Dataset Description

1. Food Table

- **f_id:** Unique identifier for each food item.
- **item:** Name of the food item (e.g., "Aloo Tikki Burger").
- **veg_or_non_veg:** Classification indicating whether the item is vegetarian or non-vegetarian.

2. Menu Table

- **menu_id:** Unique identifier for a specific menu entry.
- **r_id:** Identifier for the restaurant that offers the menu item.
- **f_id:** Foreign key linking the menu item to the Food table, allowing you to know what food is being offered.
- **cuisine:** Type of cuisine offered (e.g., Indian, Italian).
- **price:** Price of the food item on the menu.

3. Order Table

- **order_date:** Date when the order was placed.
- **sales_qty:** Quantity of items sold.
- **sales_amount:** Total amount of sales for the order.
- **currency:** Currency in which the transaction was made.
- **user_id:** Unique identifier for the customer placing the order.
- **r_id:** Restaurant identifier showing from which restaurant the order was made.

4. Order_Type Table

- **Order_Id:** Unique order identifier linking orders to their types.
- **Type:** Category of the order (this might indicate dine-in, delivery, take-away, etc.).

5. Restaurant Table

- **id:** Unique identifier for the restaurant.
- **name:** Restaurant name.
- **Country:** Country where the restaurant is located.
- **city:** City in which the restaurant operates.
- **rating:** Average customer rating for the restaurant.
- **rating_count:** Total number of ratings received.
- **cuisine:** The primary cuisine offered by the restaurant.
- **link:** URL or link to the restaurant's webpage or profile.
- **address:** Physical address of the restaurant.

Business request

Project Objectives:

1. **Optimize Menu Offerings and Pricing Strategies:**
    - Utilize the connection between the Food and Menu tables to analyze which items (categorized by veg_or_non_veg and cuisine) generate the most revenue.
    - Identify trends in customer preferences to optimize menu offerings and adjust pricing strategies accordingly.
2. **Enhance Sales and Order Analysis:**
    - Examine the Order table to track sales performance over time, analyzing key metrics such as sales quantity, sales amount, and order frequency.

    - Correlate order data with order types (from the Order_Type table) to understand the performance of dine-in, delivery, and take-away channels.
3. **Monitor Restaurant Performance:**
    - Leverage data from the Restaurant table (including ratings, rating counts, city, and country) to evaluate restaurant performance across different regions.
    - Identify high-performing restaurants and areas with growth potential, supporting targeted marketing and operational improvements.
4. **Geographic and Customer Segmentation:**
    - Use restaurant city and country information to perform geographic segmentation, allowing us to tailor marketing efforts and resource allocation by region.
    - Integrate customer order patterns (using user_id from the Order table) to profile customer segments and drive personalized promotions.

Expected Deliverables:

- **Interactive Dashboard:** A dynamic Power BI dashboard that integrates all the data sources, offering drill-down capabilities from overall sales to detailed menu performance and customer behavior.
- **Key Performance Indicators (KPIs):** Visualizations highlighting total sales, order counts, revenue trends, and restaurant ratings, enabling quick assessment of business health.
- **Actionable Insights:** Reports and analytics that provide recommendations on menu adjustments, pricing strategies, and targeted marketing campaigns.
- **Regional Analysis:** Insights into city and country-level performance, aiding in the identification of growth opportunities and operational challenges.