Restaurant Order Analysis

Key insights into menu pricing, customer preferences, and spending patterns using SQL & visual analytics

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Executive Summary

This project analyzes restaurant order data using MySQL to derive insights into pricing trends, customer preferences, and spending patterns. The dataset includes over 12,000 transaction records across multiple cuisines and menu items.

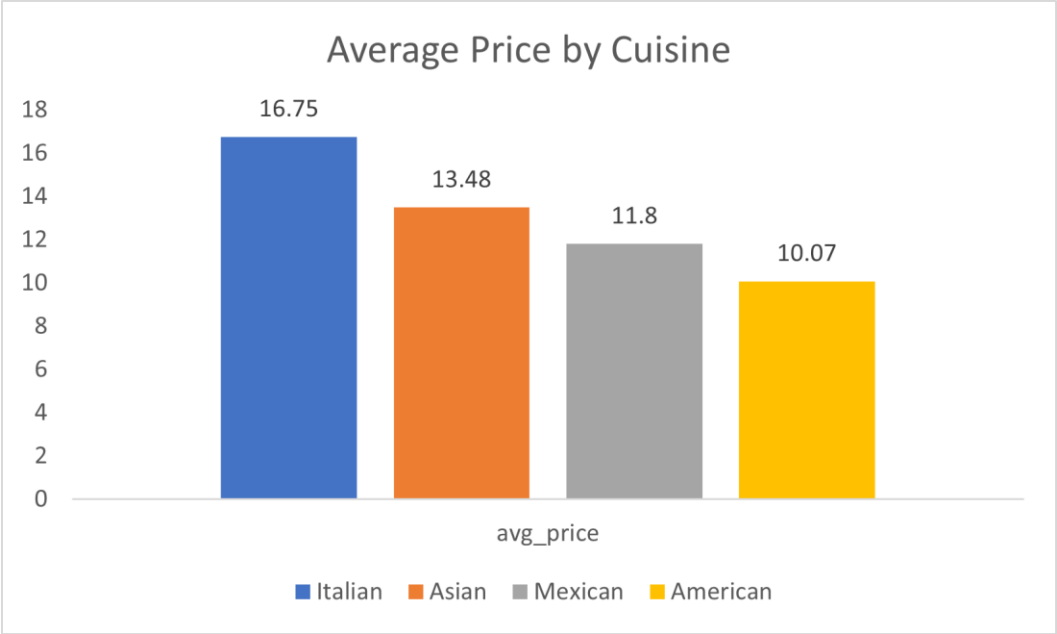By leveraging SQL queries for data exploration and visualization, this analysis uncovers:
• Italian cuisine drives the highest revenue, contributing over $49K.
• Shrimp Scampi is the most expensive dish on the menu at $19.95.
• Hamburgers and Edamame are the most frequently ordered dishes.
• Top 5 highest spending orders average above $185 each.
• American cuisine offers the lowest average price per dish, at around $10.07.

These findings provide actionable insights for optimizing menu pricing, boosting sales, and improving customer satisfaction.
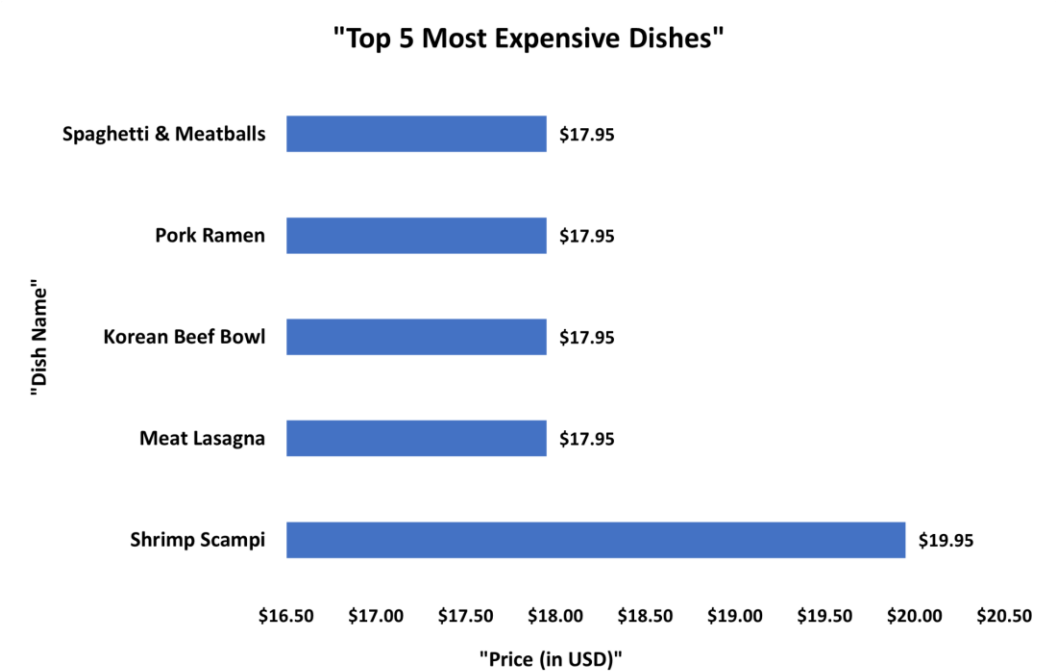
Key Insights Snapshot

• Italian cuisine generates the highest revenue (~$49K).

• Shrimp Scampi is the most expensive dish ($19.95).

• Hamburgers and Edamame are the most frequently ordered items.

• American cuisine has the lowest average pricing ($10.07).

• Top 5 highest-spending orders are above $185 each.

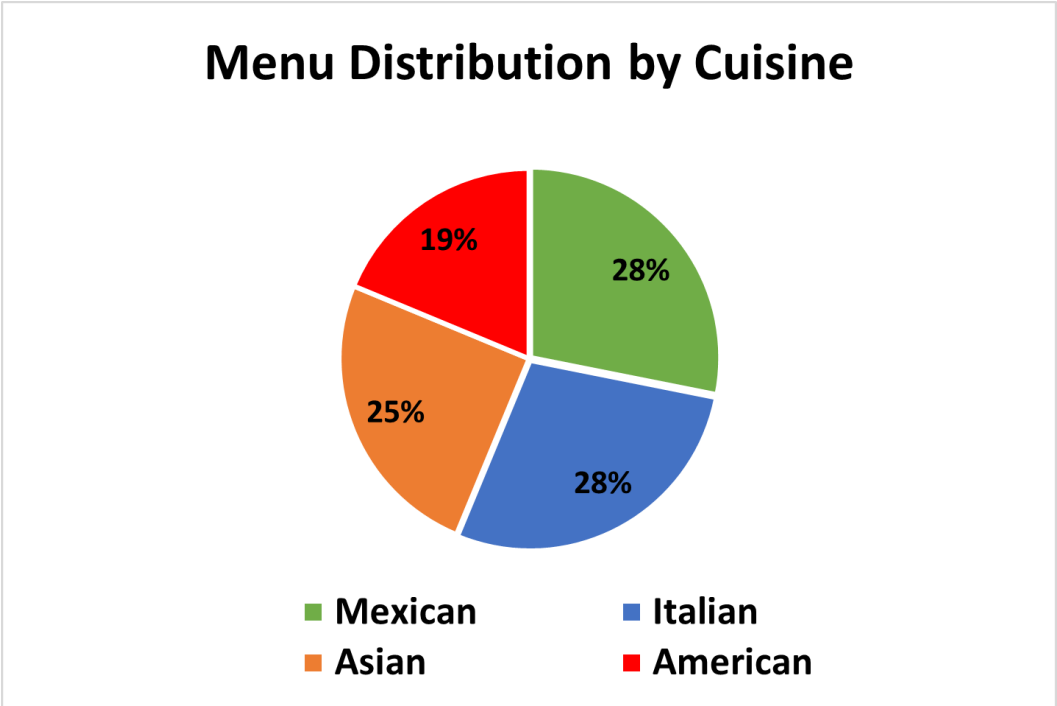## Average Price per Cuisine

Average Price by Cuisine

Italian cuisine shows the highest average price per dish ($16.75), while American dishes are priced lowest ($10.07).
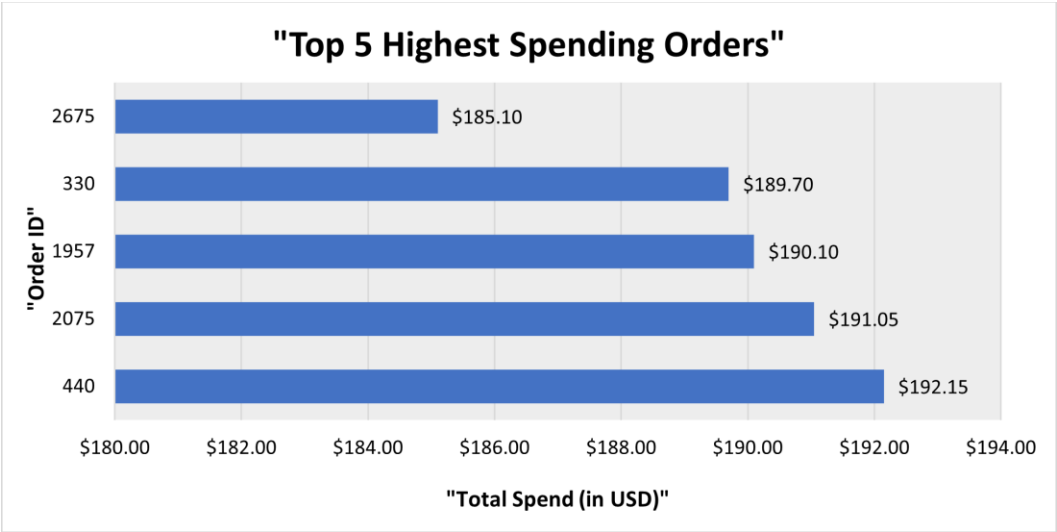
Top 5 Most Expensive Dishes

"Top 5 Most Expensive Dishes"

Shrimp Scampi leads as the most expensive dish at $19.95, followed closely by premium menu items priced at $17.95.
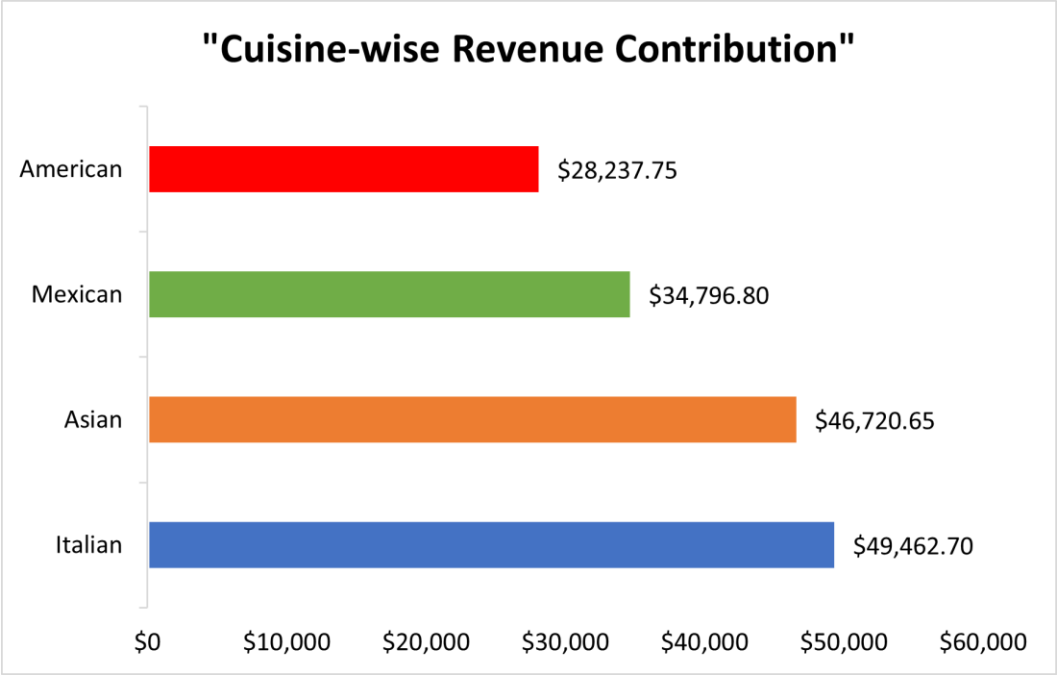
Menu Distribution by Cuisine

28%

28%

25%

19%

■ Mexican   ■ Italian
■ Asian   ■ American

Italian and Mexican cuisines dominate the menu, making up 28% each.

Top 5 Highest Spending Orders

"Top 5 Highest Spending Orders"

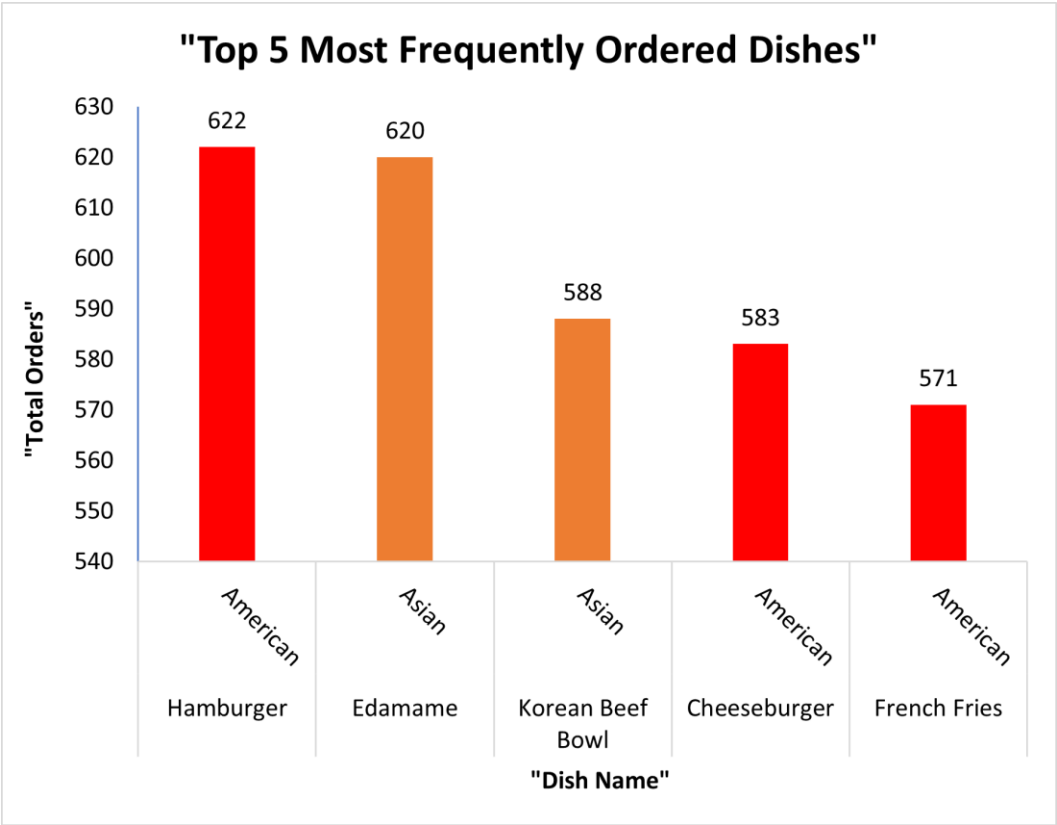| "Order ID"	Total Spend
2675	$185.10
330	$189.70
1957	$190.10
2075	$191.05
440	$192.15

"Total Spend (in USD)"

Top customer orders exceed $185, indicating significant high-value purchases.

Cuisine-wise Revenue Contribution

"Cuisine-wise Revenue Contribution"

Cuisine	Revenue
American	$28,237.75
Mexican	$34,796.80
Asian	$46,720.65
Italian	$49,462.70

Italian cuisine generates $49.5K in revenue, followed by Asian ($46.7K) and Mexican ($43.8K).

Top 5 Most Frequently Ordered Dishes

"Top 5 Most Frequently Ordered Dishes"

Hamburger and Edamame are the most frequently ordered items, with over 620+ orders each.

Conclusion

The restaurant order analysis highlights key insights into menu pricing, popular dishes, and customer behavior. Italian cuisine dominates both pricing and revenue contribution, while American dishes are more affordable and widely ordered. By leveraging these insights, restaurant managers can:

• Promote high-revenue dishes through combo offers.
• Revisit pricing strategies for underperforming cuisines.
• Focus on customer favorites to drive repeat sales.

These recommendations provide a data-driven foundation for improving overall performance and customer satisfaction.