

Delivery Market Analysis

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

Kristin



Takeaway

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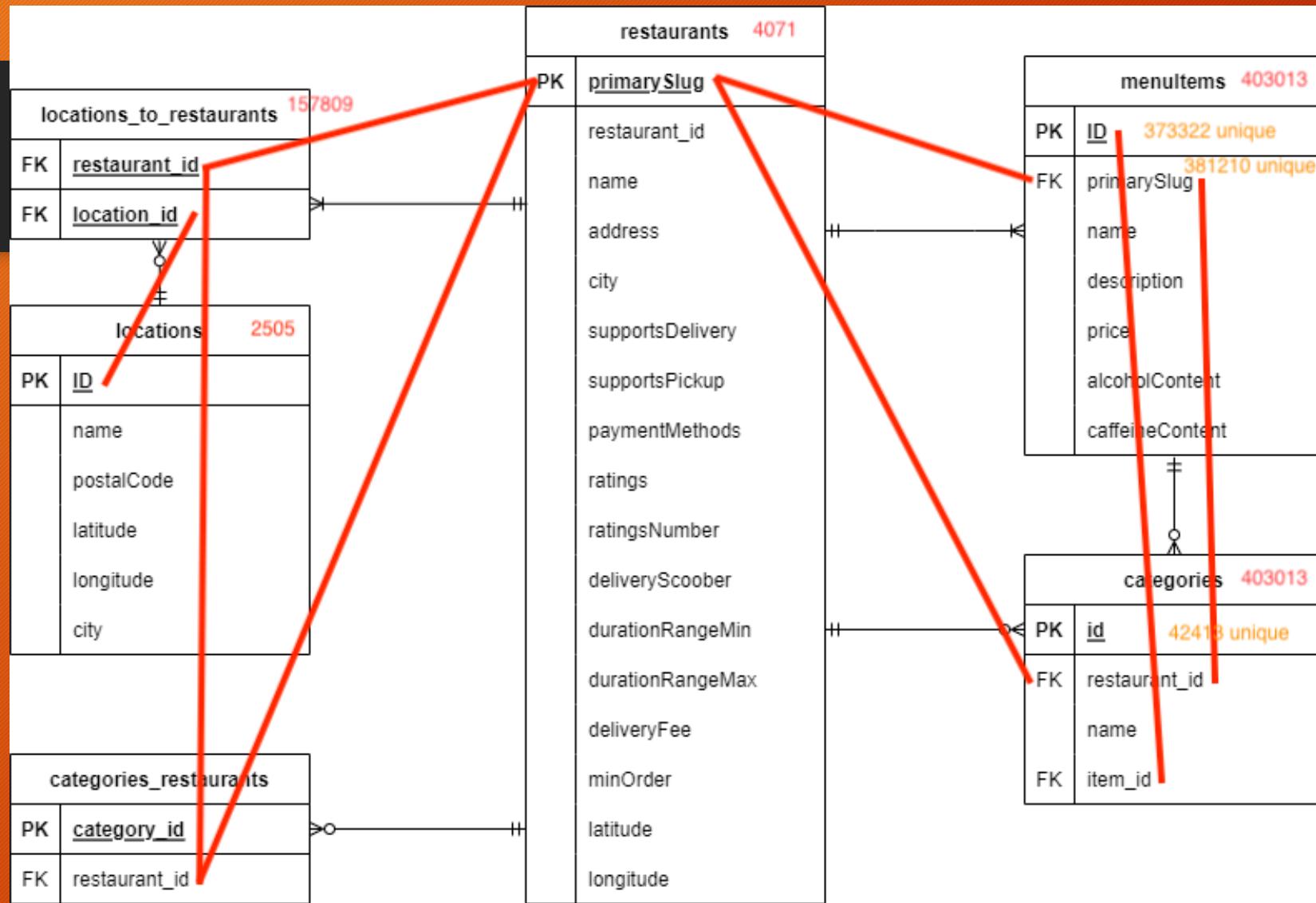
- Provided with real-world Takeaway dataset & simple schema
- Asked to answer analytical questions using SQL & visuals (Tableau) like
 - How does vegetarian availability vary by delivery area?
 - Which restaurants are top-rated for given dish?
 - What are best options in Leuven?
 - How many restaurants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

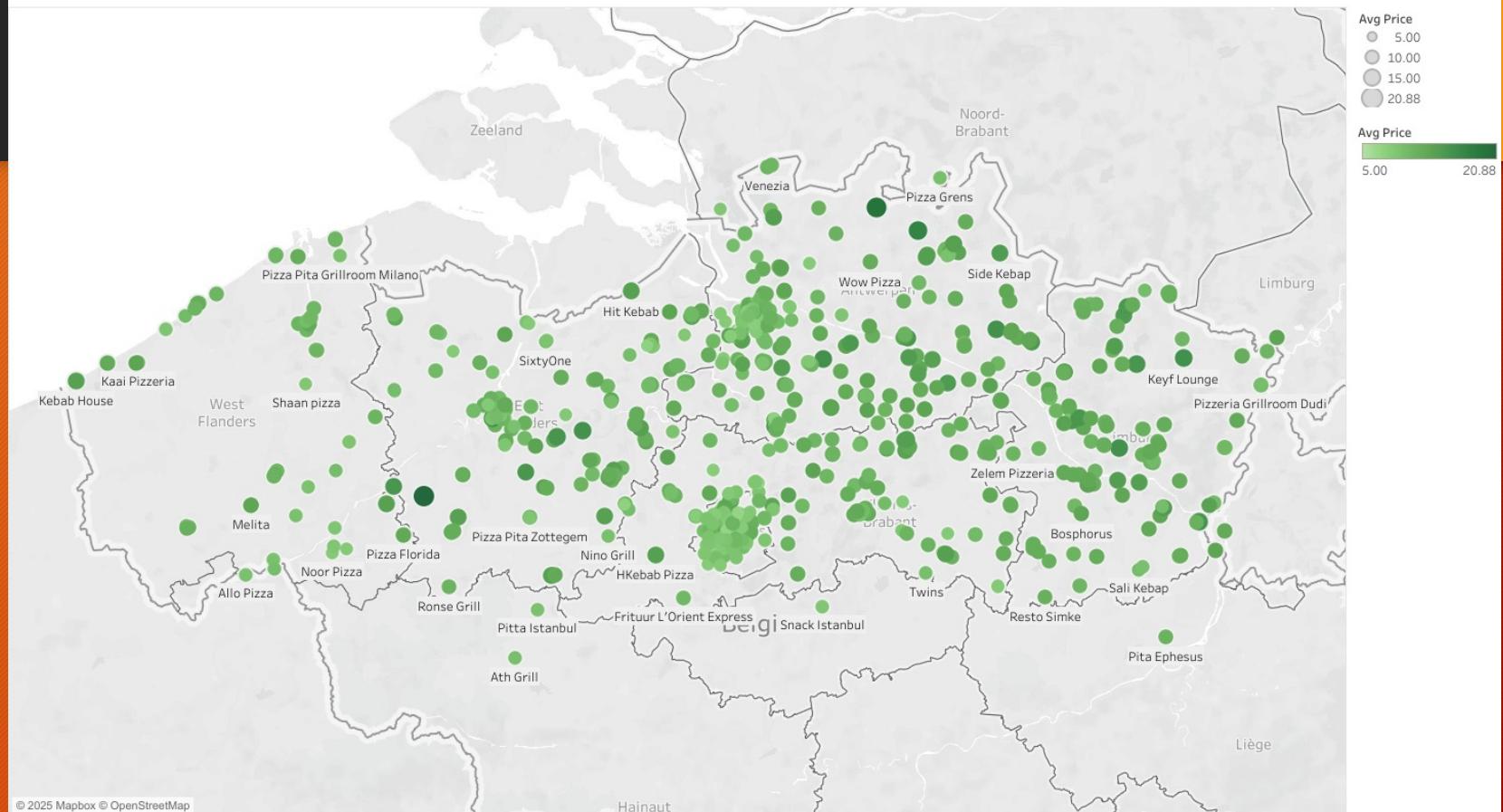
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Kapsalon

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04-Resto Location Kapsalon vs Avg Price

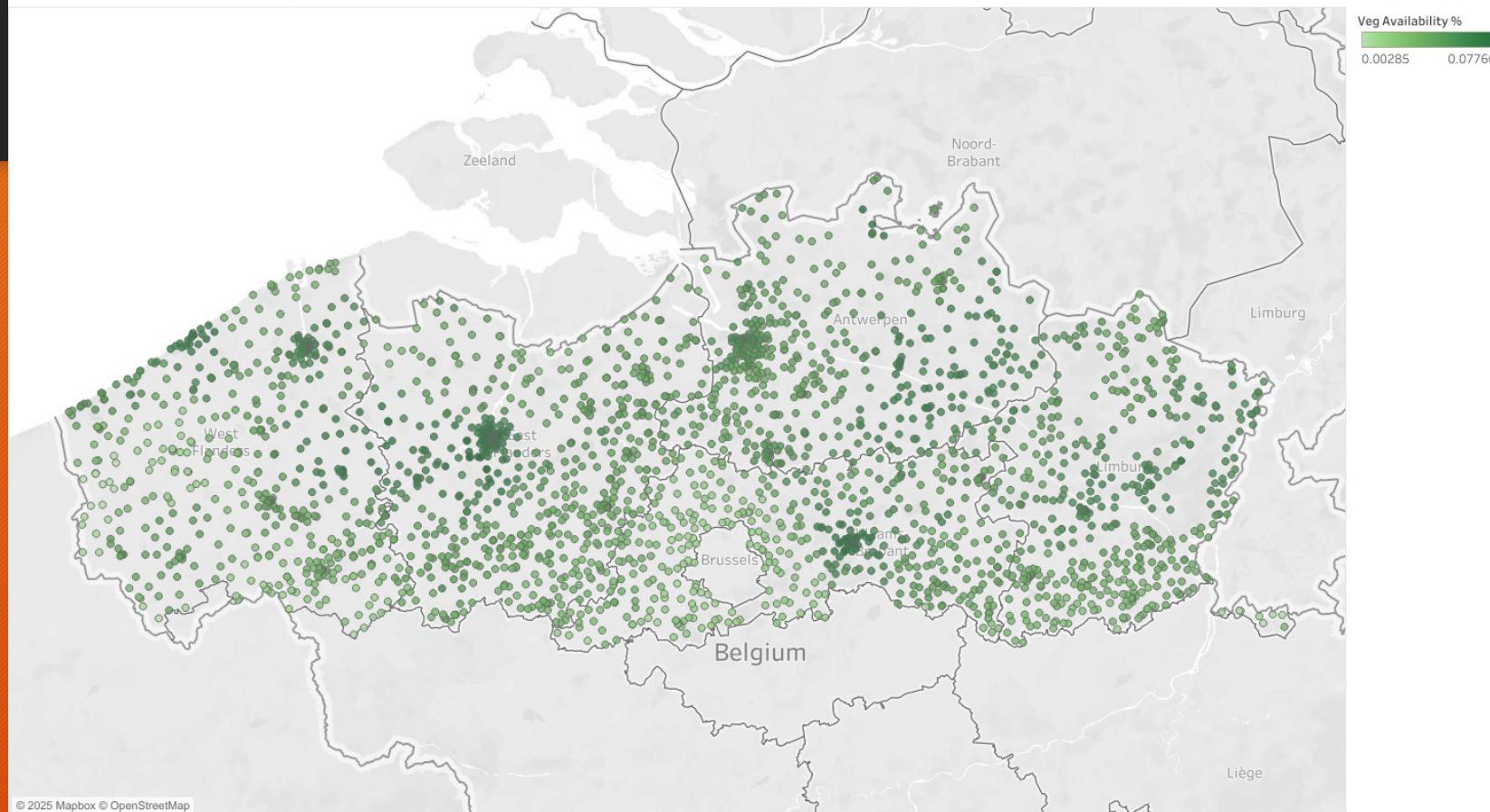


Kapsalon is popular fast-food dish from Rotterdam, created around 2003 by hairdresser
Loaded fries dish with meat, cheese, & salad

Veg...

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07-Availability of Vegetarian/Vegan Items by Area

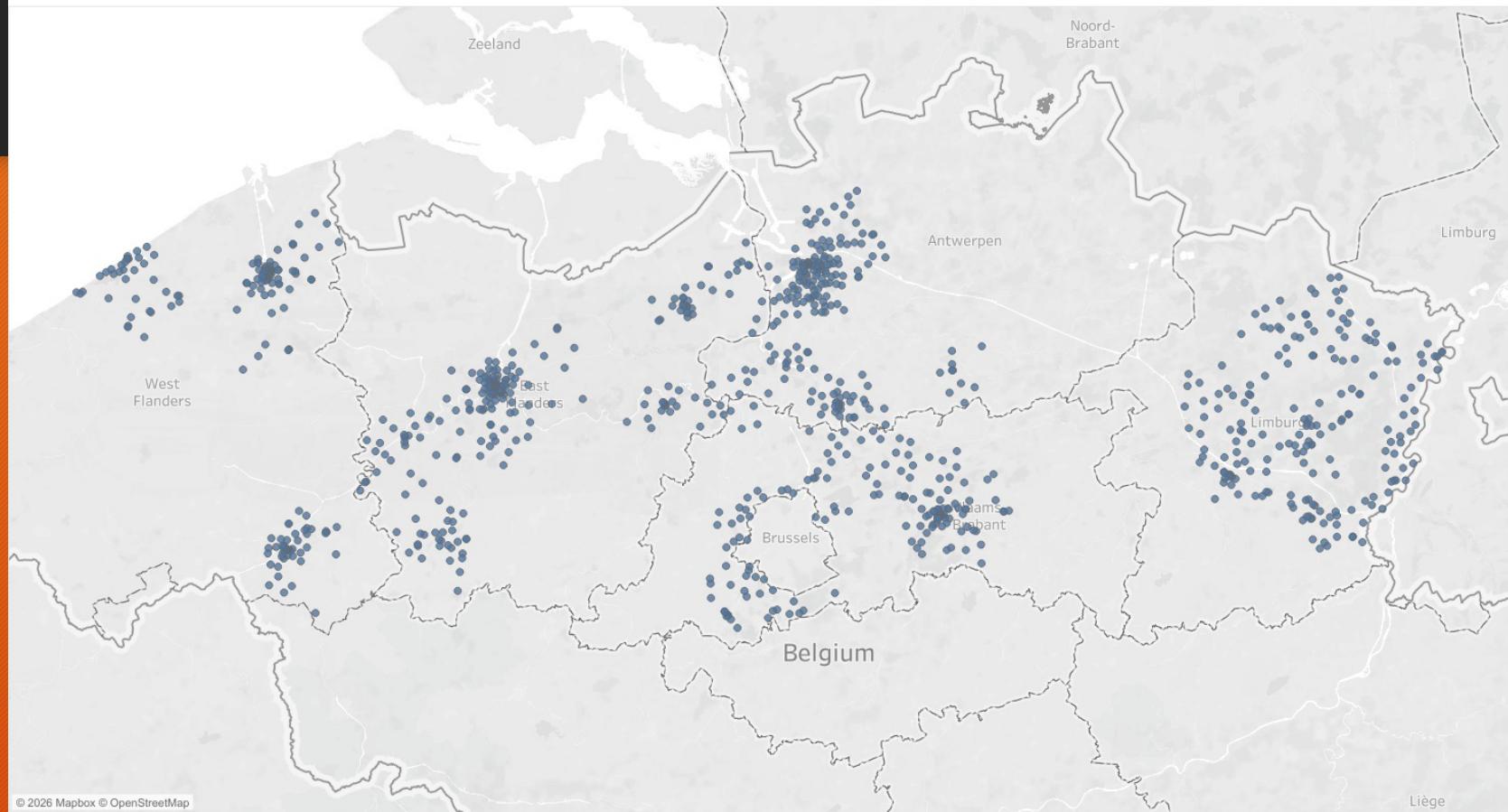


Veg... dishes availability seems broadly spread, probably due to increasing popular demand

Hummus

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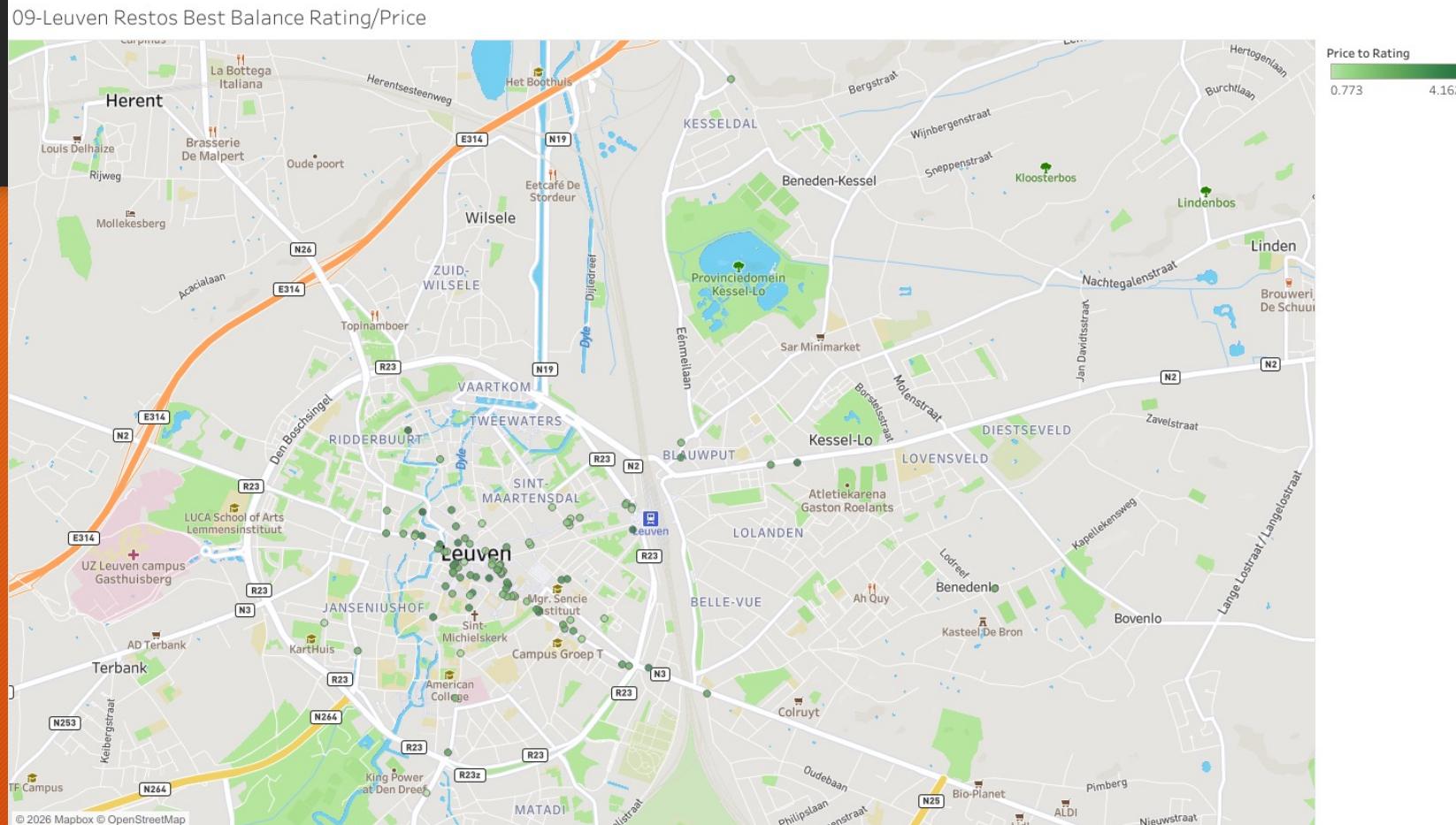
08a-Has Hummus



Ethnic restaurant clustering around larger cities? Limburg = exception

Leuven

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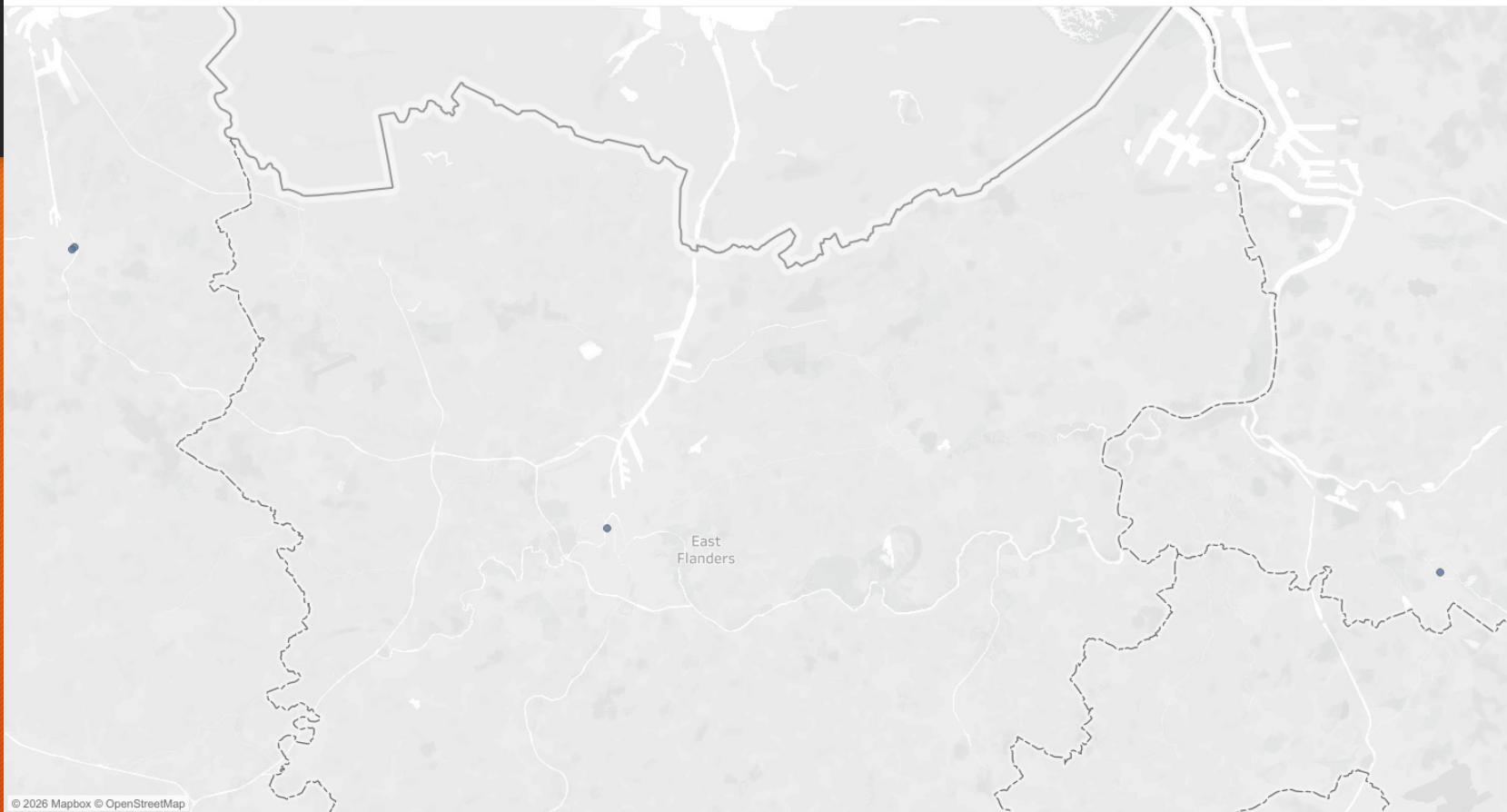


Some personal interest results for valuable resto options in Leuven

Low carb

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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)