**Part 1 - SQL/Data Handling**

**Query 1**

The Query 1 result table displays the top 5 cities with the most breakfast orders along with some other metrics. Firstly, it can be concluded that for all top 5 cities breakfast basket owns approximately half of the total efood basket. From the frequency metric, it can be observed that customers of these cities prefer breakfast cuisine compared to the rest of cuisines as the frequency rate is particularly high compared to the total frequency. Additionally, customers that conducted more than 3 breakfast orders show a frequency rate of about 30% in all these cities. While in total for all the other cuisines the same users reveal a frequency rate of around 40%.

**Part 3 – Visualization**

The cover slide of the Dashboard displays the overall performance regarding the number of orders submitted in the week of January 2022. The first bar chart gives an overview of weekly customer orders, and the second line graph presents more details such the average basket size for each day of the week and the daily order failure rate in the week under study. The dashboard contains both high-level information such as the KPI that count the total weekly orders (5632) along with detailed data such as the number of jokers for each day and the KPI that presents the order failure rate (1.33%). Moreover, the geographic dashboard demonstrates information about the number of orders broken down by the largest cities. It can be noted that Athens and Thessaloniki hold the largest order quantity and show growth percentage compared to the previous week. At the same time, the average consumer’s basket is displayed along with the percentage of increase or decrease in it.

It terms of improvements, the average basket size line could be moved to the first bar chart because it is referred to orders which are presented in this graph. Additionally, all the KPIs related to metrics should be presented on the right track regarding the layout of the page so that the dashboard is more readable for the user. Regarding the geographic breakdown in order to have a more detailed approach, a heatmap could be added containing more details about the orders in each city. Another addition could possibly be the type of products that customers chose in their orders in order to gain insight about which cities are selling the most of each order category.

To conclude, both two dashboards show the progress of the orders during the week along with some additional information about them. In the middle of the week there is an increase in orders and the order failure rate is pretty low. Athens and Thessaloniki hold the majority of orders. During the week the average basket size remains approximately the same at around 15 euro per day.