

# SQL Queries for



# Analysis






Exploring Insights from “Chaichology” Dataset Using SQL

NEXT >

# Objective of the Analysis



The primary objective of this analysis is to gain actionable insights into the operations of Chaichology, a multi-location tea shop chain, using structured SQL queries. The focus areas include:

-  **Understanding Sales Performance**
-  **Revenue Analysis**
-  **Customer Feedback Insights**
-  **Product Availability:**
-  **Data-Driven Decisions**



NEXT >



# Dataset Overview

Ratings Table

rating_id	shop_id	customer_name	rating	review
1	1	Amit Sharma	4.5	Great chai, loved the flavors!
2	1	Sneha Patel	4.8	Excellent service and cozy ambiance.
3	2	Rahul Verma	4.2	Nice variety of tea and snacks.
4	3	Priya Singh	4.6	Loved the Bun Maska with chai.
5	4	Kunal Das	4.9	Best Masala Chai in town!
6	4	Anjali Mehta	4.3	Samosas were crispy and delicious.
7	3	Rohan Joshi	4.7	Kulhad Chai was amazing!
8	2	Pooja Nair	4.5	Great place to relax with friends.
9	1	Aditya Kapoor	4.1	Nice selection, but a bit pricey.
10	3	Vikram Reddy	4.4	Friendly staff and great ambiance.
11	4	Sanya Malhotra	4.5	Best tea experience so far.
12	2	Manoj Kumar	4.7	Authentic and refreshing tea options.
13	1	Rajesh Iyer	4.2	Quick service and good snacks.
14	3	Neha Thakur	4.6	Kulhad Chai had a unique taste.
15	4	Arjun Mishra	4.3	Samosas were a bit oily, but tasty.
16	1	Divya Sharma	4.9	Loved the Ginger Tea!
17	2	Vishal Gupta	4.0	Decent selection, could improve seating.
18	3	Meera Kapoor	4.8	Gulab Jamun was heavenly!
19	4	Tarun Saxena	4.6	Nice tea shop, good vibes.
20	1	Simran Kaur	4.7	Perfect for evening tea breaks.

Sales Table

sale_id	shop_id	item_id	quantity	transaction_date
1	1	1	10	2025-03-01
2	1	2	5	2025-03-02
3	2	3	12	2025-03-02
4	3	4	6	2025-03-03
5	4	5	8	2025-03-04
6	1	6	15	2025-03-05
7	3	2	7	2025-03-05
8	2	4	10	2025-03-06
9	4	3	9	2025-03-07
10	1	5	6	2025-03-08

Tea Shops Table

shop_id	shop_name	city	state	country
1	Chaichology	Mumbai	Maharashtra	India
2	Chaichology	Delhi	Delhi	India
3	Chaichology	Bangalore	Karnataka	India
4	Chaichology	Chennai	Tamil Nadu	India

Menu Items Table

item_id	item_name	category	price	available
1	Masala Chai	Tea	30.00	TRUE
2	Ginger Tea	Tea	35.00	TRUE
3	Samosa	Snack	20.00	TRUE
4	Bun Maska	Snack	25.00	TRUE
5	Gulab Jamun	Dessert	40.00	TRUE
6	Kulhad Chai	Tea	50.00	TRUE

# Problem Statements



Question: "1) Lists all tea shop details ?"

```
select * from Tea_shops;
```

shop_id	shop_name	city	state	country
1	Chaichology	Mumbai	Maharashtra	India
2	Chaichology	Delhi	Delhi	India
3	Chaichology	Bangalore	Karnataka	India
4	Chaichology	Chennai	Tamil Nadu	India

Question: "2) Find Menu Items Available in the Shop ?"

```
SELECT item_name,category,price  
FROM Menu_Items  
WHERE available = 1;
```

item_name	category	price
Masala Chai	Tea	30.00
Ginger Tea	Tea	35.00
Samosa	Snack	20.00
Bun Maska	Snack	25.00
Gulab Jamun	Dessert	40.00
Kulhad Chai	Tea	50.00



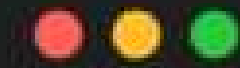
Question: "3) Find the Total Number of Orders for Each Menu Item ?"



```
select m.item_name, sum(s.quantity) as 'Total Orders'
from menu_items m
join sales s on
m.item_id = s.item_id
group by m.item_name;
```

item_name	Total Orders
Masala Chai	10
Ginger Tea	12
Samosa	21
Bun Maska	16
Gulab Jamun	14
Kulhad Chai	15

Question: "4) Find the Total Revenue Generated by Each Shop in different Locations ?"



```
select t.shop_name, t.city, sum(s.quantity * m.price) as
total_revenue
from menu_items m join sales s on s.item_id = m.item_id join
tea_shops t on t.shop_id = s.shop_id
group by t.city, t.shop_name
order by total_revenue desc;
```

shop_name	city	total_revenue
Chaichology	Mumbai	1465.00
Chaichology	Chennai	500.00
Chaichology	Delhi	490.00
Chaichology	Bangalore	395.00



Question: "5) Find the Best-Selling Item ?"



```
select m.item_name,m.category,
sum(s.quantity) as total_sold
from Sales s
join Menu_Items m on s.item_id = m.item_id
group by m.item_id, m.item_name, m.category
order by total_sold desc
limit 1;
```

item_name	category	total_sold
Samosa	Snack	21

Question: "6) Count the Total Number of Ratings for Each Shop ?"



```
select t.shop_name,t.city, count(r.rating_id) as total_ratings
from Ratings r
join Tea_Shops t on r.shop_id = t.shop_id
group by t.shop_name, t.city
order by total_ratings desc;
```

shop_name	city	total_ratings
Chaichology	Mumbai	6
Chaichology	Bangalore	5
Chaichology	Chennai	5
Chaichology	Delhi	4



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Question: "7) List All Shops with an Average Rating Above 4.5 ?"



```
select t.shop_name,t.city, round(avg(r.rating),1) as avg_ratings
from Ratings r
join Tea_Shops t on r.shop_id = t.shop_id
group by t.shop_name, t.city
having avg(r.rating)>4.5
order by avg_ratings desc;
```

shop_name	city	avg_ratings
Chaichology	Bangalore	4.6
Chaichology	Mumbai	4.5
Chaichology	Chennai	4.5

Question: "8) Find reviews where customers used the word "amazing" for a shop in Bangalore ?"



```
select r.customer_name,r.rating,t.city,r.review from ratings r join
tea_shops t on r.shop_id = t.shop_id
where r.review like "%amazing%" and t.city = 'Bangalore';
```

customer_name	rating	city	review
Rohan Joshi	4.7	Bangalore	Kulhad Chai was amazing!

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Question: "9) Find the names of customers who had Masala Chai and identify the tea shop where they consumed it?"



```
select r.customer_name,t.shop_name,t.city
from sales s join menu_items m on m.item_id = s.item_id
join tea_shops t on t.shop_id = s.shop_id
join ratings r on r.shop_id = s.shop_id
where m.item_name = 'Masala Chai';
```

customer_name	shop_name	city
Amit Sharma	Chaichology	Mumbai
Sneha Patel	Chaichology	Mumbai
Aditya Kapoor	Chaichology	Mumbai
Rajesh Iyer	Chaichology	Mumbai
Divya Sharma	Chaichology	Mumbai
Simran Kaur	Chaichology	Mumbai

Question: "10)Find the day with the most sales?"



```
select sum(quantity) as total_quantity_sold, transaction_date
from sales
group by transaction_date
order by sum(quantity) desc limit 1;
```

total_quantity_sold	transaction_date
22	2025-03-05

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# Conclusion

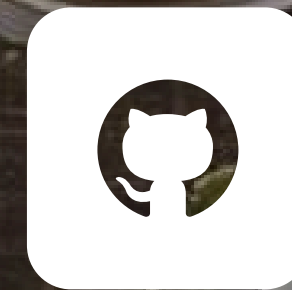
Through this SQL-driven analysis of Chaichology's sales, menu, and customer feedback data, we uncovered valuable insights into the business's performance across multiple locations:

- 🏆 “Kulhad Chai” emerged as one of the best-selling items, indicating strong customer preference for traditional flavors.
- 💰 Mumbai and Bangalore locations generated notable revenue, showing high footfall and demand in metro cities.
- ⭐ Shops in cities like Chennai and Bangalore consistently received average customer ratings above 4.5, highlighting exceptional service and product satisfaction.
- 📅 March 5, 2025 saw the highest number of items sold, suggesting potential promotional activity or weekend influence.

# Thank You.



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