PROJECT

Restaurant Sales Analytics with MySQL.

OBJECTIVES :

- ❑ Analyze sales performance.
- ❑ Optimize menu offerings.
- ❑ Monitor sales trends.
- ❑ Monitor revenue insights.
- ❑ Improve operational efficiency.
- ❑ Identify grow opportunities.

DATA ANALYSIS WITH THE HELP OF SQL QUERIES.

```sql
# DISPLAY FIRST 5 RECORDS OF THE TABLE.
SELECT * FROM restaurant_database.restaurant LIMIT 5 ;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content: | Fetch rows:

OrderID	Item	SubCategory	Quantity	TotalAmount (â‚¹)	PaymentMethod	TransactionDate	TransactionTime	MonthName	DayNan
O100	Sushi	Beverage	4	1180	Credit Card	08-09-2024	15:20:16	September	Sunday
O101	Soft Drink	Beverage	3	1338	Cash	20-09-2024	14:32:56	September	Friday
O102	Sandwich	Side	3	1200	Credit Card	03-09-2024	18:08:15	September	Tuesday
O103	Tacos	Beverage	3	1467	Cash	12-09-2024	18:23:12	September	Thursda
O104	Salad	Side	4	1168	UPI	17-09-2024	21:08:33	September	Tuesday

```sql
# Group by Hour (Order Count by Hour).
SELECT Hour(TransactionTime), COUNT(OrderID) AS OrderCount
FROM Restaurant
GROUP BY Hour(TransactionTime)
ORDER BY OrderCount DESC;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

Hour(TransactionTime)	OrderCount
19	8
15	7
13	7
10	5
12	5
17	4
18	3
16	3
14	2
21	2
20	2
11	2

```sql
# Group by Day Name (Order Count by Day of the Week).
SELECT DayName, COUNT(OrderID) AS OrderCount
FROM Restaurant
GROUP BY DayName
ORDER BY OrderCount DESC;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

DayName	OrderCount
Monday	12
Sunday	10
Friday	7
Thursday	7
Wednesday	7
Tuesday	5
Saturday	2

```sql
# Group by Payment Method (Order Count by Payment Mode)
SELECT PaymentMethod, COUNT(OrderID) AS OrderCount
FROM Restaurant
GROUP BY PaymentMethod
ORDER BY OrderCount DESC;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

PaymentMethod	OrderCount
UPI	15
Cash	13
Debit Card	13
Credit Card	9

```sql
# Group by Food Item Category (Order Count by Food Item Category)
SELECT Item, COUNT(OrderID) AS OrderCount
FROM Restaurant
GROUP BY Item
ORDER BY OrderCount DESC;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

Item	OrderCount
Fries	9
Sushi	7
Tacos	7
Soft Drink	6
Sandwich	4
Salad	4
Pasta	4
Pizza	4
Burger	3
Steak	2

```sql
# Group by Subcategory (Order Count by Subcategory)
SELECT SubCategory, COUNT(OrderID) AS OrderCount
FROM Restaurant
GROUP BY SubCategory
ORDER BY OrderCount DESC;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

SubCategory	OrderCount
Beverage	20
Side	17
Main	13

```sql
# Group by Day Name and Food Item (Order Count by Day and Food Item)
SELECT DayName, Item, COUNT(OrderID) AS OrderCount
FROM Restaurant
GROUP BY DayName, Item
ORDER BY DayName, OrderCount DESC;

```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

DayName	Item	OrderCount
Friday	Tacos	2
Friday	Sushi	2
Friday	Soft Drink	1
Friday	Fries	1
Friday	Salad	1
Monday	Pizza	3
Monday	Soft Drink	2
Monday	Sushi	2
Monday	Fries	2
Monday	Tacos	1
Monday	Sandwich	1
Monday	Pasta	1
Saturday	Salad	1
Saturday	Tacos	1
Sunday	Fries	4
Sunday	Sushi	2
Sunday	Pasta	1
Sunday	Tacos	1
Sunday	Pizza	1
Sunday	Steak	1
Thursday	Soft Drink	2
Thursday	Fries	2
Thursday	Pasta	2
Thursday	Tacos	1

```sql
# Group by Day Name and Food Item (Order Count by Day and Food Item)
SELECT DayName, Item, COUNT(OrderID) AS OrderCount
FROM Restaurant
GROUP BY DayName, Item
ORDER BY DayName, OrderCount DESC;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

DayName	Item	OrderCount
Monday	Sandwich	1
Monday	Pasta	1
Saturday	Salad	1
Saturday	Tacos	1
Sunday	Fries	4
Sunday	Sushi	2
Sunday	Pasta	1
Sunday	Tacos	1
Sunday	Pizza	1
Sunday	Steak	1
Thursday	Soft Drink	2
Thursday	Fries	2
Thursday	Pasta	2
Thursday	Tacos	1
Tuesday	Sandwich	2
Tuesday	Burger	2
Tuesday	Salad	1
Wednes...	Salad	1
Wednes...	Soft Drink	1
Wednes...	Sandwich	1
Wednes...	Steak	1
Wednes...	Tacos	1
Wednes...	Burger	1
Wednes...	Sushi	1

```sql
# Total Sales by Payment Method.
SELECT PaymentMethod, SUM(TotalAmount) AS TotalSales
FROM Restaurant
GROUP BY PaymentMethod
ORDER BY TotalSales DESC;

```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

PaymentMethod	TotalSales
Credit Card	12499.00
UPI	12232.00
Cash	11546.00
Debit Card	11358.00

```sql
# Total Sales by Hour.
SELECT HOUR(TransactionTime) AS Hour, SUM(TotalAmount) AS TotalSales
FROM Restaurant
GROUP BY HOUR(TransactionTime)
ORDER BY TotalSales DESC;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

Hour	TotalSales
19	9580.00
13	7955.00
15	5840.00
17	3940.00
16	3931.00
18	3512.00
12	3470.00
10	2874.00
21	2513.00
20	1721.00
14	1590.00
11	709.00

```sql
# Total Sales by Day of the Week.
SELECT DayName, SUM(TotalAmount) AS TotalSales
FROM Restaurant
GROUP BY DayName
ORDER BY TotalSales DESC;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Co

DayName	TotalSales
Monday	11941.00
Sunday	9534.00
Friday	8839.00
Wednesday	5626.00
Thursday	5252.00
Tuesday	3780.00
Saturday	2663.00

```sql
# Total Sales by Food Item and Sub Category.
SELECT Item, Subcategory, SUM(TotalAmount) AS TotalSales
FROM Restaurant
GROUP BY Item, Subcategory
ORDER BY TotalSales DESC;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

Item	Subcategory	TotalSales
Tacos	Beverage	11309.00
Fries	Side	8907.00
Soft Drink	Beverage	5867.00
Salad	Side	4974.00
Pizza	Main	4611.00
Sushi	Beverage	4395.00
Sandwich	Side	2354.00
Pasta	Main	2073.00
Steak	Main	1649.00
Burger	Main	1496.00

Conclusion :

- Monday is the busiest sales day, with the highest number of transactions while Saturday sees the least sales.
- Most orders are placed around 7:00 PM highlighting peak dining hours while 11: 00 AM sees least.
- Fries are the most ordered food item while beverages are the most favoured food sub category.

PROJECT BY :
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