**Project Title: Food Delivery Data Insights**

**Objective:**

To derive actionable insights from food delivery order data using advanced SQL techniques, supporting business goals such as marketing optimization, customer retention, and operational efficiency.

**File: *noon\_sql\_project\_script.txt***

**Purpose:** To create and populate a mock ***orders***table used for the delivery insights SQL analysis.

**Schema Defined:**

**Table Name:** ***orders***

| **Column Name** | **Data Type** | **Description** |
| --- | --- | --- |
| Order\_id | VARCHAR(20) | Unique identifier for each order |
| Customer\_code | VARCHAR(20) | Unique identifier for each customer |
| Placed\_at | DATETIME | Timestamp when the order was placed |
| Restaurant\_id | VARCHAR(10) | Identifier for the restaurant |
| Cuisine | VARCHAR(20) | Cuisine type of the restaurant |
| Order\_status | VARCHAR(20) | Status of the order (e.g., Delivered) |
| Promo\_code\_Name | VARCHAR(20) | Promo code used (if any) |

**Sample Data Includes:**

* Multiple restaurants per cuisine (e.g., LEBANESE2, ITALIAN2)
* Several customers placing one or multiple orders
* A mix of orders with and without promotional codes
* Order dates primarily in **January 2025**

**How It Supports the Project:**

This mock data is crucial for:

* Testing SQL logic and query performance
* Simulating real-world analytics scenarios (like tracking promo effectiveness, user behavior, churn, etc.)

**Key Analyses Performed:**

1. **Top Outlets by Cuisine (Without LIMIT/TOP):**
   * Uses a ROW\_NUMBER() window function partitioned by Cuisine to find the top restaurant per cuisine based on order count.
   * **Use Case:** Identifying top-performing restaurants for each cuisine category.
2. **Daily New Customer Count Since Launch:**
   * Finds the first order date per customer and aggregates this over all dates.
   * **Use Case:** Tracks user acquisition over time for growth monitoring.
3. **One-Time Customers in January 2025:**
   * Identifies users who placed exactly one order in January 2025 and never returned.
   * **Use Case:** Helps marketing teams target possible app deserters.
4. **Inactive Users with First Promo Order (Last 7 Days Inactivity):**
   * Combines acquisition timing with recent inactivity and promotional use on the first order.
   * **Use Case:** Identifies recent drop-offs who were initially enticed with a promo—ideal for re-engagement campaigns.

**Techniques Used:**

* Common Table Expressions (CTEs)
* Window Functions (ROW\_NUMBER)
* Date Aggregations
* Joins and Anti-Joins
* Subqueries and Optimizations (e.g., replacing NOT IN with LEFT JOIN WHERE NULL)

**Summary:**

**Project Name:**Food Delivery Insights

**Tools Used:**SQL (CTEs, Window Functions, Joins, Aggregations)

**Dataset:**Simulated orders data with rich attributes

**Insights Extracted:**

* Top outlets per cuisine
* Customer acquisition trends
* App deserters and user churn
* Promo-driven first orders and inactive user detection