**Restaurant Order Analysis report**

**Objective 1**

**Explore the items table**

1. What are the least and most expensive items on the menu?

-- least expensive item is edamame Asian oof with a price of 5.00

-- expensive item is Shrimp Scampi Italian food with a price of 19.95

1. How many Italian dishes are on the menu?

-- 9 Italian dishes are on the menu

1. What are the least and most expensive Italian dishes on the menu?

-- Spaghetti 14.50

-- Fettuccine Alfredo 14.50

-- Cheese Lasagna 15.50

-- Mushroom Ravioli, 15.50

1. How many dishes are in each category?

-- American 6

-- Asian 8

-- Mexican 9

-- Italian 9

1. What is the average dish price within each category?

-- American 10.0000

-- Asian 16.0000

-- Italian 20.0000

--Mexican 13.0000

**Objective 2**

**Explore the orders table**

1. View the **order\_details** table. What is the date range of the table?

-- January to March Year 2023

1. How many orders were made within this date range?

-- 5370 of order within 3 months

1. Monthly Revenue and number of orders monthly?

-- March, Number of orders 4142, Revenue 54610.60

-- January, Number of orders 4104, Revenue 53816.95

-- February, Number of orders 3851, Revenue 50790.35

1. How many items were ordered within this date range?

-- 12234 items were order

1. Which orders had the most number of items?

-- Order ID 330, 14 orders

-- Order ID 440, 14 orders

-- Order ID 443, 14 orders

-- Order ID 1957, 14 orders

-- Order ID 2675, 14 orders

-- Order ID 3473, 14 orders

-- Order ID 4305, 14 orders

1. How many orders had more than 12 items?

-- 20 number of orders had more than 12 items

**Analyze customer behavior**

**Objective 3**

1. What were the least and most ordered items? What categories were they in?

-- Least ordered item is Chicken Tacos, Mexican food with 123 orders in 3 months

-- Most ordered items is Hamburger, American, with 622 orders in 3 months

1. What were the top 5 orders that spent the most money?

-- Order ID 440, 192.15

-- Order ID 2075, 191.05

-- Order ID 1957, 190.10

-- Order ID 330, 189.70

-- Order ID 2675, 185.10

View the details of the highest spend order. Which specific items were purchased?

Steak Tacos, Hot Dog, Spaghetti, Spaghetti & Meatballs, Fettuccine Alfredo, Korean Beef Bowl, Meat, Lasagna, Edamame, Chips & Salsa, Chicken Parmesan, French Fries, Eggplant Parmesan

Most of the ordered items are Italian dishes.

1. View the details of the top 5 highest spend orders

Most ordered in the top 5 are Italian, Asian, Mexican dishes and the least ordered is American dishes.

**Recommendation**

**Explore the items table Analysis**

Menu Enhancement

American dishes do not have that much items, and the Italian price is so much higher than other food

Do a customer survey about the dishes and prices of foods and ask what do they recommend about it.

Diversify American Dishes

* Add more American comfort food options, such as BBQ ribs, sliders, or mac and cheese, to appeal to a broader audience.
* Highlight American dishes with combo meal deals or promotional discounts to increase visibility.

Balance Pricing Across Categories

* Evaluate customer sensitivity to Italian dish pricing. Consider introducing smaller portion sizes or budget-friendly Italian options to attract more customers.

Introduce Seasonal Specials

* Create a rotating menu of seasonal dishes, incorporating customer-favorite categories like Italian and Asian.

**Explore the orders table Analysis**

February, Number of orders 3851, Revenue 50790.35 has the lowest number of orders resulting to lowest revenue in January to March

Factors

* Many reasons Inflation surge because of pandemic, high inflation, consumer spending has weakened because household spending power has taken a hit from rising prices.
* Customers is buying more chocolate, flowers, and gifts because of February Month of heart introduce and discount introduce Valentine-themed promotions in February to counter low spending due to external factor

Sales and Marketing Strategies

Promotions for Low-Performing Months

* February revenue was the lowest. Counter this with Valentine-themed discounts, meal packages for couples, or “dine and win” promotions.
* Utilize loyalty programs with points or discounts for repeat orders during slower months.

Highlight Popular Dishes

* Promote top-performing items like Hamburger and Italian dishes through social media and in-store displays.
* Offer limited-time bundles featuring these dishes to boost sales.

Upselling and Cross-Selling

* Train staff to recommend complementary items for every order (e.g., drinks, desserts, or appetizers).
* Implement digital recommendations for online orders based on popular pairings.

**Analyze customer behavior Analysis**

Customer Engagement

Focus on High-Performing Categories: Collect qualitative feedback on menu items like Chicken Tacos or Italian food to understand specific issues why they perform better and replicate those strategies across other categories.

Gather Feedback

* Use surveys or feedback forms to understand why certain items are less popular (e.g., Chicken Tacos). Adjust recipes, presentation, or pricing accordingly.

Personalize Customer Experience

* Use loyalty programs to collect data on customer preferences and offer personalized deals or recommendations.