

Insights

Data set contains 73 order and 9 restaurants. Most of orders were done by using promocode. Very less organic growth which is a weakness. Whereas only one order got cancelled which might be good of service and food quality.



RESTAURANT ANALYTICS

Total Orders

73

American

Italian

Japanese

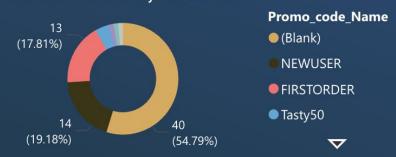
Lebanese

Mexican





Distribution Of Order By Promo Code



Order by Status





Find top 3 outlets by cuisine type without limit and top function

Restaurant_id	Cuisine	count	rn
AMERICAN2	American	6	1
BURGER99	American	8	2
ITALIAN2	Italian	6	1
PIZZA123	Italian	10	2
JAPANESE2	Japanese	5	1
SUSHI456	Japanese	6	2
LEBANESE2	Lebanese	9	1
KMKMH6787	Lebanese	10	2
MEXICAN2	Mexican	6	1
TACO789	Mexican	7	2

Find the daily new customer count from launch date (Every day how many customers we are acquiring?)

First_order_date	new_users
1/1/25	2
1/2/25	1
1/3/25	1
1/4/25	1
1/5/25	3
1/6/25	1
1/7/25	1
1/8/25	1





Count all users who were acquired in Jan 2025 and only placed one order in Jan and did not place any other order

Customer_code	first_order_date	Customer_code2	order_count
BCD7890123456AB	15:00.0	BCD7890123456ABC	1
DEF5678901234MN	30:00.0	DEF5678901234MNC	1
EFG1234567890DEF	30:00.0	EFG1234567890DEF	1
FGH7890123456GH	45:00.0	FGH7890123456GHI	1
GHI3456789012MN	45:00.0	GHI3456789012MNO	1
GHI5678901234XYZ	30:00.0	GHI5678901234XYZ	1
HIJ9876543210DEF	45:00.0	HIJ9876543210DEF	1
IJK1234567890JKL	15:00.0	IJK1234567890JKL	1



List all the customer with no orders in last seven days but were acquired one month ago with their order on promo

Customer_code	first_order_date	last_order_date	Order_id	Customer_code2	Placed_at	Restaurant_id	Cuisine	Order_status	Promo_code_Name
ABC1234567890XYZ	45:00.0	20:00.0	OF19001918	ABC1234567890XYZ	45:00.0	AMERICAN2	American	Delivered	NEWUSER
ABC9876543210MN	15:00.0	15:00.0	OF19001918	ABC9876543210MNC	15:00.0	PIZZA123	Italian	Delivered	FIRSTORDER
BCD7890123456AB	15:00.0	15:00.0	OF19001918	BCD7890123456ABC	15:00.0	AMERICAN2	American	Delivered	NEWUSER
DEF9876543210XYZ	15:00.0	15:00.0	OF19001918	DEF9876543210XYZ	15:00.0	MEXICAN2	Mexican	Delivered	FIRSTORDER
FGH7890123456GH	45:00.0	45:00.0	OF19001918	FGH7890123456GHI	45:00.0	AMERICAN2	American	Delivered	NEWUSER
GHI5678901234XYZ	30:00.0	30:00.0	OF19001918	GHI5678901234XYZ	30:00.0	SUSHI456	Japanese	Delivered	NEWUSER
HIJ9876543210DEF	45:00.0	45:00.0	OF19001918	HIJ9876543210DEF	45:00.0	MEXICAN2	Mexican	Delivered	FIRSTORDER
JAN_ONLY_ORDER1	30:00.0	30:00.0	OF19001918	JAN_ONLY_ORDER1	30:00.0	KMKMH6787	Lebanese	Delivered	NEWUSER
		•••				•••			



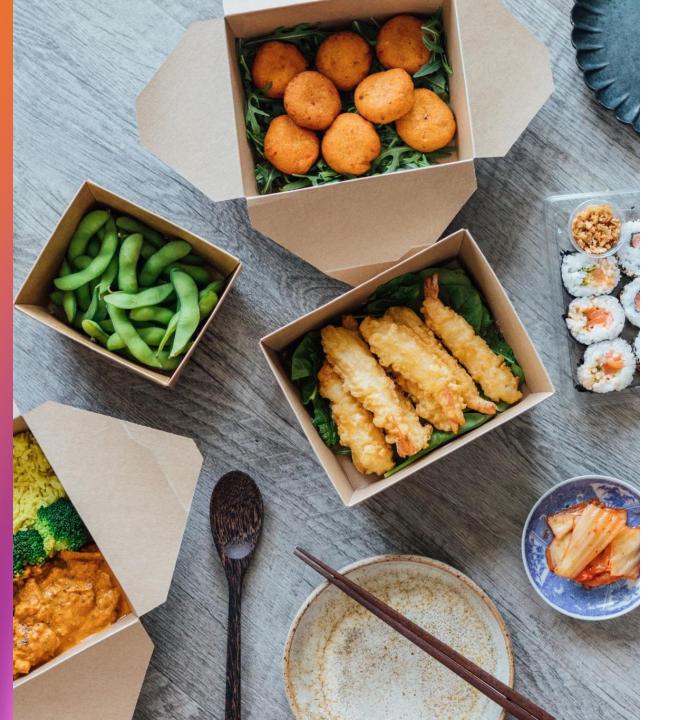
Growth team is planning to create a trigger that will target customers after their every third order with personalized communication and they have asked you to create query for this

No Record In Table



List all customer who made more than one order all orders on promo only

Customer_code	total_orders	promo_orders
DEF9876543210XYZ	0.00:00	00:00.0
UW7890123456JKL	00:00.0	00:00.0



What percentage of customer where organically required in Jan 2025. (Placed their first order without any promo code)

43.90%