

Food Orders Analytics

Description : The analytics project delves into a year's worth of food orders data, offering a detailed examination of customer preferences and trends. By analyzing the date, time, and specifics of each order, including item types, names, and prices, the aim is to extract valuable insights. This comprehensive exploration of the food orders dataset will enable informed decisions about the menu, an understanding of customer behavior, and an enhancement of the overall dining experience. Through data-driven analysis, the goal is to uncover patterns, identify popular choices, and optimize offerings to better cater to the diverse tastes of the clientele. This project reflects a commitment to utilizing analytics for strategic decision-making and continuous improvement in culinary offerings.

Below are the different analysis which we made.

1) Investigated the monthly order generation trends over the course of a year to determine the fluctuation and patterns in customer demand. This analysis provided valuable insights into the seasonality and overall performance, aiding in strategic decision-making for optimizing inventory and resources:

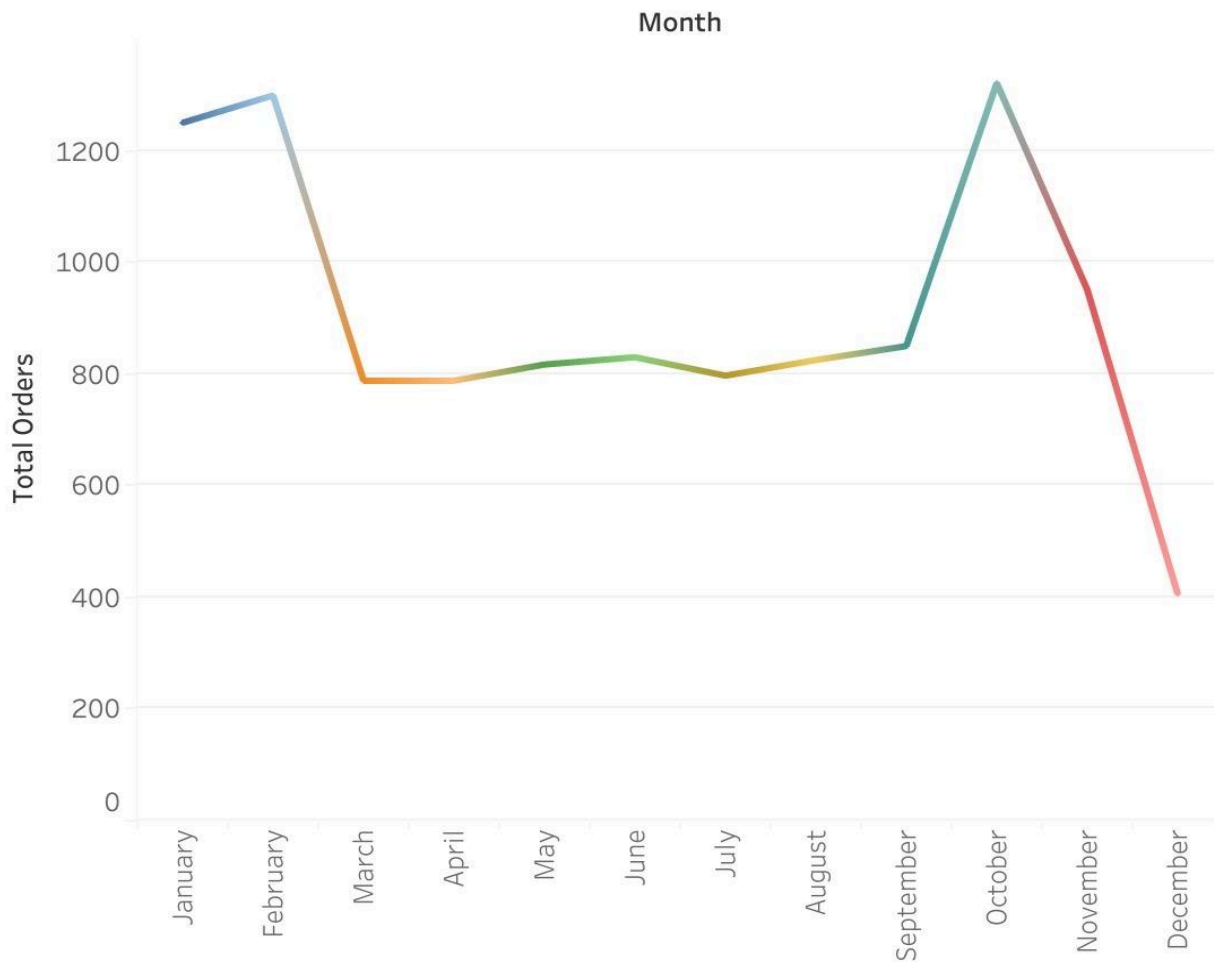
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SQL Query: SELECT MONTHNAME(order_date) as month, count(order_id) as total_orders
FROM restaurant_db.order_details
group by month,month(order_date) order by month(order_date) asc;
```

Result:

	month	total_orders	
▶	January	1250	
	February	1299	
	March	788	
	April	788	
	May	817	
	June	830	
	July	797	
	August	825	
	September	850	
	October	1321	
	November	951	
Result 17			

Tableau Graph :

Month Wise Orders Count



This results indicates that there there was constant demand of customers from March to September but the it increased a lot in October because of festive season And then sudden drop in the end

