



CAPSTONE PROJECT

Online Food Delivery Business Analytics System

Inspired by real platforms like
(Swiggy, Zomato, Uber Eats)



Project Objective

In this project, you will act as a Data Analyst for an Online Food Delivery company.

Your responsibility is to analyze the company's database using SQL and generate meaningful business insights that can help improve:

- Revenue performance
- Customer retention
- Restaurant growth
- Product performance
- Operational efficiency



DATABASE STRUCTURE

- customers
- restaurants
- delivery_agents
- orders
- order_items

DASHBOARD REQUIREMENTS (CAN SKIP)

Build in Power BI / Tableau:

- KPI Cards → Total Revenue, Total Orders
- Revenue by City (Bar Chart)
- Monthly Revenue Trend (Line Chart)
- Top Customers (Bar Chart)
- Payment Method Pie Chart
- Delivery Time Distribution



Tasks To Do

PHASE 1 — EXPLORATORY ANALYSIS

The company wants to know:

- 1. Total Revenue**
- 2. Total Orders Per City**
- 3. Top 10 Customers by Spending**

PHASE 2 — CUSTOMER SEGMENTATION

- 1. Customer Category (Gold/Silver/Bronze)**

PHASE 3 — RESTAURANT PERFORMANCE

- 1. Top 10 Restaurants by Revenue**
- 2. Average Rating vs Revenue**

PHASE 4 — DELIVERY ANALYSIS

- 1. Average Delivery Time Per City**
- 2. Late Deliveries (Above 45 Minutes)**

PHASE 5 — PAYMENT & DISCOUNT ANALYSIS

- 1. Payment Method Distribution**
- 2. Discount Impact on Revenue**



PHASE 6 — ADVANCED SQL

- 1. Monthly Revenue Using CTE**
- 2. Rank Restaurants by Revenue (Window Function)**
- 3. Above Average Revenue Restaurants (Subquery)**

PHASE 7 — DATABASE OBJECTS

- 1. Create Revenue View**
- 2. Stored Procedure: Get Top N Restaurant**

PHASE 8-- Performance Optimization

- Index on order_date (for monthly reports)**
- Index on customer_name (for joins)**
- Index on restaurant_name**

PHASE 9 —Automation Logic

- TRIGGER 1 — Prevent Negative Discount**
- TRIGGER 2 — Delivery Delay Warning**



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Submission Deadline



Last Date to Submit: **25th February**

Late submissions may not be considered for certification.

Mandatory LinkedIn Posting

After completing your project:

Post your project on LinkedIn

Share Report

Tag: Kalyani Bhatnagar ,DataPencil

This is compulsory for certification eligibility.

Final Submission Requirement

After completing everything:

You must email us:

✓ Your GitHub repository link

✓ Your LinkedIn post link

⚠ Both links are mandatory.

Without both links, your project will not be considered for review or certification.

email- contact@datapencil.org