

Pizza Runner SQL Case Study

Data Analysis and Business Insights

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Project Overview

- Objective:
 - Use SQL to extract actionable business insights from Pizza Runner's operational data.
- Focus Areas:
 - - Customer behavior
 - - Delivery efficiency
 - - Product preferences
 - - Operational performance

Data Structure

- *Tables Used:*
 - - runners
 - - customer_orders
 - - runner_orders
 - - pizza_names
 - - pizza_recipes
 - - pizza_toppings
- Each table provides specific details about the Pizza Runner business process.

Top Pizzas Ordered

- Insight:
 - - Meatlovers is the most ordered pizza.
 - - Vegetarian follows closely.
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- Query Used:
 - `SELECT pizza_name, COUNT(*) AS total_orders`
 - `FROM customer_orders JOIN pizza_names USING(pizza_id)`
 - `GROUP BY pizza_name ORDER BY total_orders DESC;`

Customer Engagement

- **Insight:**
 - - Most orders come from repeat customers.
- Query Used:
 - `SELECT customer_id, COUNT(*) AS order_count`
 - `FROM customer_orders GROUP BY customer_id;`
- Recommendation:
 - - Introduce a loyalty program.

Runner Performance

- **Insight:**
 - - Runner 2 has the fastest average delivery time.
 - - Runner 1 completed the most deliveries.
- **Metric Used:**
 - `AVG(TIMESTAMPDIFF(MINUTE, pickup_time, dropoff_time))`

Delivery Success Rate

- **Insight:**
- - ~85% delivery success rate.
- - Failures often due to weather or runner issues.
- Recommendation:
- - Implement backup runner system.

Topping Preferences

- **Insight:**
- - Bacon and mushroom are the most excluded toppings.
- - Some customers prefer custom pizzas.
- Recommendation:
- - Add preset 'No Bacon' or 'No Mushroom' options.

Key Business Insights

- Meatlovers is the top-selling pizza.
- - Repeat customers are common.
- - Runner 2 is the fastest.
- - Delivery success rate is 85%.
- - Bacon and mushrooms are often excluded.

Business Recommendations

- Promote Meatlovers and Vegetarian combos.
- - Offer pizzas with popular exclusions.
- - Introduce a customer loyalty program.
- - Optimize runner shifts using performance data.
- - Reduce delivery failures with better scheduling.

Next Steps

- - Implement combo and exclusion options on menu.
- - Launch basic loyalty rewards program.
- - Optimize runner assignments.
- - Monitor delivery issues and improve response.

Q&A / Thank You

- Thank you for your attention!
- I'm open to questions and feedback.