

Docent Jeroen de Kort, Semester 4, 2020/2021



MARIO PIZZERIA CASUS ANALYSIS

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Table of Contents

INTRODUCTION	2
DOMINO'S WEBSITE ANALYSIS	3
MARIO PIZZERIAS DATA TYPES	8
EXTRA INGREDIENTEN.CSV	8
MARIOORDERDATA01_10000.CSV - MARIOORDERDATA04_10000.CSV	8
OVERIGE PRODUCTEN.XLSX	9
PIZZA_INGREDIENTEN.XLSX	9
PIZZABODEMS.XLSX	9
WINKELS MARIO.TXT	10
POSTCODE TABEL.MDB	10

Introduction

This document concerns the analysis of the Super Mario Pizzeria casus. At first, we're going to analyze the Domino's website with its functionality concerning the use of (dynamic) data fetched from databases. Screenshots will be used as a means of help in visualizing the layout and actions taking place on the site.

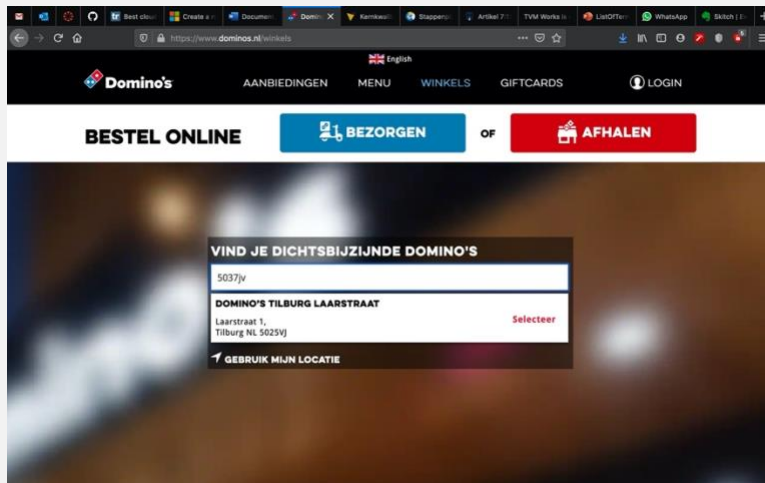
In the next step we will analyze the data files available as part of the current Super Mario Pizzeria operation. Those files are in several different database formats and the data contained will have to be cleaned up and transferred to a new all-encompassing database of our own design.

Domino's website analysis

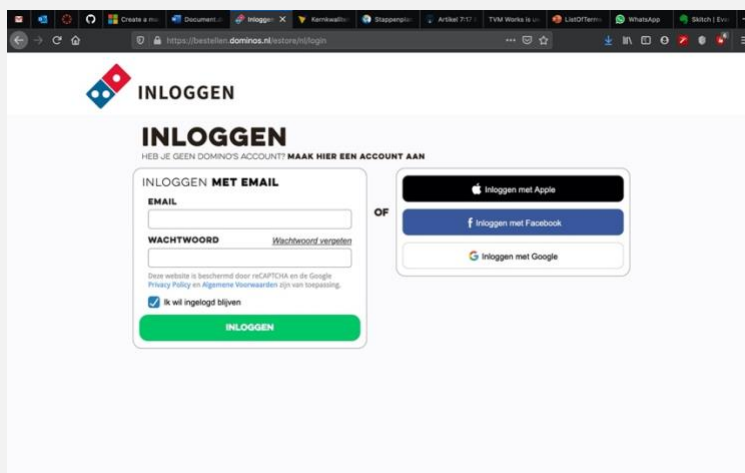
Website in question can be found under this link:

<https://www.dominos.nl/>

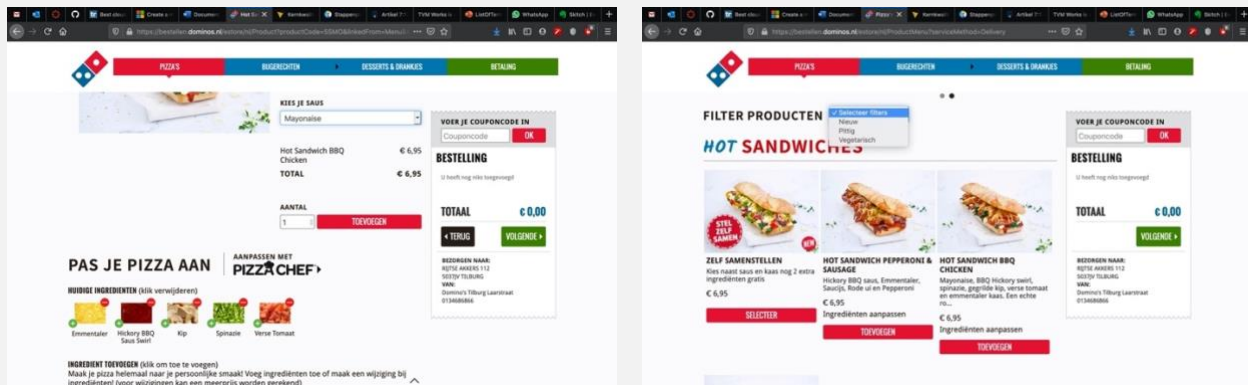
Typing in postcode automatically suggest a list of nearby pizza shops:



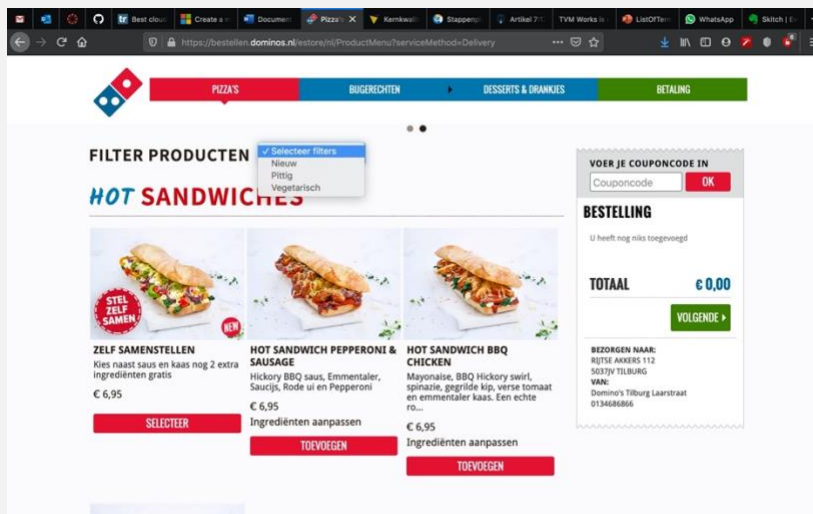
Login possibility to trace orders and recall address. Orders are being stored on the account for further use, like ordering the same meals etc.:



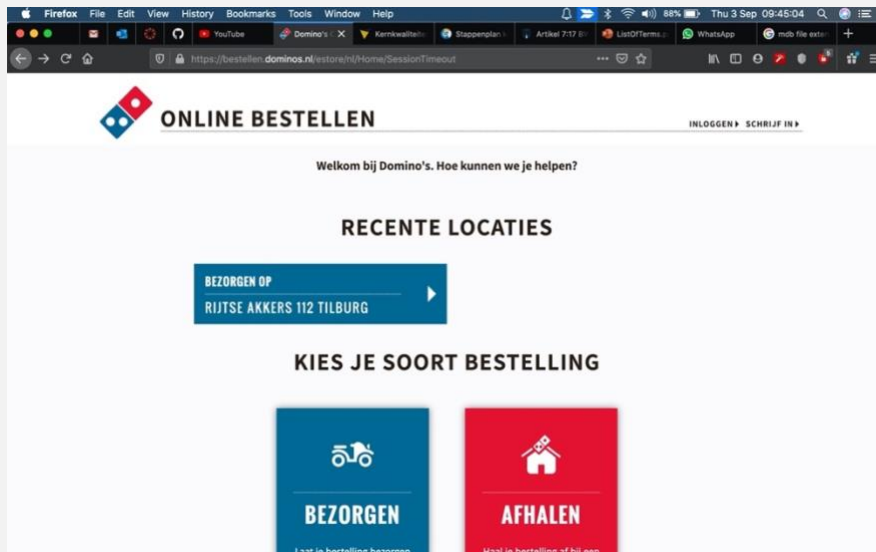
Menu display + option to Add product to the order. Order details like price, qty, products to buy etc. are dynamically updated in a sidebar:



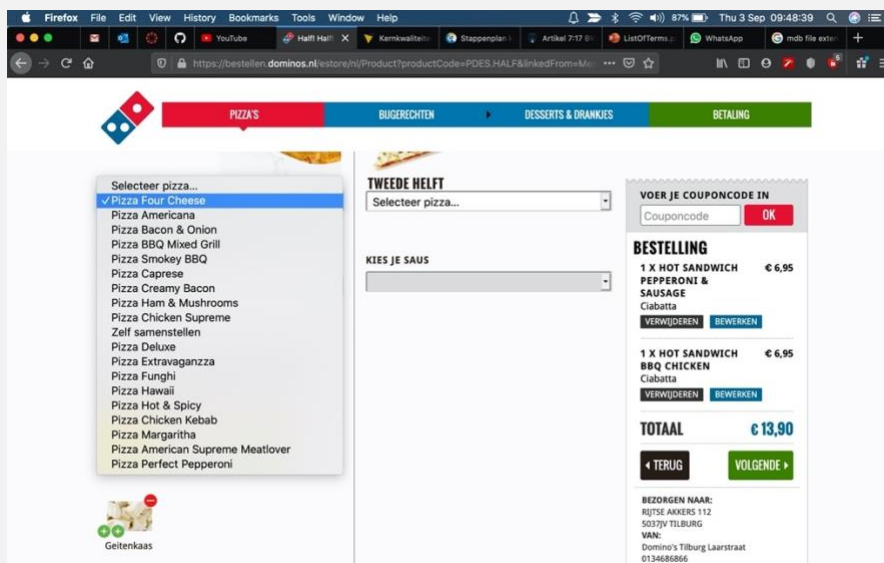
Products can be filtered by selecting a specific filtering option:



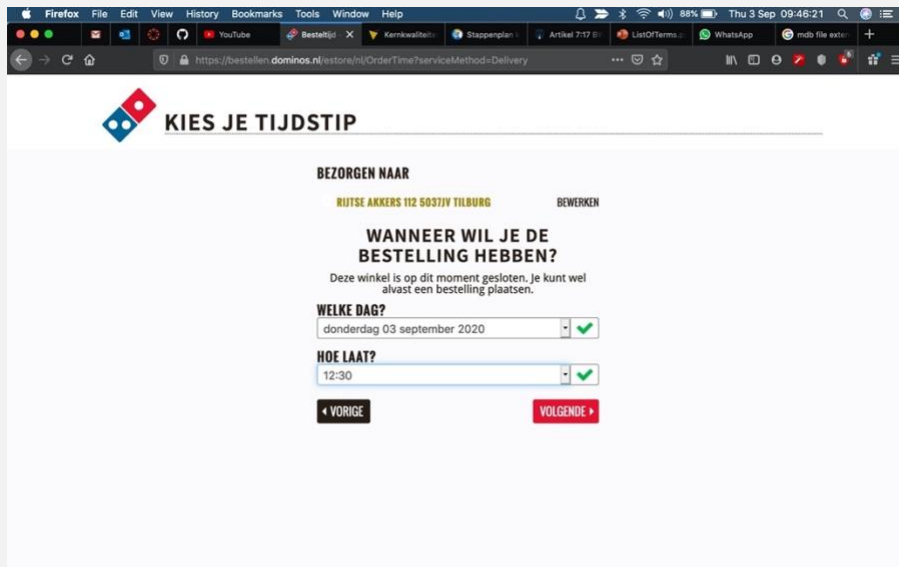
The site keeps recently used addresses in cache for convenience even without the use of an account:



Selecting specific ingredients is realized by using drop down lists and the fee is being calculated dynamically as the user selects given ingredients:



If selected by the user pizza shop is closed at the moment it is still possible to place an order on a specified date and time:



KIES JE TIJDSTIP

BEZORGEN NAAR
RIJSE AKKERS 112 5037JV TILBURG

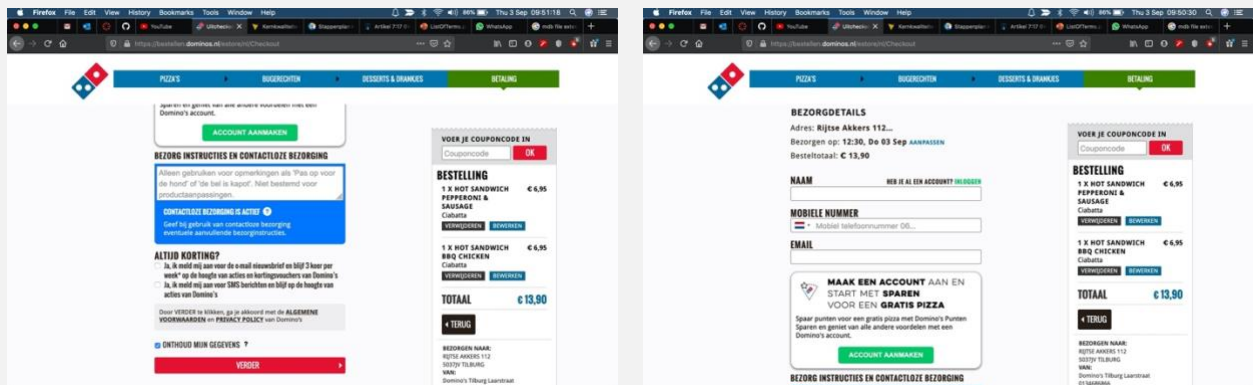
WANNEER WIL JE DE BESTELLING HEBBEN?
Deze winkel is op dit moment gesloten. Je kunt wel alvast een bestelling plaatsen.

WELKE DAG?
donderdag 03 september 2020

HOE LAAT?
12:30

VORIGE VOLGENDE

Checkout requires consent to store the user data and lets the user use the option to leave a notice to the delivery person:



BEZORG INSTRUCTIES EN CONTACTLOZE BEZORGING

Account aanmaken

BEZORG INSTRUCTIES EN CONTACTLOZE BEZORGING

Adres gebruiken voor opmerkingen als 'Was op voor de hand' of 'Is het te laat?'. Niet bestemd voor contactloze bezorgingen.

CONTACTLOZE BEZORGING INSTRUCTIES

Geef je gebruik van contactloze bezorging aan. Het is niet nodig om een bericht te sturen.

ALTIJD KORTING?

Ja, ik meld mij aan voor de e-mail nieuwsbrief en krijg 3 keer per week* op de hoogte van acties en kortingscodes van Domino's.

Ja, ik meld mij aan voor SMS berichten en krijg op de hoogte van acties van Domino's.

Door VERDER te klikken, ga je akkoord met de ALGEMENE VOORWAARDEN en PRIVACY POLICY van Domino's.

ONTHOUW MIJN GEGEVENS

VERDER

BEZORGDETAILS

Adres: Rijkse Akkers 112...
Bezorgen op: 12:30, Do 03 Sep
Besteltoesla: € 13,90

NAAM

MOBIELE NUMMER

EMAIL

MAAK EEN ACCOUNT AAN EN START MET SPAREN VOOR EEN GRATIS PIZZA

Spaar punten voor een gratis pizza met Domino's Punten. Sparen en geniet van alle andere voordelen met een Domino's account.

ACCOUNT AANMAKEN

BEZORG INSTRUCTIES EN CONTACTLOZE BEZORGING

BESTELLING

1 X HOT SANDWICH PEPPERONI & SAUSAGE € 6,95

1 X HOT SANDWICH BBQ CHICKEN € 6,95

TOTAAL € 13,90

BEZORGEN NAAM: RIJSE AKKERS 112 5037JV TILBURG

BEZORGEN NAAM: RIJSE AKKERS 112 5037JV TILBURG

At checkout payment method can be selected. It is possible to tip the delivery person at this point and the specified tip is added to the total cost:

The screenshot shows the Domino's online checkout interface. The browser address bar displays `https://bestellen.dominos.nl/estore/nl/Payments`. The navigation bar includes links for PIZZA'S, BUGERECHTEN, DESSERTS & DRANKIES, and the active BETALING (Payment) section.

KIES EEN BETAALMETHODE

WIL JE DE BEZORGER EEN FOOI GEVEN?

€ 0,50 € 1,00 € 2,00 Anders ▾

BETAAL ONLINE

- ☒ **IDEAL**
Bank:
Selecteer uw bank: ▾
- ☐ CREDIT CARD
- ☐ DOMINO'S GIFTCARD
- ☐ PAYPAL

VOER JE COUPONCODE IN

Couponcode **OK**

BESTELLING

1 X HOT SANDWICH PEPPERONI & SAUSAGE Ciabatta	€ 6,95
VERWIJDEREN	BEWERKEN
1 X HOT SANDWICH BBQ CHICKEN Ciabatta	€ 6,95
VERWIJDEREN	BEWERKEN
TOTAAL	€ 13,90

BEZORGEN NAAR:
RJTSE AKKERS 112
5037JV TILBURG
VIANL
Domino's Tilburg Laarstraat
0134686866

Mario Pizzerias data types

There are different data file types used in the Mario Pizzerias current system. The files use different formats and are organized in different ways. This presents a challenge in aligning the databases with one another. There's also a problem with typing errors present in the data.

Below is a list of provided files with a short description of the contents and possible obstacles.

Extra ingredienten.csv

Contains a list of ingredients (like: ananas, bacon, salami etc.) in one row and price in second row. While the cost of ingredients seems to be correct the currency symbol used seems to be a corrupted one. File consists 29 fields.

MarioOrderData01_10000.csv - MarioOrderData04_10000.csv

Those 4 files contain a list of orders placed by clients. A complete orders history is stored here. Fields used:

Winkelnaam, Klantnaam, TelefoonNr, Email, Adres, Woonplaats, Besteldatum, AfleverType, AfleverDatum, AfleverMoment, Product, PizzaBodem, PizzaSaus, Prijs, Bezorgkosten, Aantal, Extra Ingrediënten, Prijs Extra Ingrediënten, Regelprijs, Totaalprijs, Gebruikte Coupon, Coupon Korting, Te Betalen.

Note that some names seem to be corrupted. Each order consists of as many rows as there are products/ingredients in the order and each order is separated by an empty row.

Overige producten.xlsx

Contains a list of products other than pizzas (ie. desserts). Field names:

categorie, subcategorie, productnaam, productomschrijving, prijs, spicy, vegetarisch

Not all products have a description (empty *productomschrijving* field). Last 2 columns are binary values. Row 23 seems to be overlapping two different categories of products (corrupted).

pizza_ingredienten.xlsx

This file contains all the pizza ingredients found on any particular pizza (similarly to a recipe). One type of pizza takes as many rows as there are ingredients on it.

Fields:

categorie, subcategorie, productnaam, productomschrijving, prijs, bezorgtoeslag, spicy, vegetarisch, beschikbaar, aantalkeer_ingredient, ingredientnaam, pizzasaus_standaard

pizzabodems.xlsx

A list of available pizza bottoms. Fields:

naam, diameter, omschrijving, toeslag, beschikbaar

Winkels Mario.txt

This file contains a list of all the shops. Shops are separated by an empty line. The data seems to be organized in the following manner (top to bottom for a shop):

- *Place* (this can be a city or district, it's inconsistent)
- *Street*
- *House number*
- *City*
- *Country code*
- *Post code*
- *Phone number*

As this document has been typed in by an employee there are some typing errors etc. which would need cleaning up.

Postcode tabel.mdb

This database consists of all the postcodes and corresponding address breakdown in POSTCODES table; and municipality data in GEMEENTEN table. On this basis an address can be deducted from the postcode alone. It has the following fields:

POSTCODES table:

A13_POSTCODE, A13_REEKSIND, A13_BREEKPUNT_VAN, A13_WOONPLAATS, A13_STRAATNAAM, A13_GEMEENTECODE

GEMEENTEN table:

N42_GEM_KODE, N42_GEM_NAAM