Source: [(25) Data Analyst Portfolio Project: Restaurant Order Analysis in SQL (with Solutions) - YouTube](https://www.youtube.com/watch?v=JaUKDbCXMX4)

**Situation:**

You've just been hired as a Data Analyst for the Taste of the World Café, a restaurant that has diverse menu offerings and serves generous portions.

**Assignment:**  
The Taste of the World Café debuted a new menu at the start of the year. You've been asked to dig into the customer data to see which menu items are doing well / not well and what the top customers seem to like best.

**Objectives:**

1. Explore the menu\_items table to get an idea of what's on the new menu;

2. Explore the order\_details table to get an idea of the data that's been collected; and

3. Use both tables to understand how customers are reacting to the new menu.

**Insights:**

1. Menu Analysis

Variety and Pricing:

* There are 32 unique items on the menu, showcasing a diverse offering.
* Pricing ranges significantly, with the most expensive item (Shrimp Scampi) priced at $19.95 and the least expensive (Edamame) at $5.00, suggesting a wide appeal across budget ranges.
* Italian cuisine has the highest average price ($16.75), while American cuisine has the lowest ($10.07), indicating that Italian dishes may be positioned as premium offerings.

1. Customer Preferences (Most and Least Ordered Items):

The most popular item is Hamburger (622 orders), indicating a strong preference for classic American comfort food.

* The least popular item is Chicken Tacos (123 orders), suggesting potential improvements in marketing, recipe adjustments, or reevaluation of its inclusion on the menu.

1. Top Spending Orders:

* The top 5 highest spending orders range from $185.10 to $192.15, showing that customers are willing to make significant purchases, especially during group orders or for premium menu combinations.

1. Category Spending and Item Purchase Behavior (Order ID 440 Analysis):

Breakdown of Spending and Item Count by Category:

* Italian cuisine dominates spending ($132.25) with 8 items purchased, indicating its high perceived value.
* Mexican, American, and Asian categories had fewer items purchased (2 each), suggesting Italian cuisine’s strong appeal in larger, high-value orders.

1. Potential Recommendations:

Menu Optimization:

* Focus on promoting Italian dishes as premium items, leveraging their higher price and popularity in high-spending orders.
* Reassess the least popular dishes (e.g., Chicken Tacos). Consider customer feedback to improve their appeal or replace them with more desirable items.

Marketing and Pricing Strategy:

* Introduce bundle deals or promotions for high-performing categories, like Italian and American cuisine, to drive additional sales.
* Use targeted discounts or offers to boost sales of underperforming items.