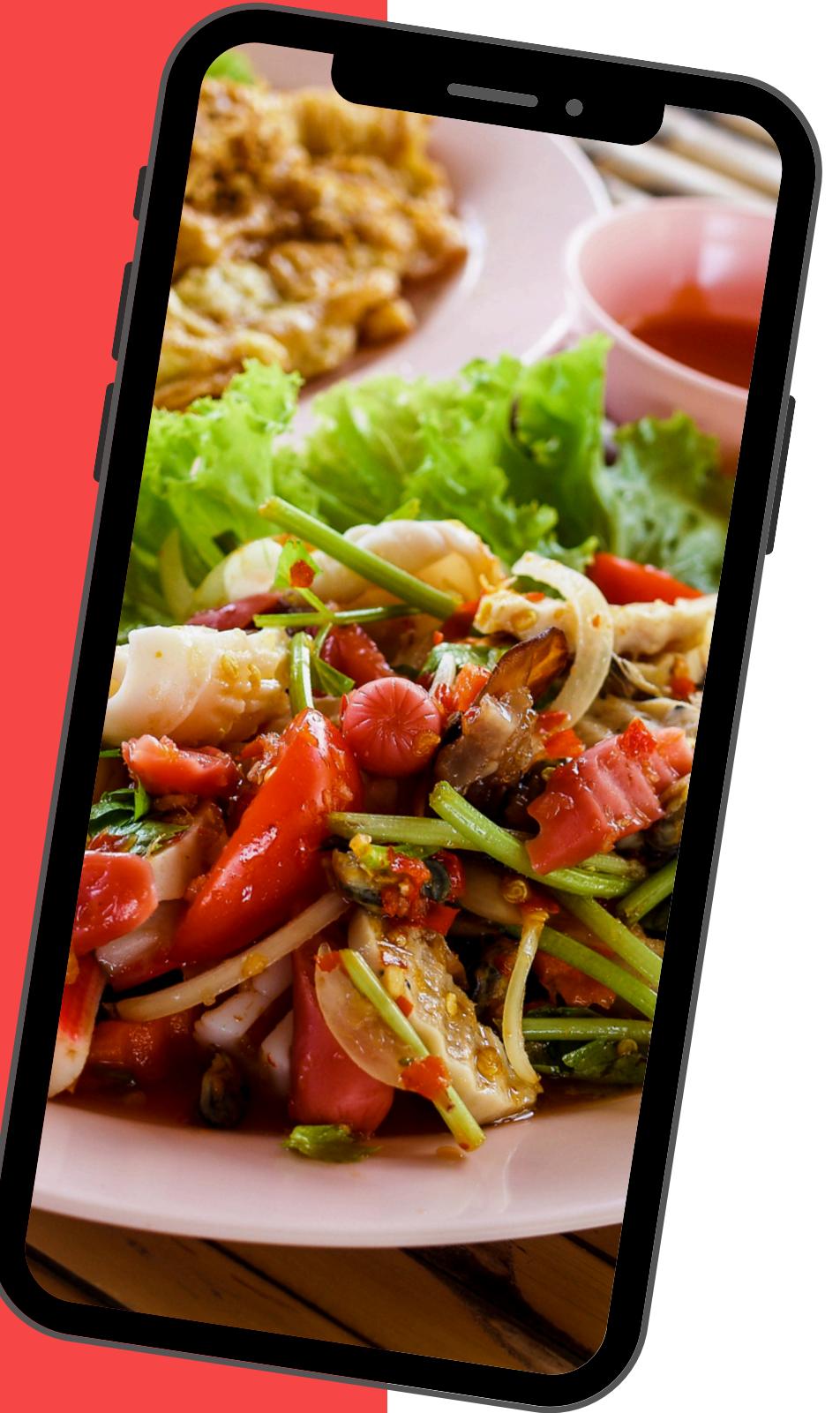


Food Tastes Best When It's On Time

Zomato Food Insight Analysis

Presented by
Rounak Garg



Project Description



Overview:-

This project analyzes Zomato data using SQL to extract insights from four tables: Gold Members, Order Transactions, Food Products, and All Users. The goal is to understand user behavior, transaction patterns, and product popularity to inform business decisions.

Data Description:-

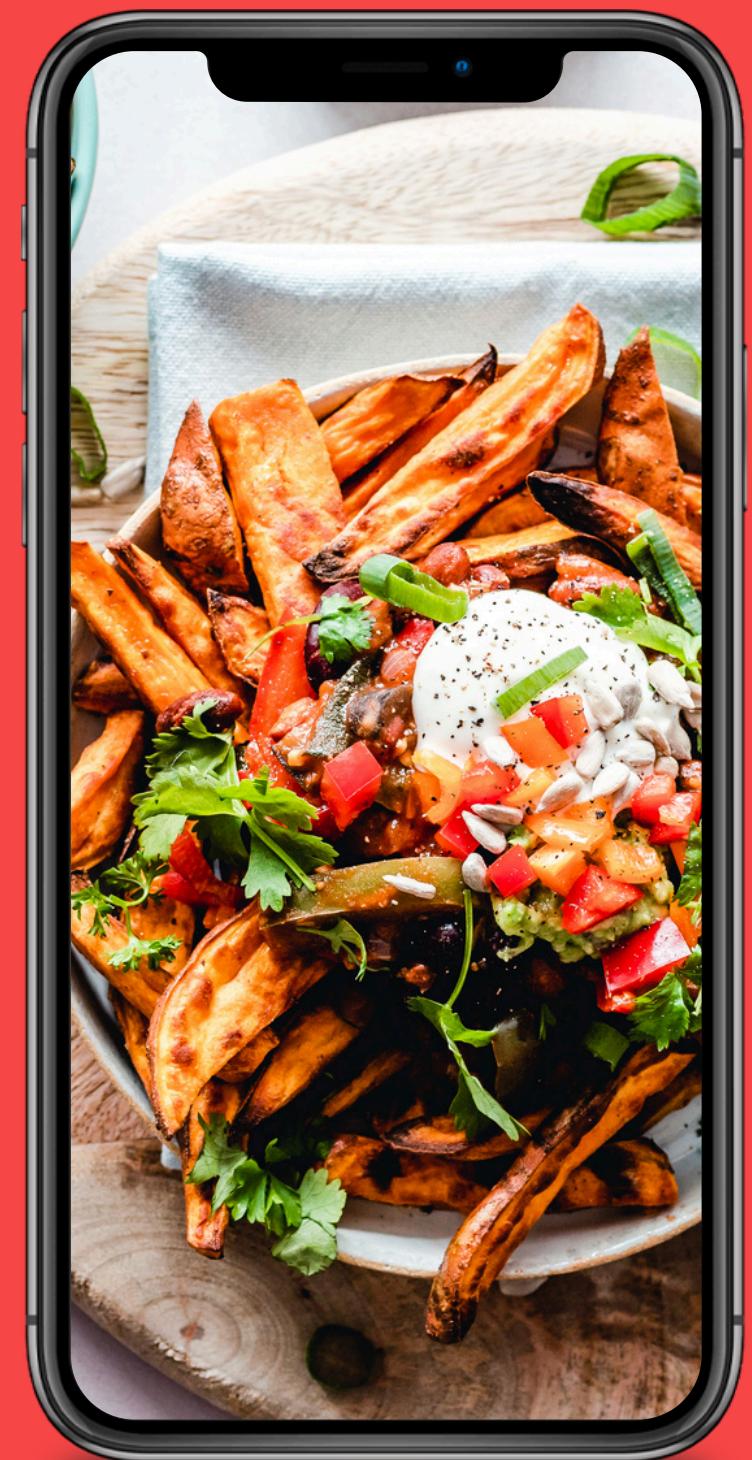
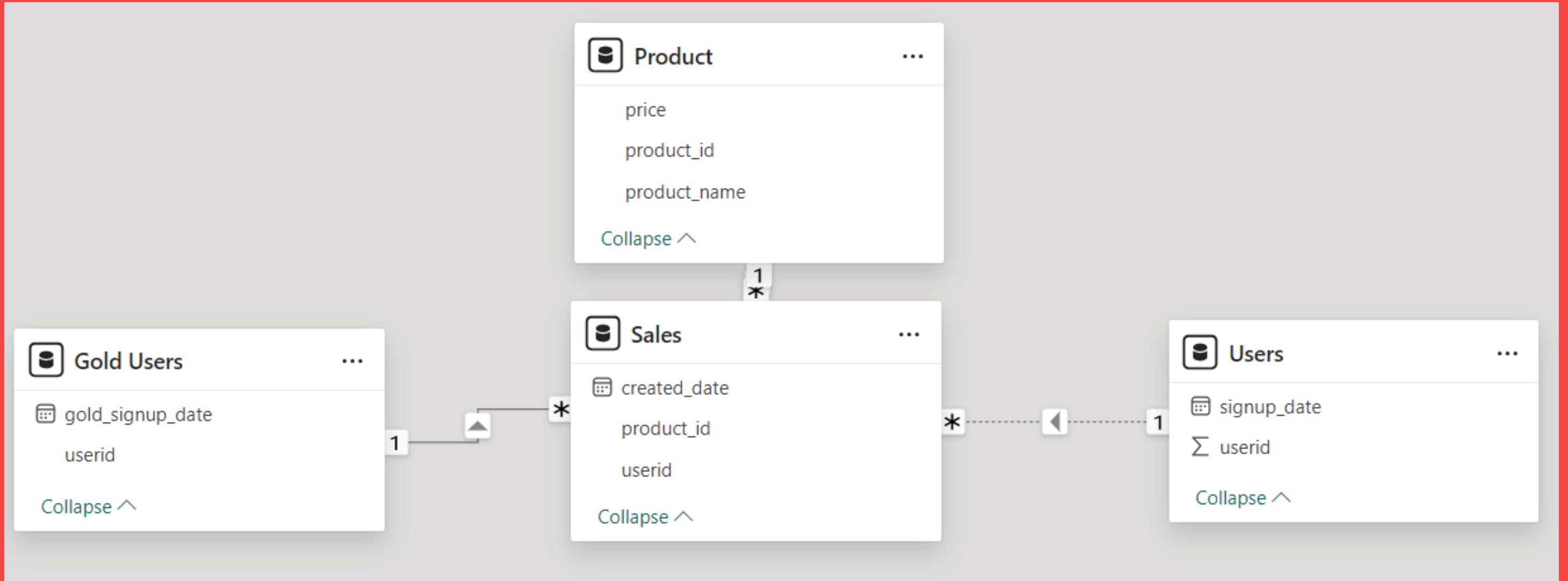
Gold Users Signup: Info on Zomato Gold subscribers (userid,goldsignup_date).

Sales: Details of all orders (userid,created_date,product_id).

Product: Details of food items (product_id,product_name,price).

Users: Info on all users (Userid,signup_date).

Data Model



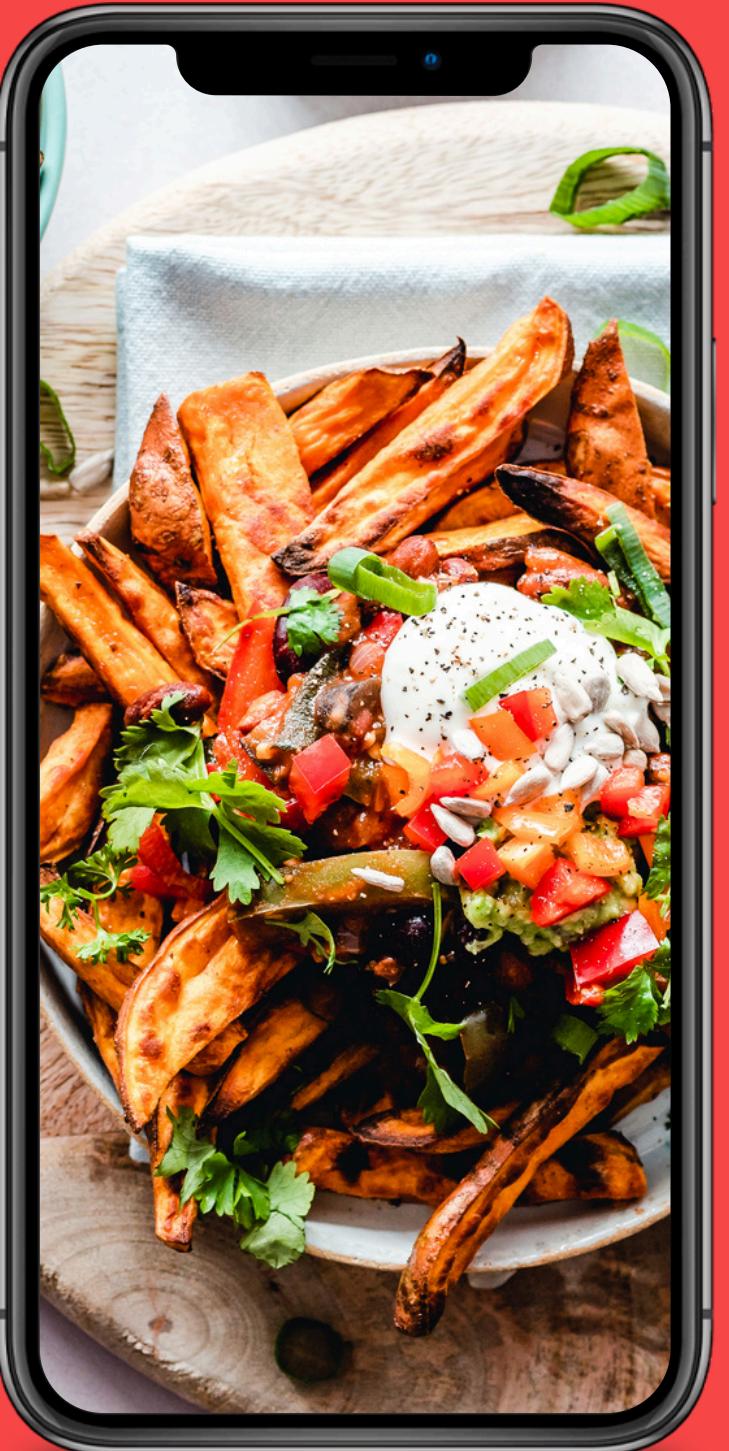
**Which item was first purchased by customer
after they became gold member**

```
select userid,product_id,created_date from(  
    select g.userid as userid,g.gold_signup_date as  
gold_signup_date,s.created_date as created_date,s.product_id as  
product_id,  
dense_rank() over(partition by g.userid order by s.created_date) as rn  
        from  
goldusers_signup g join sales s on g.userid = s.userid and s.created_date >=  
g.gold_signup_date  
    )t where t.rn = 1;
```



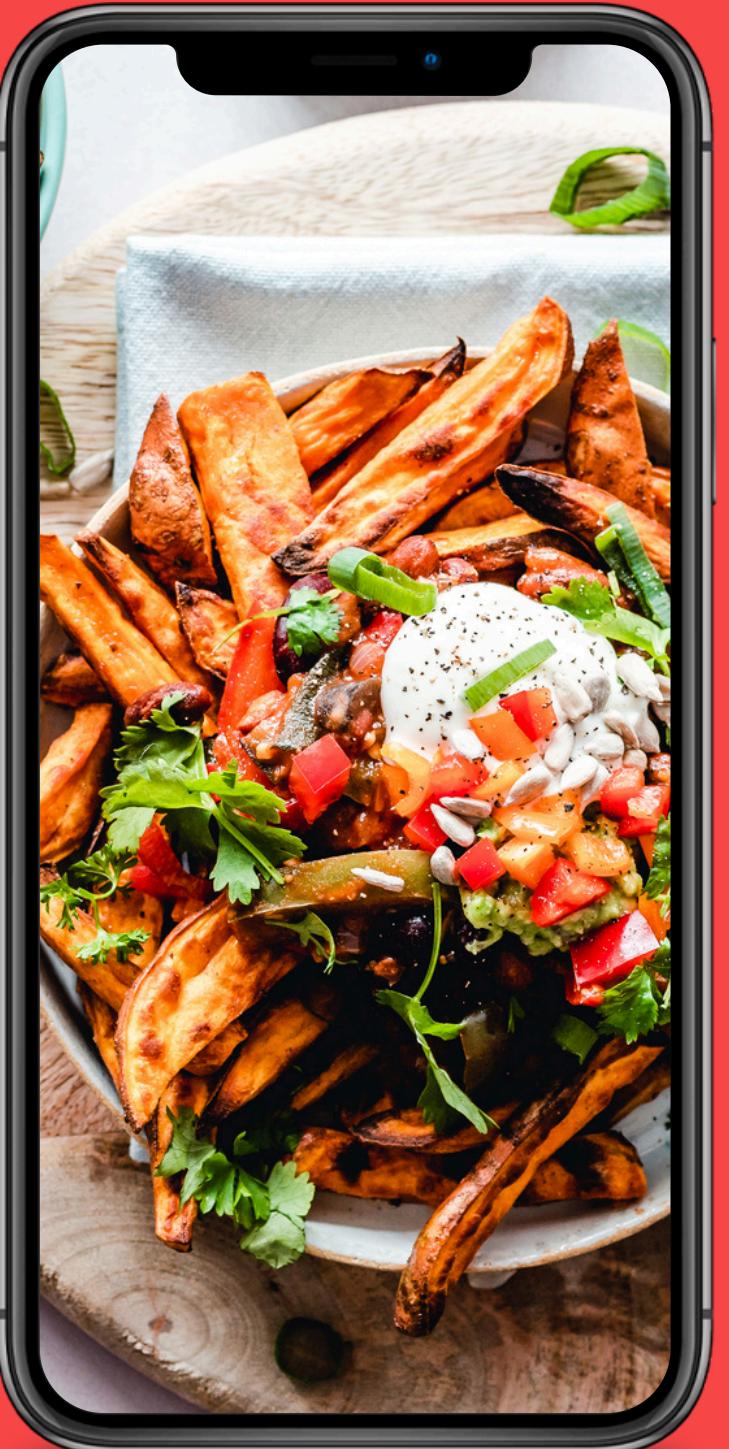
which items are just purchased just become the member

```
select userid,product_id,created_date from(  
    select g.userid as userid,g.gold_signup_date as  
gold_signup_date,s.created_date as created_date,s.product_id as  
product_id,  
dense_rank() over(partition by g.userid order by s.created_date desc) as rn  
        from  
goldusers_signup g join sales s on g.userid = s.userid and s.created_date <  
g.gold_signup_date  
)t where t.rn = 1;
```



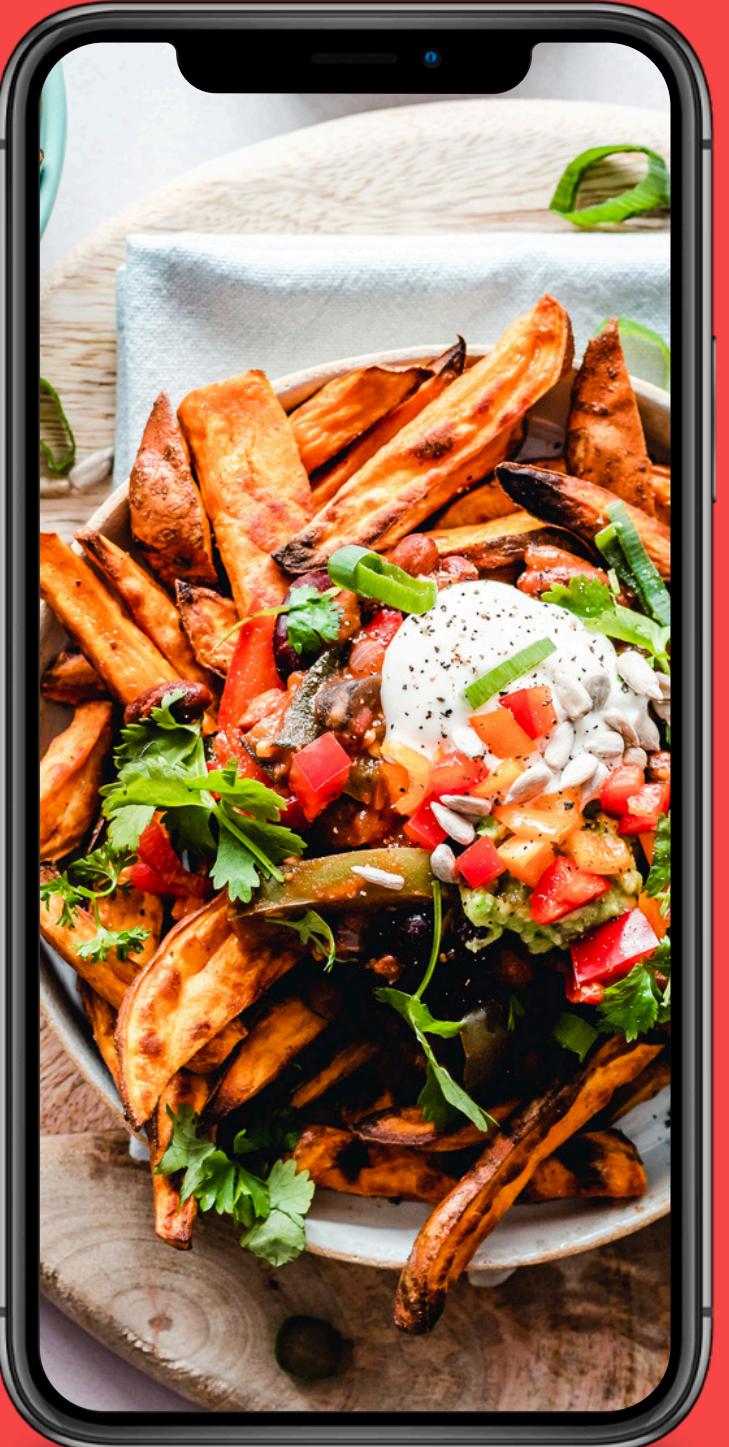
What was the first product purchased by each customer

```
select userid,created_date,product_name from(  
select s.userid as userid,s.created_date,s.product_id,p.product_name as  
product_name,dense_rank() over(partition by s.userid order by  
s.created_date) as rn  
from sales s join product p on s.product_id = p.product_id)t  
where t.rn =1;
```



What is the most purchased item on menu and how many times was it purchased by all customers?

```
select userid,count(product_id) as total from sales where product_id =  
  (select product_id from sales group by product_id order by  
    count(product_id) desc limit 1)  
    group by userid;
```



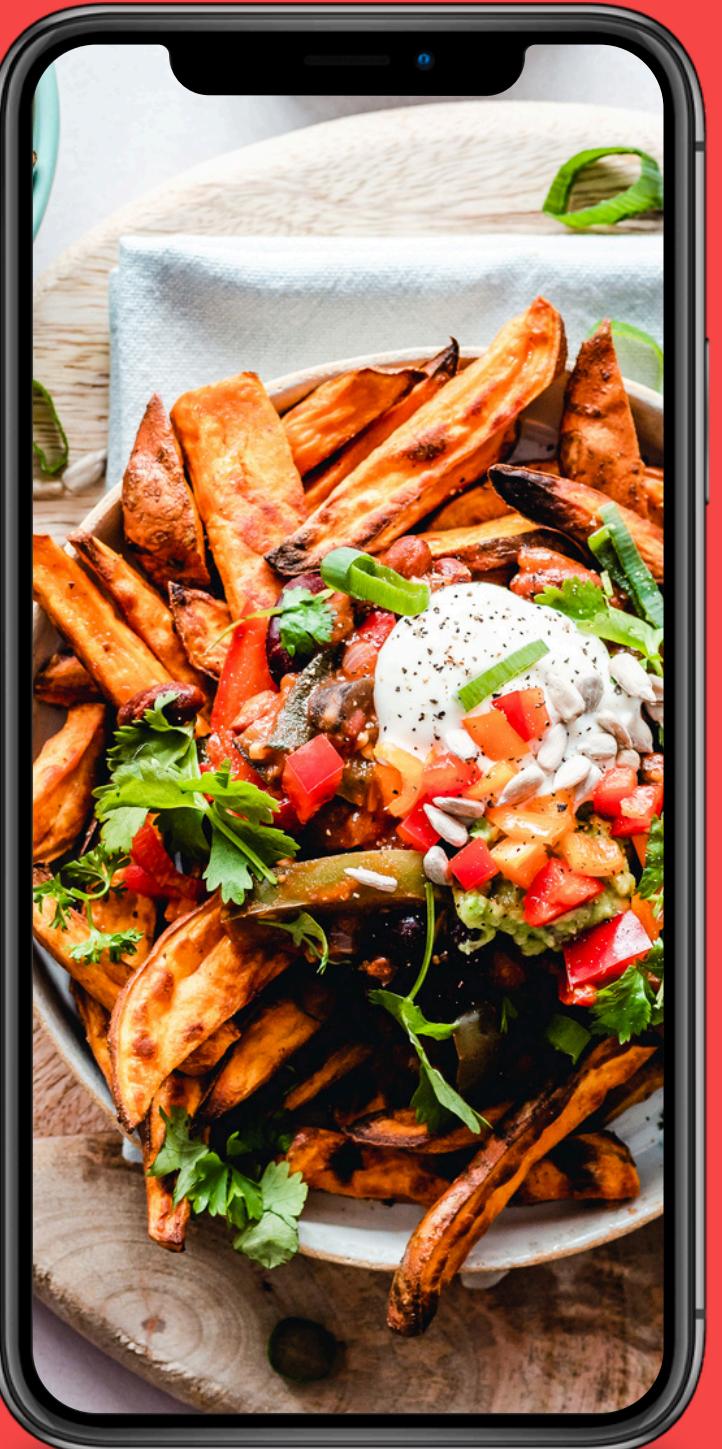
what is the total order and amount spent by each customer before they became a member

```
select g.userid,count(s.product_id),sum(p.price) from  
goldusers_signup g join sales s on g.userid = s.userid  
join product p on s.product_id = p.product_id  
where s.created_date < g.gold_signup_date  
group by g.userid;
```



Which Item was the most popular for each customer

```
select userid,product_id from(  
select userid,product_id,count(*),dense_rank() over(partition by userid order  
by count(*) desc) as rn from sales  
group by userid,product_id)t  
where t.rn = 1;
```



If buying each product generates a point for eg 5rs = 2 zomato point and each product has different purchasing points for eg for p1 5rs = 1 point, for p2 2rs = 1 point and for p3 5rs = 1 point

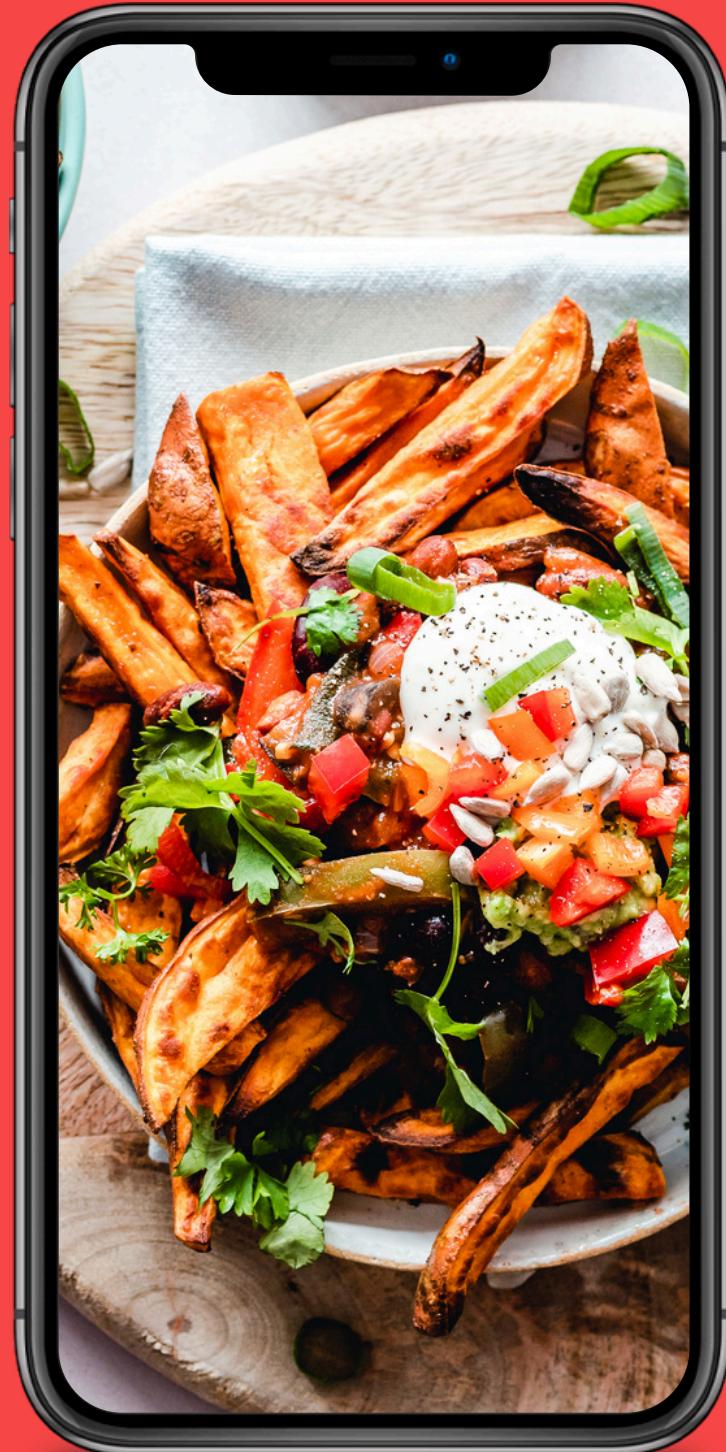
calculate points collected by each customers and for which product most points have been given till now.

with CTE as(

```
select s.userid as userid ,s.product_id as product_id,sum(p.price) as total,  
      case when s.product_id = 1 then round(sum(p.price)/5)  
            when s.product_id = 2 then round(sum(p.price)/2)  
            else round(sum(p.price)/5)  
            end as total_points  
  from sales s join product p on s.product_id = p.product_id  
 group by s.userid,s.product_id  
      )
```

```
select userid,sum(total_points)*2.5 from CTE group by userid;
```

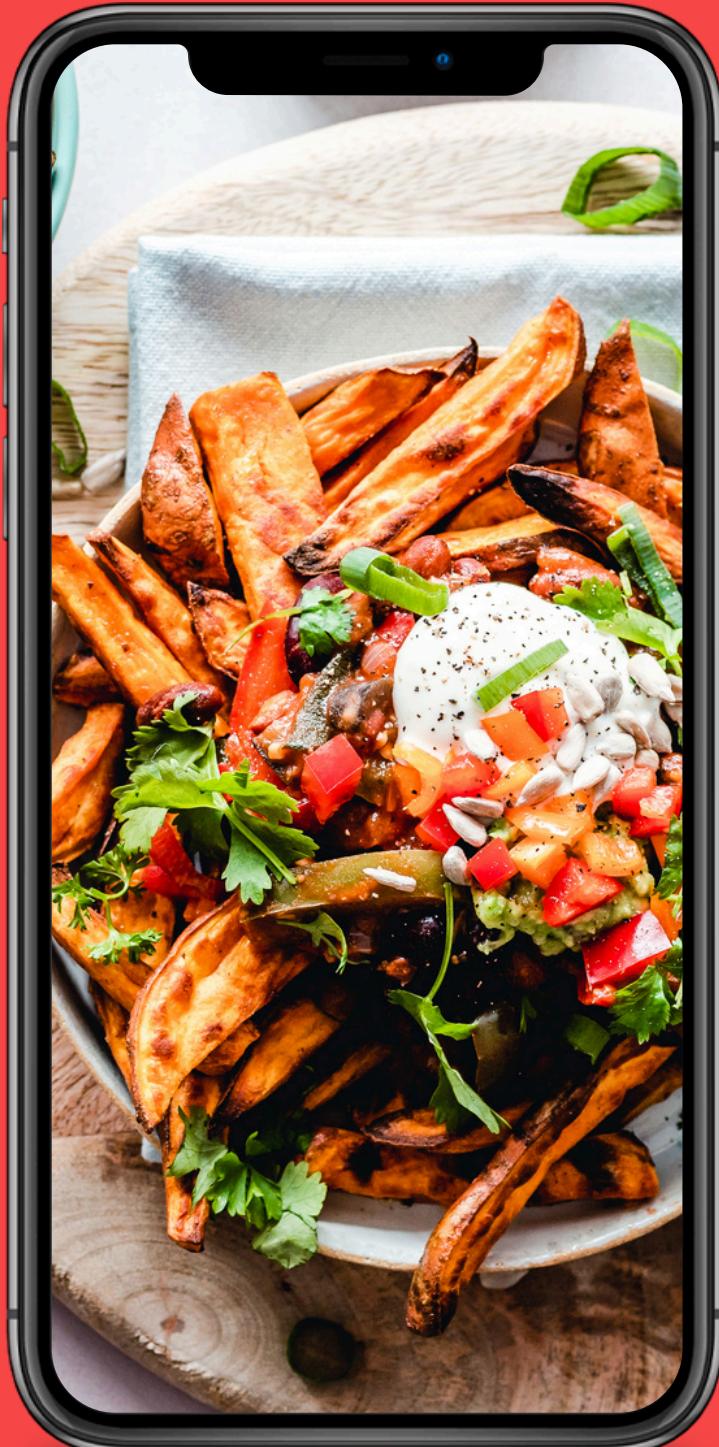
```
select product_id from CTE group by product_id order by sum(total_points) desc  
      limit 1;
```



In the first one year after a customer joins the gold program(including their join date) irrespective of what the customer has purchased they earn 5 zomato points for every 10 rs

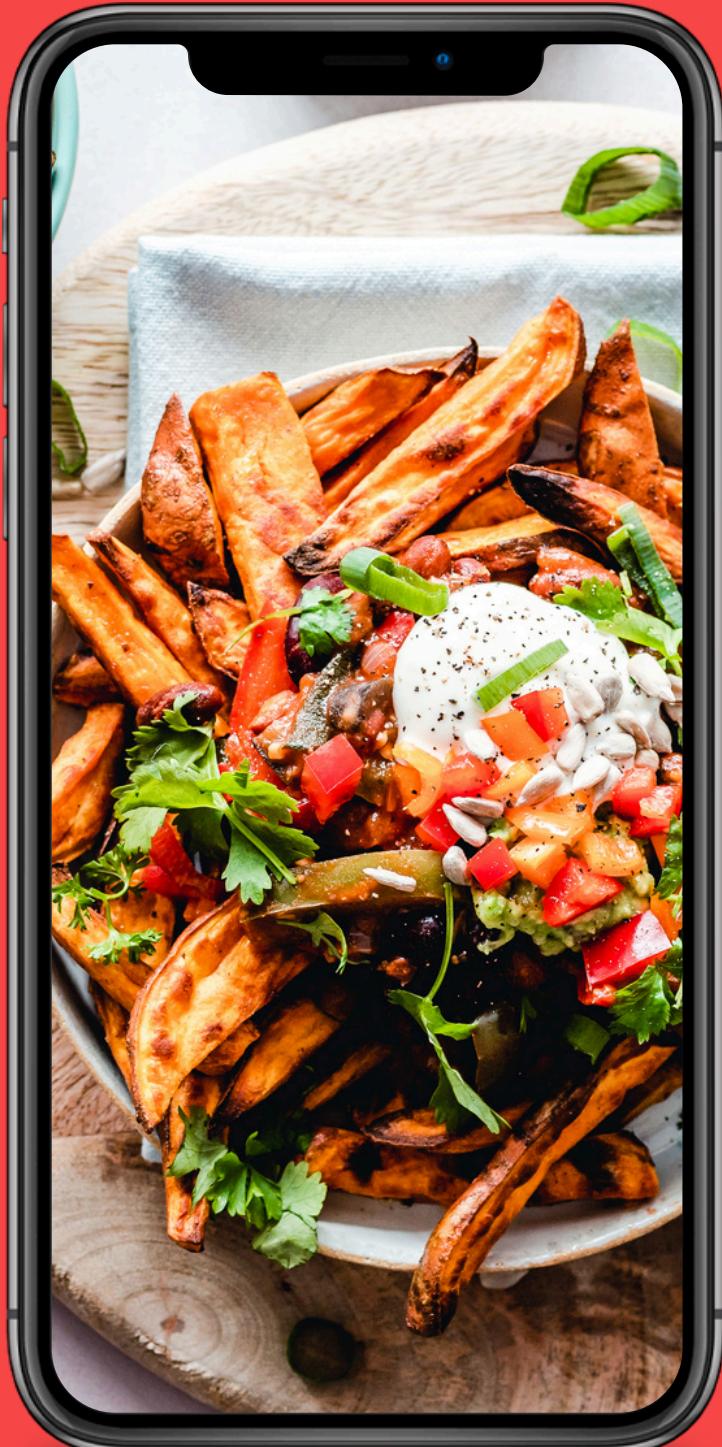
calculate the total points earning in their first year

```
select g.userid,round(sum(p.price)/2) from  
goldusers_signup g join sales s on g.userid = s.userid join product p  
on s.product_id = p.product_id  
and s.created_date between g.gold_signup_date and  
DATE_ADD(g.gold_signup_date, INTERVAL 1 YEAR)  
group by g.userid;
```



**Find all the transactions for each member whenever they are a zomato gold member
and for every non gold member transaction
mark as na**

```
select s.* ,case
when s.userid not in (select userid from goldusers_signup) or
    s.created_date < g.gold_signup_date then 'NA'
else rank() over(partition by s.userid order by s.created_date desc)
end as result from sales s left join goldusers_signup g on
    s.userid = g.userid;
```



What is the total amount each customer spent on zomato

```
select s.userid,sum(p.price) as total_amount_spent  
      from  
sales s join product p on s.product_id = p.product_id  
      group by s.userid;
```



How many days each customer visited zomato

```
select userid,count(created_date) no_of_times_visited  
from sales group by userid;
```

