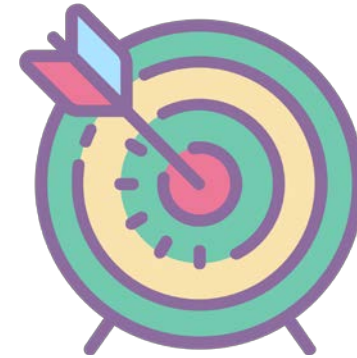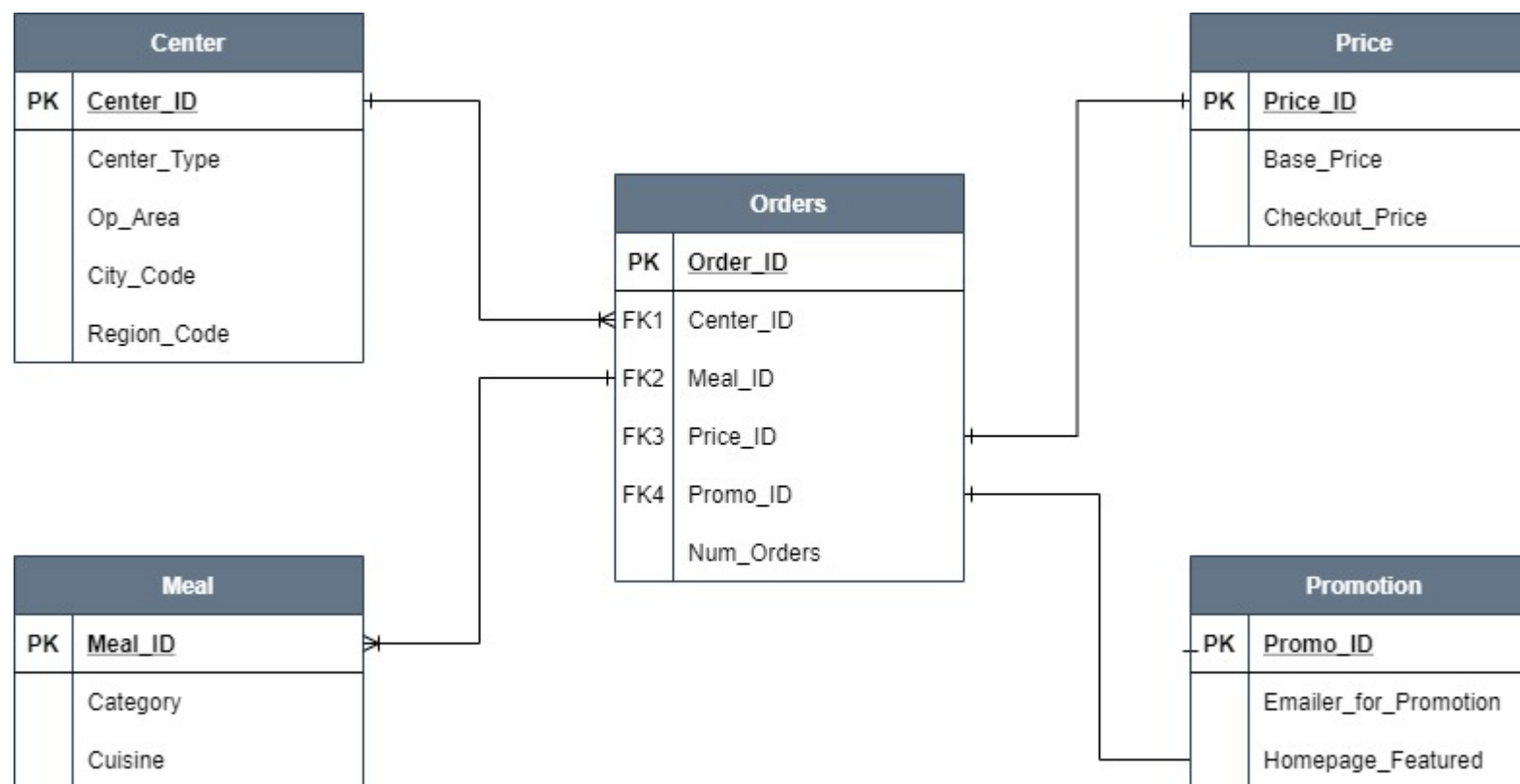# CHILL OUT TAKEOUT

Nicholas Yang

BUSINESS CASE

- Chill Out Takeout is a meal delivery company that has a total of 77 outlets across different region
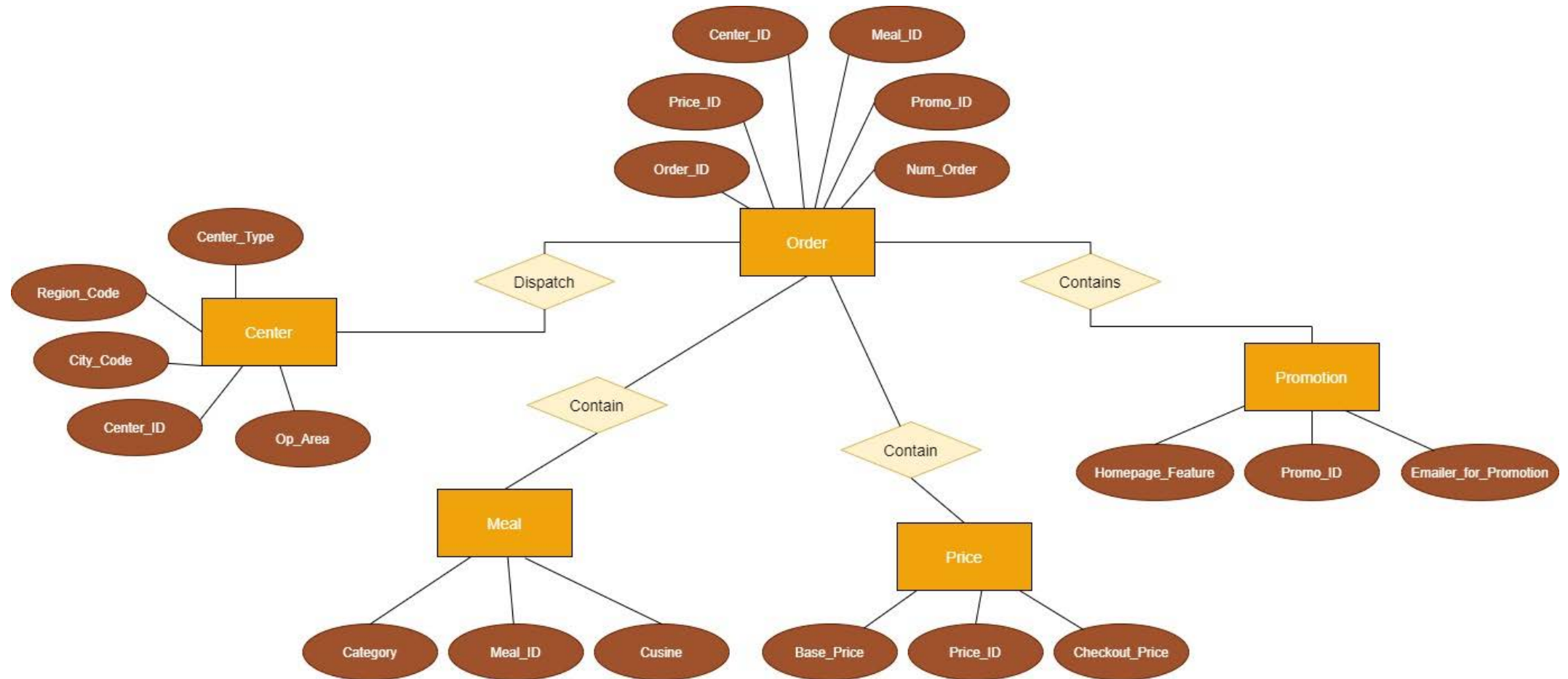
- Objective : Look at the outcome of promotions & discontinue food category that has the least sales in Year 3

ERD

ERD

DATE CLEANING & PREPARATION

SQL SERVER – FOREIGN KEYS

```sql
1  --Joining all FK
2  --Assign Meal_ID from orders to be FK
3  alter table orders
4  add constraint meal_id
5  foreign key(meal_id) references meal(meal_id)
6
7  select * from orders
8  --Assign Center_ID from orders to be FK
9  alter table orders
10 add constraint center_id
11 foreign key(center_id) references center(Center_id)
12
13 select * from orders
14
15 --Assign price_id from orders to be FK
16 alter table orders
17 add constraint price_id
18 foreign key (price_id) references price(price_id)
19
20 select * from price
21 --Assign promo_id from orders to be FK
22 alter table orders
23 add constraint promo_id
24 foreign key(promo_id) references promotion(promo_id)
25
```

- Joining all foreign key to all table to establish connections

SQL SERVER – UPDATE PROMOTION TABLE

```
27   --update promotion table
28   --Update email result
29 □update Promotion
30   set emailer_for_promotion = 'Emailed'
31   where emailer_for_promotion = '1';
32
33 □update Promotion
34   set emailer_for_promotion = 'No Email'
35   where emailer_for_promotion = '0';
36
37   --update homepage result
38 □update Promotion
39   set homepage_featured = 'Featured'
40   where homepage_featured = '1';
41
42 □update Promotion
43   set homepage_featured = 'Not Featured'
44   where homepage_featured = '0';
45
46 □select * from Promotion
47   order by emailer_for_promotion desc
48
```

- Changes to this 2 column to ensure easier understanding

emailer_for_promotion	homepage_featured
0	0
0	0
0	0
0	0
0	0
0	0
0	0
0	0
0	0
0	1
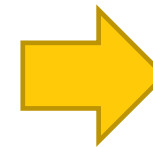
Promo_ID	emailer_for_promotion	homepage_featured
5473	No Email	Not Featured
16373	No Email	Not Featured
10	No Email	Not Featured
10737	No Email	Not Featured
5474	No Email	Not Featured
16374	No Email	Not Featured
11	No Email	Not Featured
10738	No Email	Not Featured
5475	No Email	Featured

SQL SERVER – DISTINCT COMMAND

```
78   -- Region code 56 has 16 city code and 30 center id
79   select distinct region_code,city_code from center
80   where region_code=56
81
82   select distinct region_code,city_code,center_id from center
83   where region_code=56
84   order by city_code,center_id
85
```

```
118  /* Summary of all region code
119  -------------------------
120  8 different region code
121  51 different city code
122  77 different center
123  -------------------------
124  Region code 23 has 1 city code and 1 center id
125  Region code 34 has 12 city code and 21 center id
126  Region code 35 has 1 city code and 1 center id
127  Region code 56 has 16 city code and 30 center id
128  Region code 71 has 1 city code and 1 center id
129  Region code 77 has 16 city code and 17 center id
130  Region code 85 has 3 city code and 5 center id
131  Region code 93 has 1 city code and 1 center id
132  */
```

- Using the Distinct SQL command to identify the total number of centers in their location

SQL SERVER – JOINING TABLES

- Joining all tables into one

```
135   --Joining all tables into one table
136 □select o.order_id,o.week,c.region_code,c.city_code,c.center_id,p.checkout_price,p.base_price,m.category,m.cuisine,pro.emailer_for_promotion,pro.homepage_featured
137   into Chillout_Takeout
138   from orders as o
139   join Center as c on c.center_id = o.center_id
140   join price as p on p.price_id = o.price_id
141   join meal as m on m.meal_id = o.meal_id
142   join promotion as pro on pro.promo_id = o.promo_id
143   order by order_id
144
145 □select * from Chillout_Takeout
146   order by Order_ID
```

order_id	week	region_code	city_code	center_id	checkout_price	base_price	category	cuisine	emailer_for_promotion	homepage_featured
1000000	3	93	609	157	233.83	231.83	Other Snacks	Thai	No Email	Not Featured
1000001	100	56	647	104	486.03	583.03	Fish	Continental	No Email	Not Featured
1000002	143	77	651	75	328.86	327.86	Sandwich	Italian	No Email	Not Featured
1000003	41	85	614	24	145.53	145.53	Beverages	Thai	No Email	Not Featured
1000004	45	77	659	83	95.06	120.34	Beverages	Thai	No Email	Not Featured
1000005	101	34	602	65	291.03	290.03	Sandwich	Italian	No Email	Not Featured
1000006	107	56	590	153	533.53	533.53	Pasta	Italian	No Email	Not Featured

SQL SERVER - ANALYSIS

- Identity the highest and lowest sales promoted cuisine

```
157   --Finding out lowest and highest sales that is promoted
158  select cuisine,region_code,emailer_for_promotion,homepage_featured,format(sum(checkout_price),'c2') as 'Total Sales' from Chillout_Takeout
159  where (emailer_for_promotion='emailed' or homepage_featured='featured')
160  group by cuisine,region_code,emailer_for_promotion,homepage_featured
161  order by sum(checkout_price) desc
162  /*
163  Lowest sales
164  Cuisine : Thai
165  Region_code : 71
166  Email : Yes
167  Featured : Yes
168  Sales : $2427.18
169
170  Highest Sales
171  Cuisine : Continental
172  Region_code : 56
173  Email : Yes
174  Featured : Yes
175  Sales : $1,733,688.48
176  */
```

OBSERVATION

Promotion Result

- Promoted Cuisine with the **highest** sales – Continental, Pizza at Region 56
- Promoted Cuisine with the **lowest** sales – Thai, Starters at Region 71

Year 3 Result

- Discontinue food category with least sales – Thai Beverage at Region 35, $15,970(**2.63%** sales in Region 35)
- Food category with highest sales – Continental Pizza at Region 56 with **21.7%** of it being emailed and featured

THE END

THANK YOU!