

## Schema

```
CREATE TABLE "menu_items"(
    "menu_item_id" BIGINT NOT NULL,
    "item_name" VARCHAR(255) NOT NULL,
    "category" VARCHAR(255) NOT NULL,
    "price" FLOAT(53) NOT NULL
);

ALTER TABLE
    "menu_items" ADD PRIMARY KEY("menu_item_id");

CREATE TABLE "order_details"(
    "order_details_id" BIGINT NOT NULL,
    "order_id" BIGINT NOT NULL,
    "order_date" DATE NOT NULL,
    "order_time" TIME(0) WITHOUT TIME ZONE NOT NULL,
    "item_id" BIGINT NOT NULL
);

ALTER TABLE
    "order_details" ADD PRIMARY KEY("order_details_id");

ALTER TABLE
    "order_details" ADD CONSTRAINT "order_details_item_id_foreign" FOREIGN
KEY("item_id") REFERENCES "menu_items"("menu_item_id");
```

# Restaurants

Category \*

4 selections

From \*

January 1, 2023

To \*

March 31, 2023

**\$159.2k**

Revenue

**5,343**

Orders

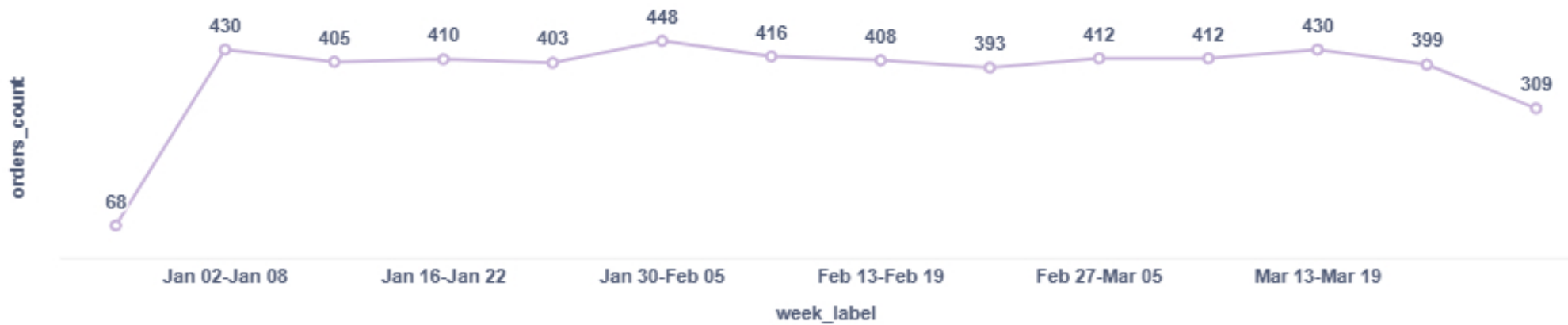
**\$29.80**

Avg Order Value

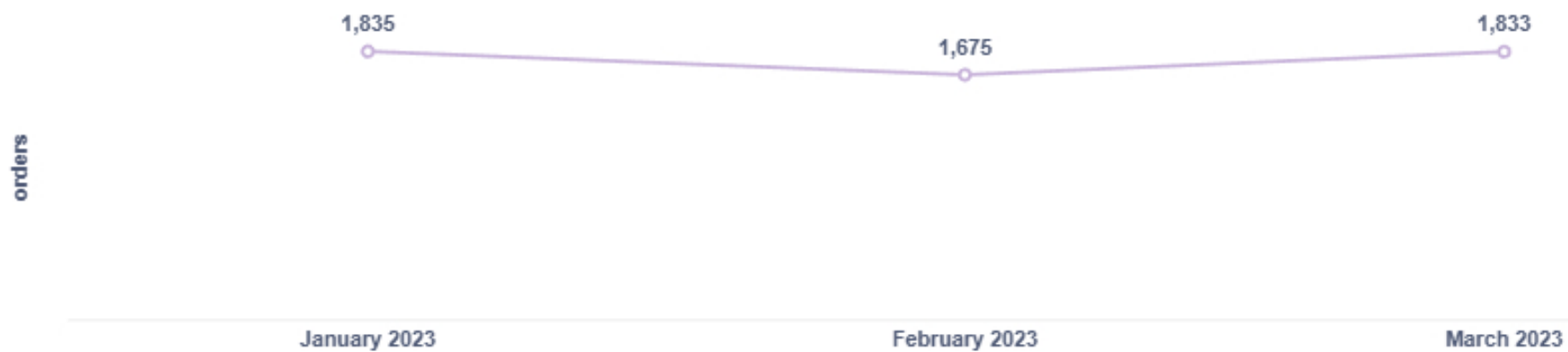
**2.26**

Avg Items Per Order

## Weekly Trend



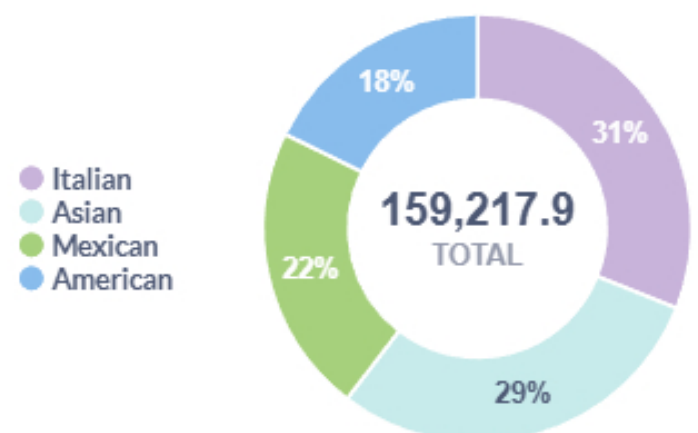
## Monthly Trend

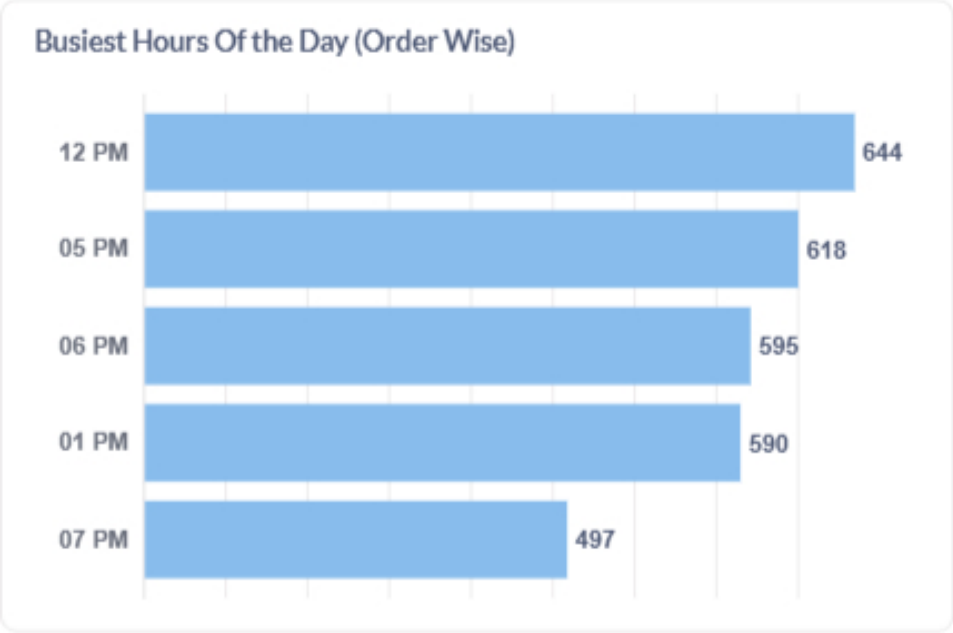
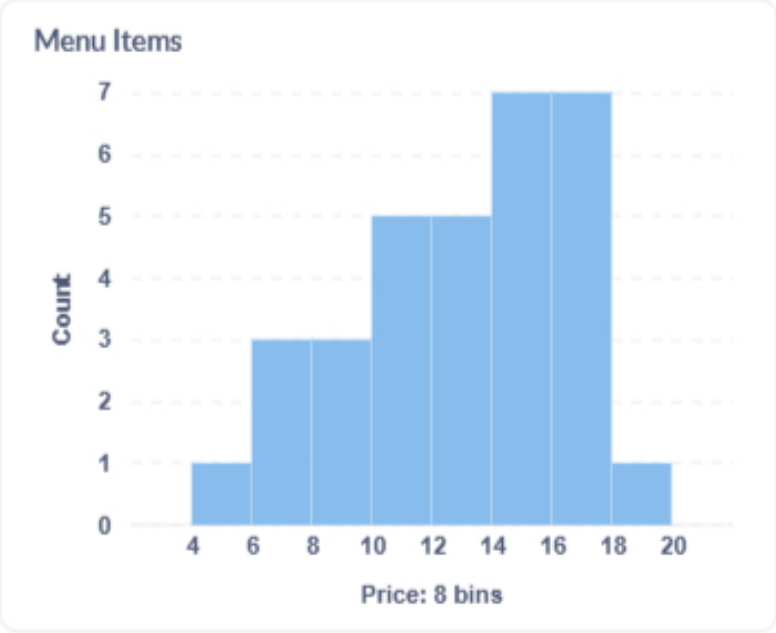
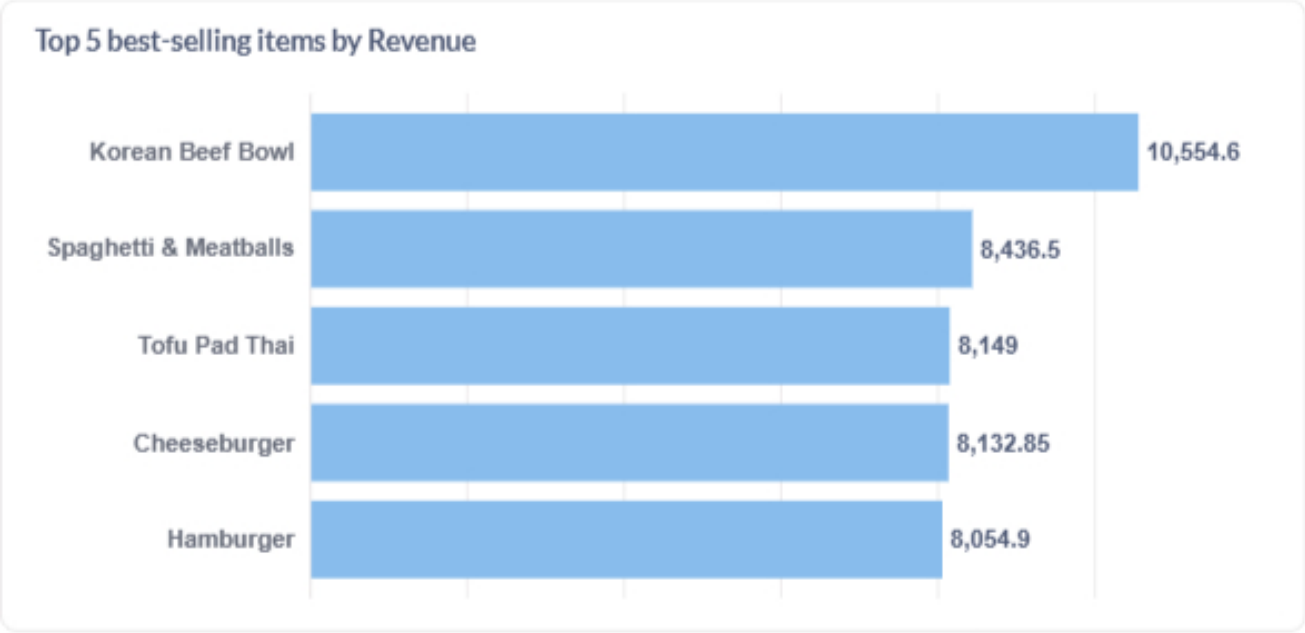


## Top 5 best-selling items by Quantity



## Revenue By Category -





### Combined with Price

#	combo	combined price	combo_count
1	Hamburger + Edamame	17.95	90
2	Cheeseburger + Edamame	18.95	88
3	Hamburger + Cheeseburger	26.9	85
4	Korean Beef Bowl + Edamame	22.95	79
5	French Fries + Korean Beef Bowl	24.95	78
5 rows			

# Key insights

## Top-Selling Items

- **Hamburger** (622 units)
- **Edamame** (620 units)
- **Korean Beef Bowl** – \$10,554.60
- **Spaghetti & Meatballs** – \$8,436.50

## Revenue by Category

- **Italian** – 31%
- **Asian** – 29%

## Order Trends (Seems Normal no heavy spike or something special)

- **Total Orders:** 5,343 (from Jan 1 to Mar 31, 2023)
- **Average Order Value:** \$29.80
- **Average Items per Order:** 2.26
- **Lowest Weekly Orders:** Mar 13–19 (309 orders)
- **Highest Monthly Orders:**
  - January 2023: 1,835
  - March 2023: 1,833

## Peak Ordering Hours (Lunch Time and Office End Time)

- **12 PM** – 644 orders
- **5 PM** – 618 orders
- **6 PM** – 595 orders

## Menu Item Pricing Distribution

- Majority of items priced between **\$14–\$18**
- Smaller groups priced at **\$4–\$6** and **\$18–\$20**

## Popular Item Combos

- **Hamburger + Edamame** – 90 orders
- **Cheeseburger + Edamame** – 88 orders
- **Hamburger + Cheeseburger** – 85 orders

# Recommendations

## 1. Promote High-Revenue Items

- Focus campaigns around **Korean Beef Bowl, Spaghetti & Meatballs, and Tofu Pad Thai**.
- Introduce value meals or premium bundles featuring these dishes.

## 2. Capitalize on Peak Hours

- Ensure **optimal staffing** and **stock levels** at **12 PM, 5 PM, and 6 PM**.
- Test **limited-time promotions** or discounts during these windows like “Power Hour Deals”.

## 3. Leverage Combo Popularity

- Feature top combos like "**Hamburger + Edamame**" and "**Cheeseburger + Edamame**" as **combo meals with a discount** to increase average order value. if we sell “**Hamburger + Edamame combo**” for 17.00 instead of separate 17.95 I think it will sell more. We can introduce package like “Rush hour Deal.”

## 4. Expand High-Performing Categories

- **Italian** and **Asian** cuisine perform best—consider:
  - Adding variety within these categories
  - Running **category-focused campaigns**