



SQL PORTFOLIO PROJECT



Ready to deliver
orders anywhere

NOON FOOD DELIVERY DATA INSIGHTS

Level-Advanced

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Problem Statement

Food delivery Aggregator Noon food launched Food in Dubai on 1st Jan 2025 .

Line Manager has assigned Jr. Data Analyst to report key performance metrics to gauge the performance of the matrix.

RDBMS : MySQL

Tools used : Excel, SQL & Canva

Input Table : Orders

Orders Table contain records of all orders placed on Aggregator Noon Food.

Order_id	Customer_code	Placed_at	Restaurant_id	Cuisine	Order_status	Promo_code_Name
OF1900191801	UFDDN1991918XUY1	2021-05-01 15:30:20	KMKMH6787	Lebanese	Delivered	Tasty50

Q1- TOP 2 OUTLETS BY CUISINE TYPE WITHOUT USING LIMIT & TOP ?

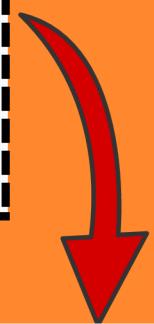
💡 Business Importance

🎯 Enhanced Customer Experience

📈 Data-Driven Marketing and Promotion

💰 Revenue Optimization

```
WITH cte AS ( SELECT Restaurant_id, Cuisine, COUNT(*) AS total_orders FROM orders GROUP BY Restaurant_id, Cuisine )  
  
SELECT * FROM ( SELECT *, ROW_NUMBER() OVER (PARTITION BY Cuisine ORDER BY total_orders DESC) AS orders_rnk FROM cte ) A  
WHERE orders_rnk <= 2;
```



Restaurant_id	Cuisine	total_orders	orders_rnk
BURGER99	American	8	1
AMERICAN2	American	6	2
PIZZA123	Italian	10	1
ITALIAN2	Italian	6	2
SUSHI456	Japanese	6	1
JAPANESE2	Japanese	5	2
KMKMH6787	Lebanese	10	1
LEBANESE2	Lebanese	9	2

Q2- FIND THE DAILY NEW CUSTOMER COUNT FROM THE LAUNCH DATE (HOW MANY NEW CUSTOMERS ARE WE ACQUIRING EVERYDAY) ?



✓ Core Indicator of Business Growth

💰 Optimize Customer Acquisition Cost (CAC)

🎯 Real-Time Marketing and Campaign Evaluation



```
WITH new_customer AS (SELECT Customer_code AS  
new_customer, DATE(MIN(Placed_at)) AS first_order_date FROM orders  
GROUP BY Customer_code  
ORDER BY first_order_date ASC)  
  
SELECT first_order_date, COUNT(*) AS no_new_customers FROM new_customer  
GROUP BY first_order_date;
```



first_order_date	no_new_customers
2025-01-01	2
2025-01-02	1
2025-01-03	1
2025-01-04	1
2025-01-05	3
2025-01-06	1
2025-01-07	1
2025-01-08	1

Q3- COUNT OF ALL THE USERS WHO WERE ACQUIRED IN JAN 2025 AND ONLY PLACED ONE ORDER IN JAN 2025 AND DIDN'T PLACE ANY OTHER ORDER?

 Business Importance

   Early Churn Detection

 Wasted Acquisition Spend

 Customer Experience & Product

```
SELECT Customer_code,Count(*)  
FROM orders  
WHERE month(Placed_at)=01 and YEAR(Placed_at)=2025 AND Customer_code  
NOT IN (select DISTINCT Customer_code FROM orders  
WHERE NOT month(Placed_at)=01 AND YEAR(Placed_at)=2025)  
GROUP BY Customer_code  
HAVING Count(*)=1;
```



Customer_code	Count(*)
GHI5678901234XYZ	1
JKL3456789012XYZ	1
MNO7890123456XYZ	1
PQR1234567890ABC	1
STU9876543210ABC	1
VWX5678901234ABC	1
YZA3456789012ABC	1

Q4- LIST ALL THE CUSTOMERS WITH NO ORDER IN THE LAST SEVEN DAYS BUT WERE ACQUIRED ONE MONTH AGO WITH THEIR FIRST ORDER ON PROMO?

 Business Importance



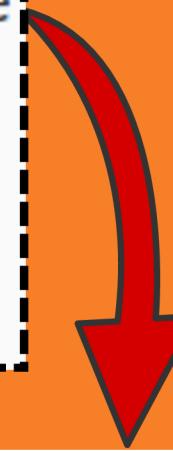
```
WITH cte AS (SELECT Customer_code, MIN(Placed_at) AS first_order_date, MAX(Placed_at) AS latest_order_date
FROM orders
GROUP BY Customer_code)

SELECT cte.* , orders.Promo_code_Name AS first_order_Promo_code
FROM cte INNER JOIN orders ON cte.Customer_code = orders.Customer_code
AND cte.first_order_date=orders.Placed_at
WHERE DATE(latest_order_date)< CURDATE() - INTERVAL 7 DAY AND
DATE(first_order_date)< CURDATE() - INTERVAL 30 DAY AND Promo_code_Name
IS NOT NULL;
```

 Early Churn Risk Identification

 Measuring Promotion Effectiveness

 Optimize Customer Acquisition Strategy



Customer_code	first_order_date	latest_order_date	first_order_Promo_code
UFDDN1991918XUY1	2025-01-01 15:30:20	2025-03-28 11:30:00	Tasty50
ABC1234567890XYZ	2025-01-01 08:45:00	2025-01-05 13:20:00	NEWUSER
DEF9876543210XYZ	2025-01-02 09:15:00	2025-03-02 09:15:00	FIRSTORDER
GHI5678901234XYZ	2025-01-03 14:30:00	2025-01-03 14:30:00	NEWUSER
JKL3456789012XYZ	2025-01-04 12:00:00	2025-01-04 12:00:00	FIRSTORDER
PQR1234567890ABC	2025-01-06 11:30:00	2025-01-06 11:30:00	NEWUSER
VWX5678901234ABC	2025-01-08 18:00:00	2025-01-08 18:00:00	FIRSTORDER
BCD7890123456ABC	2025-01-10 20:15:00	2025-01-10 20:15:00	NEWUSER

Q5- CUSTOMERS WHO PLACED MORE THAN 1 ORDER AND ALL THEIR ORDERS ON A PROMO ONLY?

 Business Importance

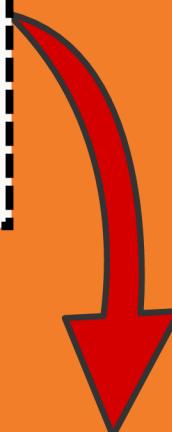
 Low Margin, High Dependent Segment

 Customer Behavior Segmentation

 Retention Strategy Optimization



```
SELECT Customer_code,COUNT(*) as total_orders,COUNT(Promo_code_Name) as  
promo_orders  
FROM orders  
GROUP BY Customer_code  
HAVING COUNT(*)>1 and COUNT(*)=COUNT(Promo_code_Name);
```



Customer_code	total_orders	promo_orders
DEF9876543210XYZ	2	2
UVW7890123456JKL	3	3

Q6- GROWTH TEAM IS PLANNING TO CREATE A TRIGGER THAT WILL TARGET CUSTOMERS AFTER THEIR EVERY THIRD ORDER WITH A PERSONALIZED COMMUNICATION AND THEY HAVE ASKED YOU TO CREATE A QUERY FOR THIS?

💡 Business Importance

- 🎯 Milestone-Based Engagement Boosts Retention
- 🤝 Personalization Builds Loyalty and Brand Affinity
- 💰 Drives Higher Customer Lifetime Value (CLTV)



```
WITH cte AS (SELECT *, row_number() OVER(PARTITION BY Customer_code  
ORDER BY Placed_at) AS order_no FROM orders)  
  
SELECT * FROM cte  
WHERE order_no % 3 = 0 AND DATE(Placed_at) = CURRENT_DATE();
```



Order_id	Customer_code	Placed_at	Restaurant_id	Cuisine	Order_status	Promo_code_Name	order_no

Q7- WHAT % OF CUSTOMERS WERE ORGANICALLY ACQUIRED IN JAN 2025 (I.E PLACED THEIR FIRST ORDER WITHOUT PROMO CODE)?

💡 Business Importance

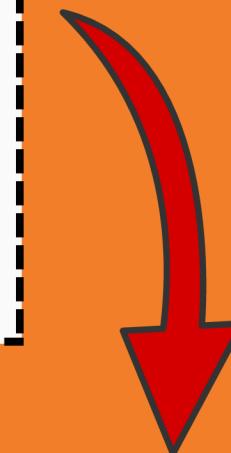
🧠 Measure True Product-Market Fit

↗️ Track Organic Growth Health

💰 Maximize Lifetime Value (LTV) and Profitability

```
WITH cte AS (SELECT *, row_number() OVER (PARTITION BY customer_code ORDER BY Placed_at) AS rw_no
FROM orders
WHERE MONTH(Placed_at) = 01
AND YEAR(Placed_at) = 2025)

SELECT ROUND(COUNT(CASE WHEN rw_no=1 AND Promo_code_Name IS NULL THEN Customer_code END)/COUNT(DISTINCT Customer_code)*100,2) AS customer_acquired
FROM cte;
```



customer_acquired
43.90