

# The Taste of The World Cafe

### **Dishes Starting from \$5**

**Order Now** 



#### The Assignment

The Taste of the World Café debuted a new Menu at the start of the Year 2023.

We've been asked to analyze the customer Data to see which dishes are doing Well and not Doing well.





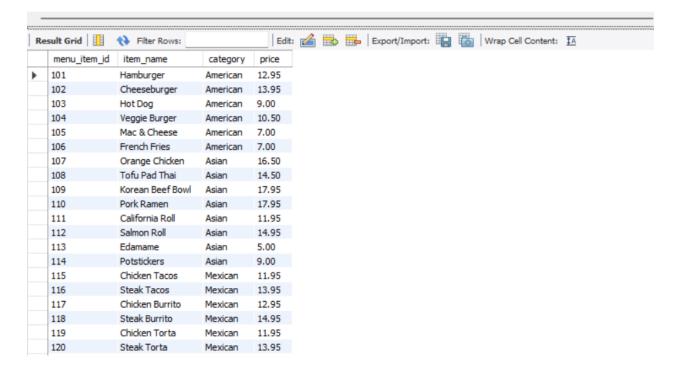
#### **The Objectives**

- 1. Explore the menu\_items table to get an idea of what's on the Menu.
- 2. Explore order\_details table to get an idea of price range and data range.
- 3. Use both tables to understand how customers are reaching to the new menu.

#### 1. Exploring menu\_items table

1. Exploring menu\_items table

1 • SELECT \* FROM restaurant\_db.menu\_items;



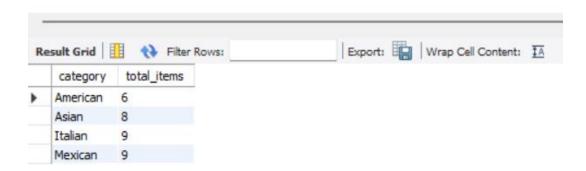
#### 2. Total Numbers of items on the Menu.

SELECT COUNT(DISTINCT item\_name) AS num\_items **1** • FROM menu\_items; Export: Wrap Cell Content: IA Result Grid Filter Rows: num\_items

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# 3. How Many Items are there in each Category.

- SELECT category,
- COUNT(DISTINCT item\_name) AS total\_items
- FROM menu\_items
- 4 GROUP BY category;



### 4. What are the most expensive items on the menu.

- 1 SELECT \* FROM menu\_items
- ORDER BY price DESC;

	menu_item_id	item_name	category	price	
•	130	Shrimp Scampi	Italian	19.95	
	109	Korean Beef Bowl	Asian	17.95	
	110	Pork Ramen	Asian	17.95	
	125	Spaghetti & Meatballs	Italian	17.95	
	127	Meat Lasagna	Italian	17.95	
	131	Chicken Parmesan	Italian	17.95	
	132	Eggplant Parmesan	Italian	16.95	
	107	Orange Chicken	Asian	16.50	
	128	Cheese Lasagna	Italian	15.50	
	129	Mushroom Ravioli	Italian	15.50	
	112	Salmon Roll	Asian	14.95	
	118	Steak Burrito	Mexican	14.95	
	108	Tofu Pad Thai	Asian	14.50	
	124	Spaghetti	Italian	14.50	
	126	Fettuccine Alfredo	Italian	14.50	
	102	Cheeseburger	American	13.95	
	116	Steak Tacos	Mexican	13.95	
	120	Steak Torta	Mexican	13.95	
	101	Hamburger	American	12.95	

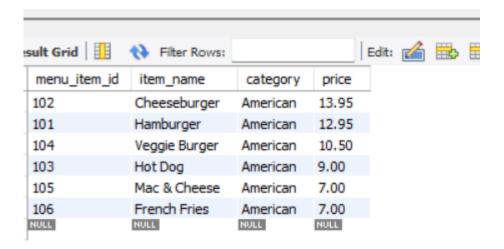
## 5. What are the least expensive items on the menu.

- 1 SELECT \* FROM menu\_items
- ORDER BY price ASC;

esult Grid	♦ Filter Rows:		Edit:	Î
menu_item_id	item_name	category	price	
113	Edamame	Asian	5.00	
105	Mac & Cheese	American	7.00	
106	French Fries	American	7.00	
122	Chips & Salsa	Mexican	7.00	
103	Hot Dog	American	9.00	
114	Potstickers	Asian	9.00	
123	Chips & Guacamole	Mexican	9.00	
104	Veggie Burger	American	10.50	
121	Cheese Quesadillas	Mexican	10.50	
111	California Roll	Asian	11.95	
115	Chicken Tacos	Mexican	11.95	
119	Chicken Torta	Mexican	11.95	
101	Hamburger	American	12.95	
117	Chicken Burrito	Mexican	12.95	
102	Cheeseburger	American	13.95	
116	Steak Tacos	Mexican	13.95	
120	Steak Torta	Mexican	13.95	

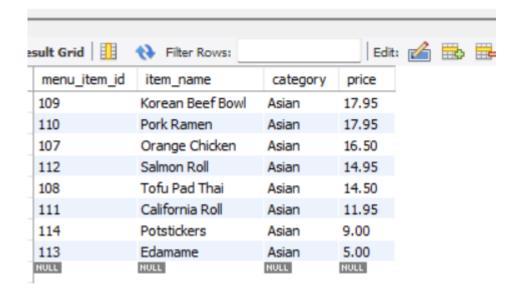
6. a) What are the most and least expensive American items on the menu.

- 1 SELECT \* FROM menu\_items
- WHERE category = "American"
- 3 ORDER BY price DESC;



b) What are the most and least expensive Asian items on the menu.

- 1 SELECT \* FROM menu\_items
- 2 WHERE category = "Asian"
- 3 ORDER BY price DESC;



C) What are the most and least expensive Italian items on the menu.

- 1 SELECT \* FROM menu\_items
- WHERE category = "Italian"
- 3 ORDER BY price DESC;

esult Grid	Filter Rows:		Edit:	1	<u>-</u>
menu_item_id	item_name	category	price		
130	Shrimp Scampi	Italian	19.95		
125	Spaghetti & Meatballs	Italian	17.95		
127	Meat Lasagna	Italian	17.95		
131	Chicken Parmesan	Italian	17.95		
132	Eggplant Parmesan	Italian	16.95		
128	Cheese Lasagna	Italian	15.50		
129	Mushroom Ravioli	Italian	15.50		
124	Spaghetti	Italian	14.50		
126	Fettuccine Alfredo	Italian	14.50		
NULL	NULL	NULL	NULL		

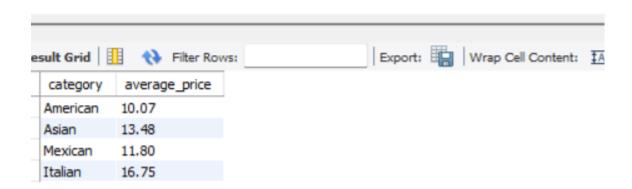
d) What are the least and most expensive items on the menu.

- 1 SELECT \* FROM menu\_items
- WHERE category = "Mexican"
- 3 ORDER BY price DESC;

esult Grid	N Filter Rows:		Edit: 🚣 📆
menu_item_id	item_name	category	price
118	Steak Burrito	Mexican	14.95
116	Steak Tacos	Mexican	13.95
120	Steak Torta	Mexican	13.95
117	Chicken Burrito	Mexican	12.95
115	Chicken Tacos	Mexican	11.95
119	Chicken Torta	Mexican	11.95
121	Cheese Quesadillas	Mexican	10.50
123	Chips & Guacamole	Mexican	9.00
122	Chips & Salsa	Mexican	7.00
NULL	NULL	NULL	NULL

#### 7. What is the average dish price in each category.

```
1 • SELECT category,
2 ROUND(AVG(price),2) AS average_price
3 FROM menu_items
4 GROUP BY category;
```



#### 2. Exploring order\_details table

1. Exploring order\_details table

1 • SELECT \* FROM order\_details;

order_details_id	order_id	order_date	order_time	item_id
1	1	2023-01-01	11:38:36	109
2	2	2023-01-01	11:57:40	108
3	2	2023-01-01	11:57:40	124
4	2	2023-01-01	11:57:40	117
5	2	2023-01-01	11:57:40	129
5	2	2023-01-01	11:57:40	106
7	3	2023-01-01	12:12:28	117
3	3	2023-01-01	12:12:28	119
9	4	2023-01-01	12:16:31	117
10	5	2023-01-01	12:21:30	117
11	6	2023-01-01	12:29:36	101
12	6	2023-01-01	12:29:36	114
13	7	2023-01-01	12:50:37	123
14	8	2023-01-01	12:51:37	123
15	9	2023-01-01	12:52:01	108
16	9	2023-01-01	12:52:01	126
17	9	2023-01-01	12:52:01	110
18	9	2023-01-01	12:52:01	117
19	9	2023-01-01	12:52:01	117
20	9	2023-01-01	12:52:01	129

2. What is the date range of the table.

1 SELECT
2 MIN(order\_date) AS start\_date,
3 MAX(order\_date) AS end\_date
4 FROM order\_details;



3. How many orders were made within this date range.

1 • SELECT
2 COUNT(DISTINCT order\_id) AS
3 total\_orders
4 FROM order\_details;



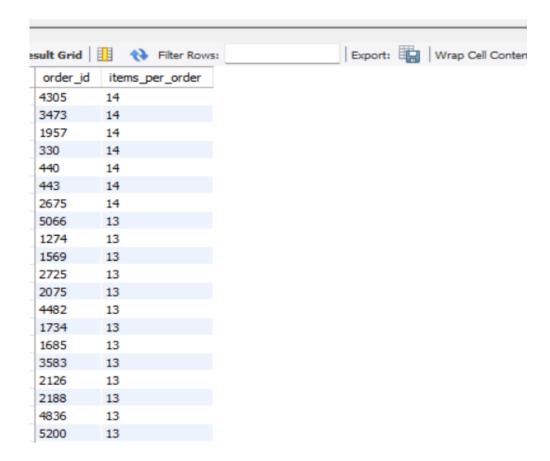
4. How many items were ordered within this date range.

```
1 • SELECT
2    COUNT(order_details_id) AS num_items
3    FROM order_details;
```



### 5. What is the maximum number of items per order.

- 1 SELECT order\_id,
- 2 COUNT(item\_id) AS items\_per\_order
- 3 FROM order\_details
- 4 GROUP BY order\_id
- ORDER BY items\_per\_order DESC



#### 3. Analyzing Customer Behaviour

1. Joining two tables using Joins.

- 1 SELECT \*
- 2 FROM order\_details AS o
- 3 LEFT JOIN menu\_items AS m
- 4 ON m.menu\_item\_id = o.item\_id;

sult Grid 🔠 🐧	Filter Rov	/s:	Expo	ort: 📳	Wrap Cell Conten	t: IA Fetch rows:		
order_details_id	order_id	order_date	order_time	item_id	menu_item_id	item_name	category	price
1	1	2023-01-01	11:38:36	109	109	Korean Beef Bowl	Asian	17.95
2	2	2023-01-01	11:57:40	108	108	Tofu Pad Thai	Asian	14.50
3	2	2023-01-01	11:57:40	124	124	Spaghetti	Italian	14.50
4	2	2023-01-01	11:57:40	117	117	Chicken Burrito	Mexican	12.95
5	2	2023-01-01	11:57:40	129	129	Mushroom Ravioli	Italian	15.50
6	2	2023-01-01	11:57:40	106	106	French Fries	American	7.00
7	3	2023-01-01	12:12:28	117	117	Chicken Burrito	Mexican	12.95
8	3	2023-01-01	12:12:28	119	119	Chicken Torta	Mexican	11.95
9	4	2023-01-01	12:16:31	117	117	Chicken Burrito	Mexican	12.95
10	5	2023-01-01	12:21:30	117	117	Chicken Burrito	Mexican	12.95
11	6	2023-01-01	12:29:36	101	101	Hamburger	American	12.95
12	6	2023-01-01	12:29:36	114	114	Potstickers	Asian	9.00
13	7	2023-01-01	12:50:37	123	123	Chips & Guacamole	Mexican	9.00
14	8	2023-01-01	12:51:37	123	123	Chips & Guacamole	Mexican	9.00
15	9	2023-01-01	12:52:01	108	108	Tofu Pad Thai	Asian	14.50
16	9	2023-01-01	12:52:01	126	126	Fettuccine Alfredo	Italian	14.50
17	9	2023-01-01	12:52:01	110	110	Pork Ramen	Asian	17.95
18	9	2023-01-01	12:52:01	117	117	Chicken Burrito	Mexican	12.95
19	9	2023-01-01	12:52:01	117	117	Chicken Burrito	Mexican	12.95
20	9	2023-01-01	12:52:01	129	129	Mushroom Ravioli	Italian	15.50

#### 2. What were the most ordered items. What categories were they in.

```
1 • SELECT item_name, category,
2    COUNT(order_details_id) AS total_orders,
3    (COUNT(order_details_id) / (SELECT COUNT(*) FROM order_details)) *100
4    AS percentage_of_total_orders
5    FROM order_details as o
6    LEFT JOIN menu_items as m
7    ON m.menu_item_id = o.item_id
8    GROUP BY item_name, category
9    ORDER BY total_orders DESC;
```

esult Grid 🔢 🙌 F	ilter Rows:		Export: Wrap Cell Co
item_name	category	total_orders	percentage_of_total_orders
Hamburger	American	622	5.0842
Edamame	Asian	620	5.0678
Korean Beef Bowl	Asian	588	4.8063
Cheeseburger	American	583	4.7654
French Fries	American	571	4.6673
Tofu Pad Thai	Asian	562	4.5938
Steak Torta	Mexican	489	3.9971
Spaghetti & Meatballs	Italian	470	3.8418
Mac & Cheese	American	463	3.7845
Chips & Salsa	Mexican	461	3.7682
Orange Chicken	Asian	456	3.7273
Chicken Burrito	Mexican	455	3.7191
Eggplant Parmesan	Italian	420	3.4331
Chicken Torta	Mexican	379	3.0979
Spaghetti	Italian	367	2.9998

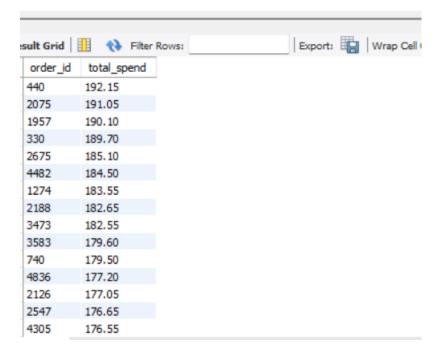
## 3. What were the least ordered items. What categories where they in.

1 • SELECT item\_name, category, price,
2 COUNT(order\_details\_id) AS total\_orders
3 FROM order\_details AS o
4 LEFT JOIN menu\_items AS m
5 ON m.menu\_item\_id = o.item\_id
6 GROUP BY item\_name, category, price
7 ORDER BY total\_orders ASC;

ult Grid 🔢 🔌	Filter Rows:		Export: Wrap Cell	Content: TA
item_name	category	price	total_orders	
Chicken Tacos	Mexican	11.95	123	
NULL	NULL	NULL	137	
Potstickers	Asian	9.00	205	
Cheese Lasagna	Italian	15.50	207	
Steak Tacos	Mexican	13.95	214	
Cheese Quesadillas	Mexican	10.50	233	
Chips & Guacamole	Mexican	9.00	237	
Veggie Burger	American	10.50	238	
Shrimp Scampi	Italian	19.95	239	
Fettuccine Alfredo	Italian	14.50	249	
Hot Dog	American	9.00	257	
Meat Lasagna	Italian	17.95	273	
Salmon Roll	Asian	14.95	324	
Steak Burrito	Mexican	14.95	354	
California Roll	Asian	11.95	355	

4. What do the highest spending orders look like. How much did they spend.

- l SELECT order\_id,
- SUM(price) AS total\_spend
- 3 FROM order\_details AS o
- 4 LEFT JOIN menu\_items AS m
- 5 ON m.menu\_item\_id = o.item\_id
- 6 GROUP BY order\_id
- 7 ORDER BY total\_spend DESC;



5. Which category of items were purchased the most by customers.

```
1 • SELECT category,
2    COUNT(item_id) AS num_items
3    FROM order_details AS o
4    LEFT JOIN menu_items AS m
5    ON m.menu_item_id = o.item_id
6    GROUP BY category
7    ORDER BY num_items DESC;
```



6. a) Which Asian dishes did customers spend the most on.

- 1 SELECT category,item\_name,
- SUM(price) AS total\_spend
  FROM order\_details AS o
- 4 LEFT JOIN menu\_items AS m
- 5 ON m.menu\_item\_id = o.item\_id
- 6 GROUP BY category, item\_name
- 7 HAVING category = "Asian"
- 8 ORDER BY total\_spend DESC;

category	item_name	total_spend	
Asian	Korean Beef Bowl	10554.60	
Asian	Tofu Pad Thai	8149.00	
Asian	Orange Chicken	7524.00	
Asian	Pork Ramen	6462.00	
Asian	Salmon Roll	4843.80	
Asian	California Roll	4242.25	
Asian	Edamame	3100.00	
Asian	Potstickers	1845.00	

b) Which Italian dishes did customers spend the most on.

- SELECT category, item\_name,
- 2 SUM(price) AS total\_spend
- FROM order\_details AS o
- 4 LEFT JOIN menu\_items AS m
- ON m.menu\_item\_id = o.item\_id
- 6 GROUP BY category, item\_name
- 7 HAVING category = "Italian"
- 8 ORDER BY total\_spend DESC;



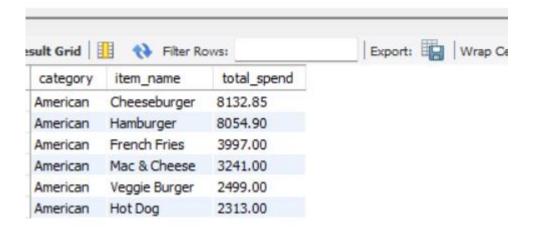
c) Which Mexican dishes did customers spend the most on.

- SELECT category, item\_name,
- SUM(price) AS total\_spend
- 3 FROM order\_details AS o
- 4 LEFT JOIN menu\_items AS m
- 5 ON m.menu\_item\_id = o.item\_id
- 6 GROUP BY category, item\_name
- 7 HAVING category = "Mexican"
- 8 ORDER BY total\_spend DESC;

esult Grid	♦ Filter Rows:		Export:	Wrap Cell Cont
category	item_name	total_spend		
Mexican	Steak Torta	6821.55		
Mexican	Chicken Burrito	5892.25		
Mexican	Steak Burrito	5292.30		
Mexican	Chicken Torta	4529.05		
Mexican	Chips & Salsa	3227.00		
Mexican	Steak Tacos	2985.30		
Mexican	Cheese Quesadillas	2446.50		
Mexican	Chips & Guacamole	2133.00		
Mexican	Chicken Tacos	1469.85		

d) Which American dishes did customers spend the most.

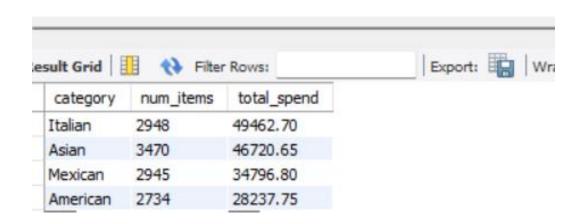
```
1 • SELECT category,item_name,
2 SUM(price) AS total_spend
3 FROM order_details AS o
4 LEFT JOIN menu_items AS m
5 ON m.menu_item_id = o.item_id
6 GROUP BY category,item_name
7 HAVING category = "American"
8 ORDER BY total spend DESC;
```



### 7) Which Italian dishes did customers spend the most on.



```
SELECT category,
COUNT(item_id) AS num_items,
SUM(price) AS total_spend
FROM order_details AS o
LEFT JOIN menu_items AS m
ON m.menu_item_id = o.item_id
GROUP BY category
ORDER BY total_spend DESC;
```



#### **Insights**

- 1. There are 32 new dishes on the menu
- 2. Count of dishes from different categories American 6, Asian 8, Italian 9, Mexican 9
- 3. Edamame from Asian is the least expensive (\$5)
- 4. Shrimp Scampi from Italian is the most expensive (\$19.95)
- 5. Italian dishes are the most expensive (Average price \$16.75)
- 6. American dishes are most affordable (Average price \$10.07)
- 7. Total Orders 5370, Number of items ordered 12234
- 8. Maximum Items per order is 14
- 9. Most ordered items are American (Hamburger (5.08%)) and Asian (Edamame (5.06%))
- 10. Highest spending order \$192.15
- 11. 'Customers spent the most on the 'Korean Beef Bowl' from Asian category, 'Spaghetti & Meatballs' from Italian, 'Steak Torta' from Mexican, 'Cheeseburger' from Mexican.
- 12. Despite the higher prices of Italian dishes, customers still prefer to purchase them.

#### Recommendations

1. Which cuisines should we focus on developing more menu items for based on the data? American Cuisine should consider expanding its menu offerings to meet customer demand.





SQL Data Analysis

By Asad Malik

