

A large, light pink brushstroke graphic that starts from the left and sweeps across the upper half of the slide, ending on the right side. It has a textured, hand-painted appearance.

presentation

Danny's business data analysis

introduction

- Good day everyone. Today, I'm excited to share how I helped Danny analyze his restaurant business data to gain valuable insights about customer behavior and sales performance.

Database Overview

First, I set up a database called "dannys_dinner" with three key tables:

1. **Sales:** Records customer orders (customer_id, order_date, product_id)
2. **Menu:** Contains product details (product_id, product_name, price)
3. **Members:** Tracks loyalty program members (customer_id, join_date)

Key business insights

1. Customer Spending Analysis

- Identified total spending per customer
- Used JOIN operations between sales and menu tables
- Calculated sum of prices for each customer's purchases

2. Customer Visit Patterns

- Analyzed how frequently customers visit the restaurant
- Counted distinct visit days for each customer
- This helps understand customer loyalty and engagement

3. First Purchases Analysis

- Determined the first menu item purchased by each customer
- Used ROW_NUMBER() window function to identify earliest orders
- This reveals initial customer preferences

4. Most Popular Menu Item

- Ramen is the clear favorite, purchased 32 times
- Curry came second with 16 purchases
- Sushi was the least popular with 12 purchases

5. Customer-Specific Preferences

- For Customer A: Ramen
- For Customer B: Curry
- For Customer C: Ramen
- This helps with personalized marketing

6. Post-Membership Purchases

- First purchase after joining loyalty program:
 - Customer A: Curry
 - Customer B: Sushi

7. Pre-Membership Purchases

- Last purchase before joining:
 - Customer A: Curry
 - Customer B: Sushi

8. Pre-Membership Spending

- Customer A spent \$200 on 16 items before joining
- Customer B spent \$320 on 24 items before joining

Business Recommendations

BASED ON THESE INSIGHTS, I WOULD RECOMMEND:

- 1.PROMOTE RAMEN MORE AGGRESSIVELY SINCE IT'S THE MOST POPULAR ITEM
- 2.CREATE COMBO DEALS WITH LESS POPULAR ITEMS TO INCREASE THEIR SALES
- 3.TARGETED PROMOTIONS FOR MEMBERS BASED ON THEIR PURCHASE HISTORY
- 4.ENHANCE LOYALTY PROGRAM BENEFITS TO CONVERT MORE PRE-MEMBER SPENDING INTO LOYAL CUSTOMERS

conclusion

This analysis demonstrates how data-driven insights can help restaurant owners like Danny make informed decisions to boost sales and improve customer experience. The SQL queries I developed provide a foundation for ongoing business monitoring and decision support.