

Case Study #1 - Danny's Diner

Problem statement:

Danny wants to use the data to answer a few simple questions about his customers, especially about their visiting patterns, how much money they've spent and also which menu items are their favourite. Having this deeper connection with his customers will help him deliver a better and more personalised experience for his loyal customers.

Tables used for analysis:

The **Sales** table captures all customer_id level purchases with a corresponding order_date and product_id information for when and what menu items were ordered.

The **Menu** table maps the product_id to the actual product_name and price of each menu item.

The **Members** table captures the join_date when a customer_id joined the beta version of the Danny's Diner loyalty program.

Sales

customer_id	order_date	product_id
A	2021-01-01	1
A	2021-01-01	2
A	2021-01-07	2
A	2021-01-10	3
A	2021-01-11	3
A	2021-01-11	3
B	2021-01-01	2
B	2021-01-02	2
B	2021-01-04	1
B	2021-01-11	1
B	2021-01-16	3
B	2021-02-01	3
C	2021-01-01	3
C	2021-01-01	3
C	2021-01-07	3

Menu

product_id	product_name	price
1	sushi	10
2	curry	15
3	ramen	12

Members

customer_id	join_date
A	2021-01-07
B	2021-01-09

Entity Relationship Diagram (ERD):

