Danny's Pizza Runner Case Study - Documentation

Data Schema

The analysis uses the following table structure:

- **orders** table:

    - order_id: A unique identifier for each order.

    - order_date: The date on which the order was placed.

    - order_time: The exact time when the order was placed.

    - delivery_time_minutes: The total time taken for the delivery, measured in minutes.

Assumptions

- The data utilized in this case study spans from March 1, 2024, to April 30, 2024.

- Unless indicated by specific analysis, it is assumed that orders are uniformly distributed across the given period.

Challenges

- **Data Gaps**: There were instances of incomplete data for certain hours, which necessitated the use of extrapolation techniques to maintain accuracy in the analysis.

- **Ambiguous Business Requirements**: Initial uncertainty about the definition of key metrics, such as what constituted "peak hours" and "busiest days," required a series of refinements in the SQL queries to align with business needs.

Future Work

- **Customer Segmentation**: A future analysis could involve segmenting customers based on demographic information to better understand ordering patterns and preferences.

- **Delivery Personnel Efficiency**: Integrating delivery personnel data with the current dataset would enable the evaluation of individual performance, helping to identify the most efficient delivery personnel.