**Case Study Questions:**

1. What is the total amount each customer spent at the restaurant?
2. How many days has each customer visited the restaurant?
3. What was the first item from the menu purchased by each customer?
4. What is the most purchased item on the menu and how many times was it purchased by all customers?
5. Which item was the most popular for each customer?
6. Which item was purchased first by the customer after they became a member?
7. Which item was purchased just before the customer became a member?
8. What are the total items and amount spent for each member before they became a member?
9. If each $1 spent equates to 10 points and sushi has a 2x points multiplier — how many points would each customer have?
10. In the first week after a customer joins the program (including their join date) they earn 2x points on all items, not just sushi — how many points do customers A and B have at the end of January?

**Summary of insights:**

* Customer B is the most frequent visitor with 6 visits in Jan 2021.
* Danny’s Diner’s most popular item is ramen.
* Customer A and C loves ramen whereas Customer B seems to enjoy sushi, curry and ramen equally.
* Customer A is the 1st member of Danny’s Diner and his first order is curry.
* Before they became members, Customer A and Customer B spent $25 and $40 respectively.
* Throughout Jan 2021, Customer A, Customer B and Customer C had 860 points, 940 points and Customer C: 360 points respectively.
* Assuming that members can earn 2x points a week from the day they became a member — not just sushi, Customer A has 1370 points and Customer B has 820 points by the end of Jan 2021.