Data Analytics Portfolio

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Project: Restaurant Orders – SQL Analysis

Domain: Business Analytics | SQL Data Analysis

Problem Statement

A restaurant serving international cuisine provided a quarter's worth of order data, including timestamps, items ordered, categories, and prices. The goal was to analyze the data using SQL to uncover ordering patterns and business insights.

Approach & Methodology

- Designed SQL queries to identify the most and least ordered items by category.
- Analyzed high-value orders to find items contributing most to total spend.
- Studied order distribution over time to identify peak and off-peak hours.
- Examined cuisine-level trends to recommend which categories to expand.

Key Insights

- Most ordered items belonged to popular categories such as [Fill with your actual result].
- Least ordered items highlighted underperforming menu options.
- Highest spend orders often included combinations of [Your finding].
- Peak order times were observed during [Your finding], while off-peak occurred in [Your finding].
- Recommended focus on [Cuisine(s)] for menu expansion based on demand.

Outcome

Delivered actionable business insights using SQL, enabling better decisions around menu design, pricing, and customer engagement strategies.

Skills & Tools

- SQL (Joins, Group By, Aggregations, Window Functions)
- Data Analysis & Business Insights
- Problem Solving & Data-Driven Recommendations