

## 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

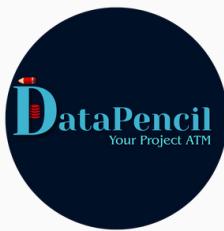
1. Top 10 Restaurants by Revenue
2. Average Rating vs Revenue

## 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



# INDEX FOR PROJECT REPORT

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16. CONCLUSION
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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**