

# Delivery Market Analysis

BeCode.org Solo Project - focus on SQL & Tableau visuals

Kristin



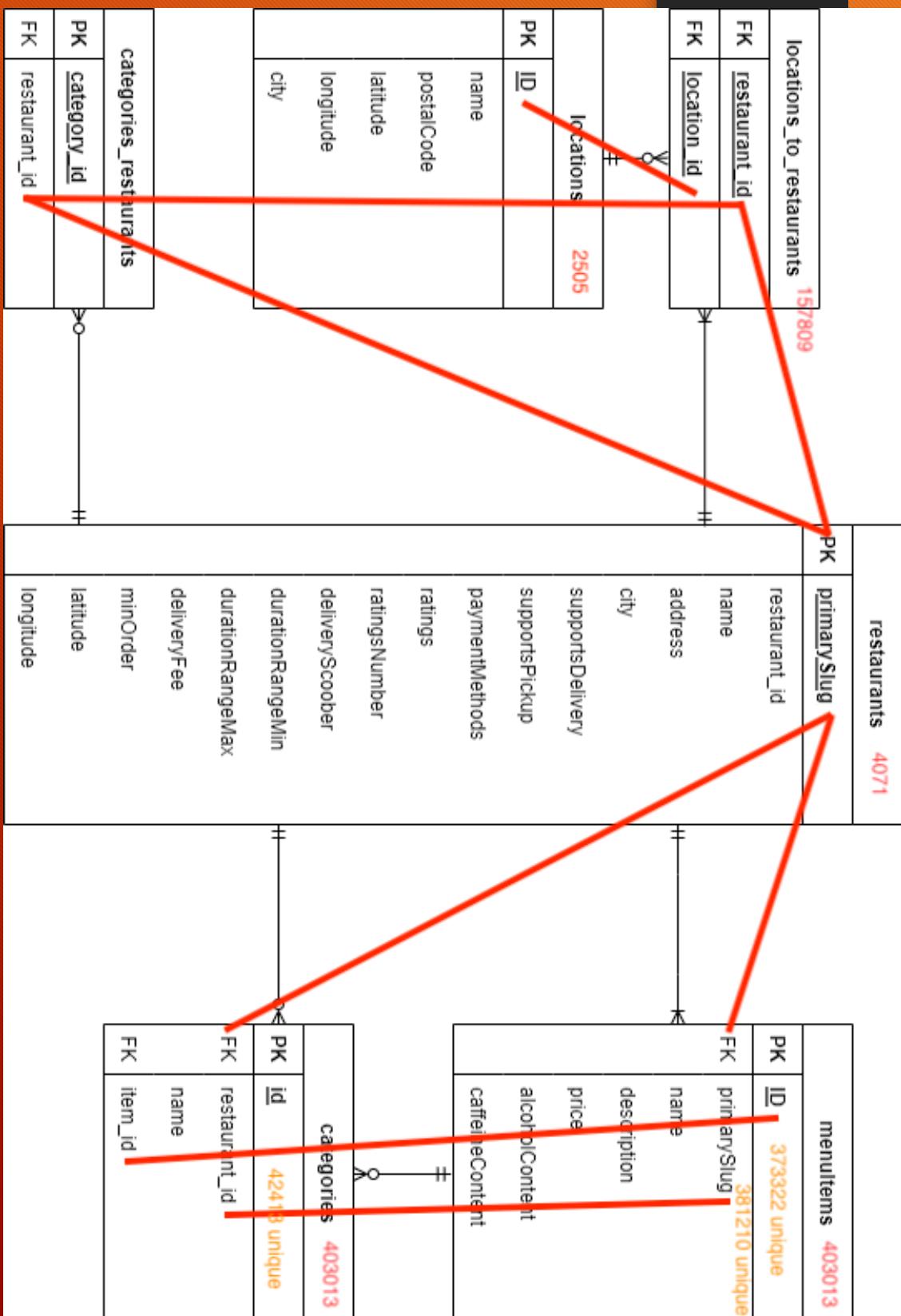
# Takeaway

- Provided with real-world Takeaway dataset & simple schema
- Asked to answer analytical questions using SQL & visuals (Tableau) like
  - How does vegetarian availability vary by delivery area?
  - Which restaurants are top-rated for given dish?
  - What are best options in Leuven?
  - How many restaurants serve explicit low carb options?

# Takeaway

- Explored database structure to understand table relationships & keys
- Noticed assumed primary keys were not truly that (same information in different languages for city, menu items, ...)
- Noticed incorrect assumptions (primarySlug vs restaurantID, locations (customer) vs city (restaurant), menuitems vs categories)
- Created SQL queries that aggregated data needed for further analysis
- Validated results by checking row counts, duplicates, ...
- Built Tableau visualizations directly on the raw database

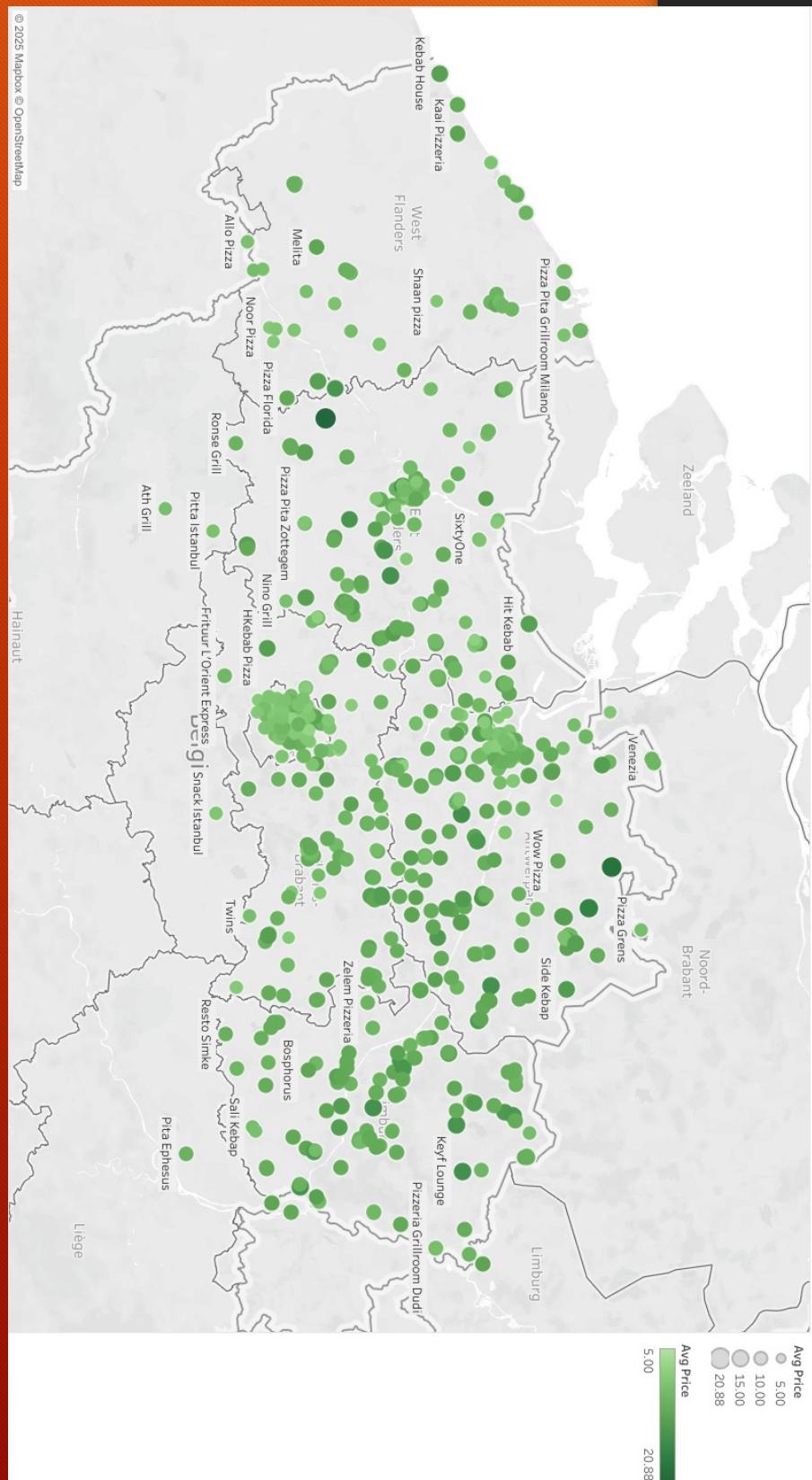
## Database Schema



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Kapsalon

## 04-Resto Location Kapsalon vs Avg Price



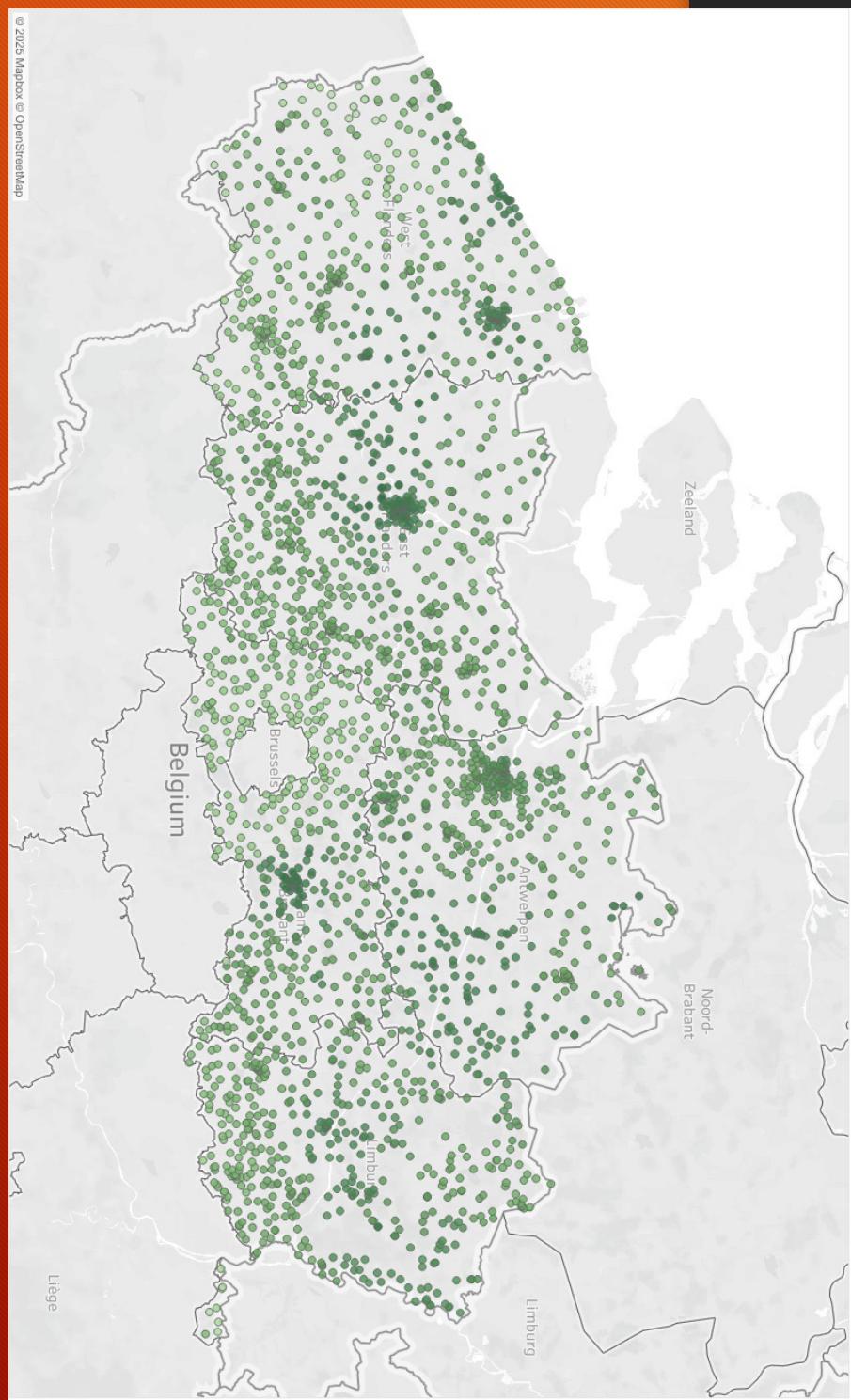
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Kapsalon is popular fast-food dish from Rotterdam, created around 2003 by hairdresser  
Loaded fries dish with meat, cheese, & salad

Veg...

07-Availability of Vegetarian/Vegan Items by Area

Veg Availability/%  
0.00285 0.0776



Veg... dishes availability seems broadly spread, probably due to increasing popular demand

# Hummus

08a-Has Hummus

Zeeland

Noord-  
Brabant

Antwerpen

Limburg

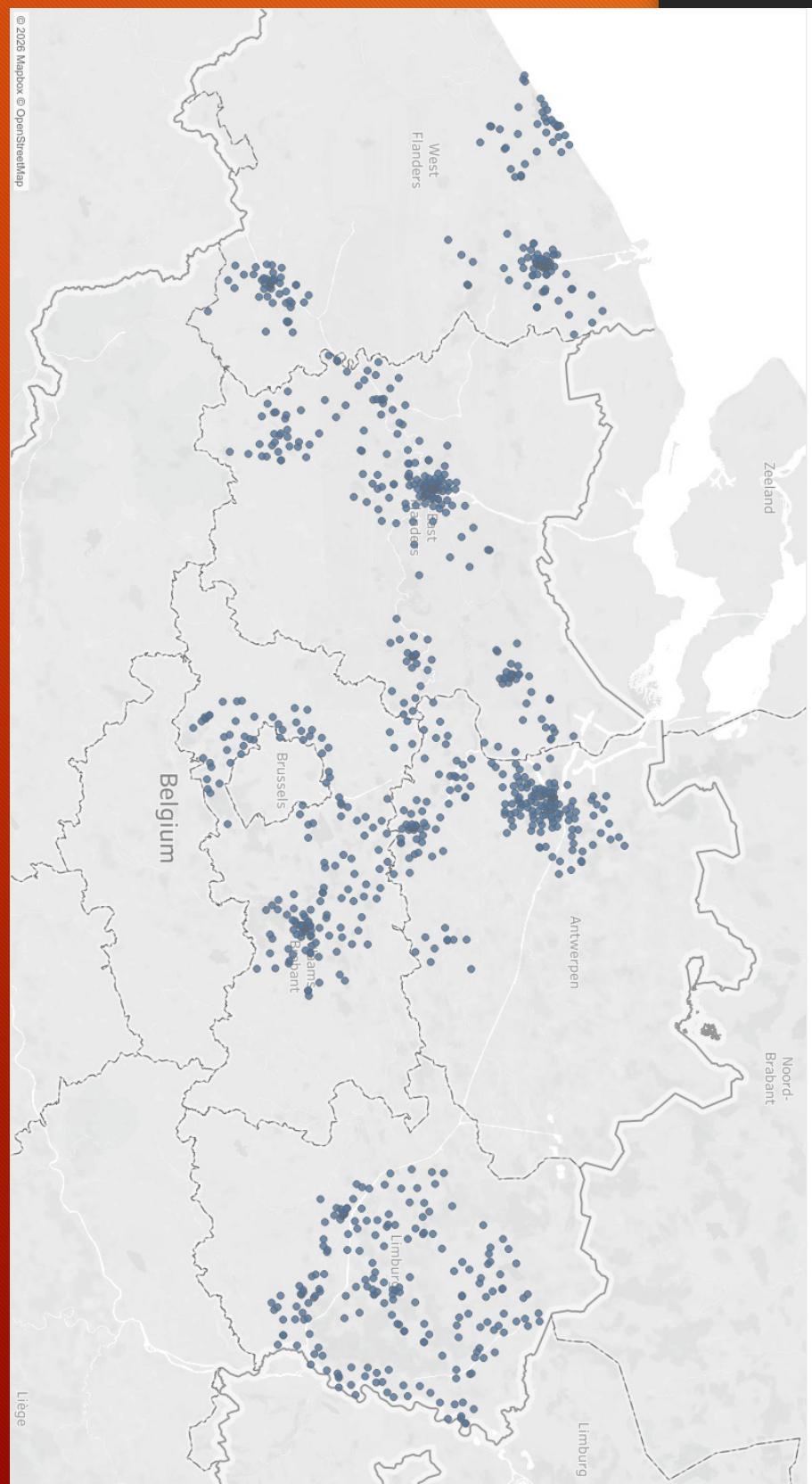
West  
Flanders

Belgium

Brussels

Brugge

Limburg

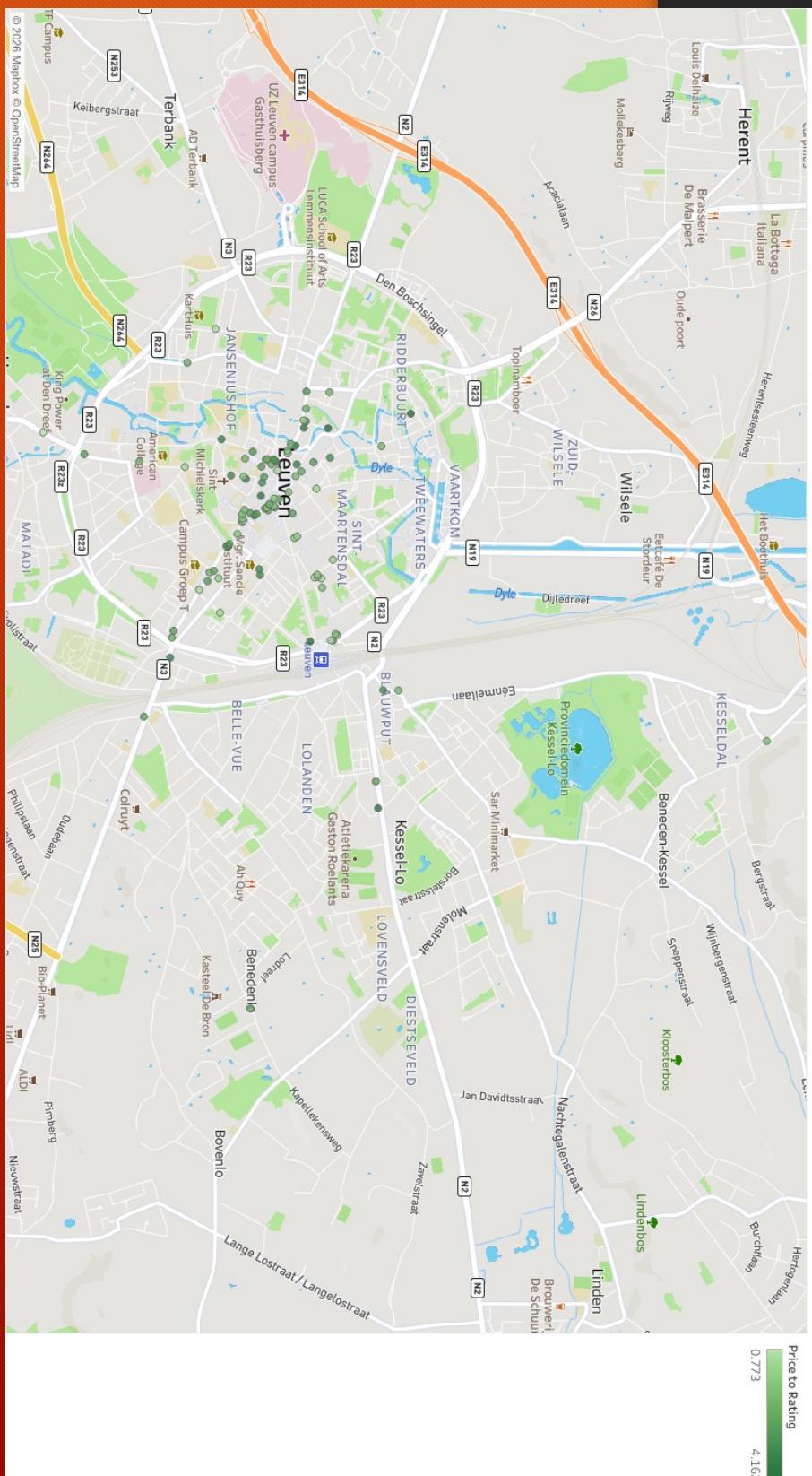


Ethnic restaurant clustering around larger cities? Limburg = exception

© 2020 Mapbox © OpenStreetMap

# Leuven

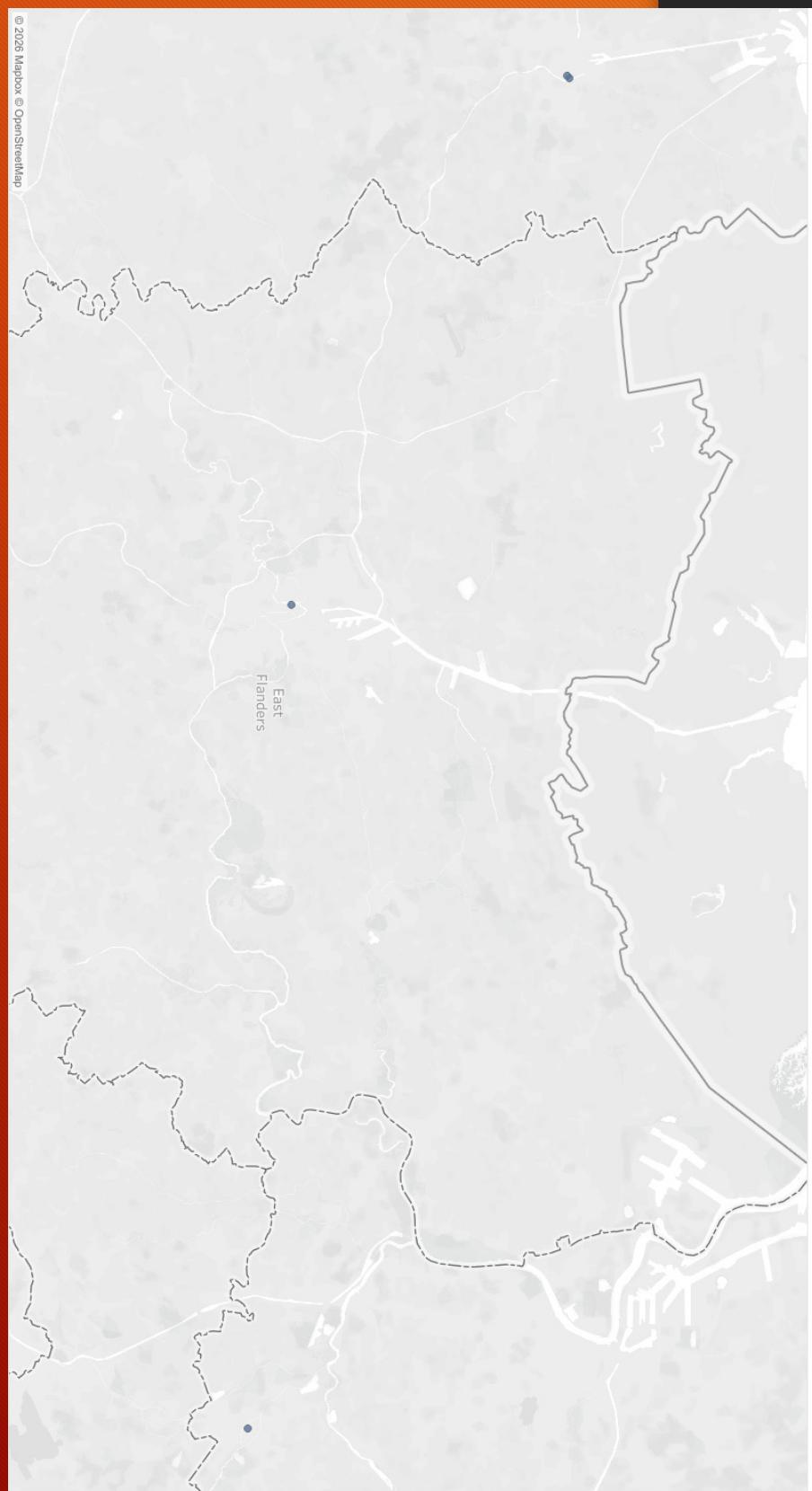
09-Leuven Restos Best Balance Rating/Price



Some personal interest results for valuable resto options in Leuven

## Low carb

10-Restos w/ Explicit Keto/Low Carb Menu Items



Extremely low options for “explicit” low carb/keto dishes is eye opener

# My Key Takeaways (Pun Intended)

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- From DB Engineer POV:
  - Model restaurant chain, language variant, ... more explicitly
  - Use surrogate numeric IDs iso text (restaurantID, primarySlug)
  - Use consistent identifiers (restaurantID, locationID)
  - Add explicit language dimension (language column)
  - Clearly distinguish delivery locations from restaurant locations
  - Normalize location data (both restaurants & locations)
  - Enforce categories hierarchy, introduce controlled taxonomy (cuisine, diet, attribute like halal)
  - Enforce uniqueness & constraints (restaurant vs outlet, language, not NULL coordinates)