_name ,
           pt.topping id,
          pr.pizza_id
FROM pizza_toppings pt
     LEFT JOIN pizza recipes pr
     USING(topping id))
UNION ALL
(SELECT pt2.topping name,
           pt2.topping id ,
           co3.pizza id
FROM customer orders co3
LEFT JOIN pizza toppings pt2
     ON co3.extras_1 = pt2.topping id
WHERE co3.pizza id = 2 and co3.extras 1 = 1)
 amounts as
```

```
SELECT co.pizza id ,
           count(co.pizza id) as amount
FROM customer orders co
     LEFT JOIN runner orders ro
     USING(order id)
WHERE ro.pickup time is not null
GROUP BY 1
, exclusive as
(SELECT co2.exclusions 1 as exclusions,
           co2.pizza id,
           count(co2.exclusions 1) as counts
FROM customer orders co2
LEFT JOIN runner orders ro2
USING(order id)
WHERE co2.exclusions 1 is not null and ro2.pickup time is not null
GROUP BY 1,2)
UNION
(SELECT co2.exclusions 2 as exclusions,
           co2.pizza_id,
           count(co2.exclusions_2) as counts
FROM customer orders co2
LEFT JOIN runner_orders ro2
USING(order id)
WHERE co2.exclusions 2 is not null and ro2.pickup time is not null
GROUP BY 1,2)
, extra as
(SELECT co2.extras_1 as extras,
           co2.pizza id,
           count(co2.extras 1) as counts
FROM customer orders co2
LEFT JOIN runner orders ro2
USING(order_id)
WHERE co2.extras 1 is not null and ro2.pickup time is not null
GROUP BY 1,2)
UNION
(SELECT co2.extras 2 as extras,
           co2.pizza id,
           count(co2.extras 2) as counts
FROM customer_orders co2
LEFT JOIN runner orders ro2
USING(order id)
WHERE co2.extras_2 is not null and ro2.pickup_time is not null
```

```
GROUP BY 1,2)
, temp as
SELECT t.topping_name,
           CASE WHEN a.amount is null THEN 0
                 ELSE a.amount
           END as amounts,
           CASE WHEn e.counts is null THEN 0
                 ELSE e.counts
           END as exclusions,
           CASE WHEN e2.counts is null THEN 0
                 ELSE e2.counts
           END as extras
FROM toppings as t
     LEFT JOIN amounts as a
     USING(pizza id)
           LEFT JOIN exclusive as e
           ON e.exclusions = t.topping id and e.pizza id =
t.pizza id
                LEFT JOIN extra as e2
                ON e2.extras = t.topping_id and e2.pizza_id =
t.pizza id
ORDER BY 1
SELECT t. topping_name,
           (sum(t.amounts)-sum(t.exclusions)+sum(extras)) as
quantity
FROM temp as t
GROUP BY 1
ORDER BY 2 DESC
```

topping_name 👣	<sup>123</sup> quantity	T:
Bacon		15
Mushrooms		11
Cheese		10
Beef		9
Chicken		9
Pepperoni		9
Salami		9
BBQ Sauce		8
Onions		3
Peppers		3
Tomatoes		3
Tomato Sauce		3

## IV. D. Pricing and Ratings

1) If a Meat Lovers pizza costs \$12 and Vegetarian costs \$10 and there were no charges for changes - how much money has Pizza Runner made so far if there are no delivery fees?

```
WITH temp as
SELECT pn.pizza name ,
           CASE WHEN pn.pizza id = 1 THEN 12
                  ELSE 10
           END as price
FROM customer orders co
     LEFT JOIN pizza names pn
     USING(pizza id)
           LEFT JOIN runner orders ro
           USING(order id)
WHERE ro.pickup time is not null
SELECT t.pizza name,
           CONCAT(sum(price),'$') as total revenue
FROM temp as t
  pizza_name 🌃 🚾 total_revenue ₲
Meatlovers
              138$
```

- 2) What if there was an additional \$1 charge for any pizza extras?
- Add cheese is \$1 extra

```
USING(pizza_id)

LEFT JOIN runner_orders ro

USING(order_id)

WHERE ro.pickup_time is not null
)

SELECT t.pizza_name,

CONCAT(sum(price)+sum(extra_price),'$') as

total_revenue

FROM temp as t

Meatlovers

142$
```

- 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.
- 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?

```
o customer_id
o order_id
o runner_id
o rating
o order_time
o pickup_time
```

- Time between order and pickup
- Delivery duration
- Average speed
- Total number of pizzas
  - 5) If a Meat Lovers pizza was \$12 and Vegetarian \$10 fixed prices with no cost for extras and each runner is paid \$0.30 per kilometre traveled how much money does Pizza Runner have left over after these deliveries?

# V. E. Bonus Questions

If Danny wants to expand his range of pizzas - how would this impact the existing data design? Write an INSERT statement to demonstrate what would happen if a new Supreme pizza with all the toppings was added to the Pizza Runner menu?