**Swiggi Analysis documentation**

**Introduction:**

This Analysis documentation is about food delivery services via swiggi an online food delivery partner. The main objective of this analysis is to understand customers perceptions about choice of restaurants based on the factors such as price, average ratings, delivery timing and food type offered in the restaurants.

**Problem Statement:**

Analyse and visualize restaurant data such as customer’s preference, Operational Efficiency, Market Positioning and Competitive Analysis to extract meaningful insights that can help in making informed business decisions.

**Objective of the study:**

The objective of this study is to provide a data-driven analysis of customer perceptions, analysing delivery timings, price and ratings of restaurants using Power BI. By examining key metrics, average ratings, average delivery time, this study aims to offer actionable insights that will support strategic decision-making, optimize business operations, and enhance customer satisfaction and process efficiency. The analysis seeks to identify both opportunities and areas for improvement to align with the company's goals and drive sustainable growth.

**Analysis documentations:**

**Key metrics:** Ratings, price, food and delivery timing.

**Technical tag:** Power BI.

The scope of the analysis is to understand customer’s preference and choice of restaurants based on the influential factors such as (Ratings, Price, Delivery timing and Food). To perform this analysis, I have break down the task segments into four parts.

1. Geographic analysis.

2. Food varieties and Price.

3. Ratings.

4. Influencing factors.

**1. Geographic analysis:**

* Top 10 areas with highest number of restaurants

To identify the areas and restaurants I have used stacked column chart in which x-axis shows areas, y-axis shows count of restaurants also I have used filter to get city wise to areas with top areas with restaurants count.

* Number of restaurants in each cities

To identify restaurants counts in each city I have used clustered bar chart in which x-axis count of restaurants, y-axis cities. This graph shows count of restaurants in each cities.

* Number of restaurants in each area within cities

For this analysis I have used decomposison tree in which it shows total count of restaurants, from which we can extract city wise count, area wise count, highest, lowest count of restaurant in a city and area.

* Geographic map of restaurants location

To exhibit the geographical location I have used map visualization by adding city and area also I have used filter for this visual to identify the city and area wise locations.

**2. Food varieties and price:**

* Popular food served in each cities

To analysis this task I have used pie chart visualization which shows city wise popular food served to identify the popular food, I have used tooltip which pops the first served food in each city.

* Price distribution of restaurants

For this analysis I have used clustered column chart in which X-axis Avg ratings, y-axis Avg price.

The objective of using ratings, price is both are dependent, the customer prefers a restaurant based on the ratings and price.

* Average delivery timing of restaurants

To rule out average delivery timing I have used clustered column chart in which x-axis city, y-axis average delivery time also utilized tooltip to identify restaurants, this visualization shows average delivery time taken to deliver food form the popular restaurant in a particular city.

* Variety of cuisines offered

To differentiate variety of food offered in restaurants I have used card visualization to showcase the count of food type.

**3. Average rating and Total ratings:**

* Top rated restaurants with average rating 4.5

To identify restaurants with the rating of 4 and above I have used pie chart visualization, which differentiate city wise restaurants with the rating of 4 and above.

* Relationship between price and Rating

To analyse the relationship between price and rating I have used line chart where x-axis Avg price and y-axis average rating also used filter to differentiate city wise changes in visual. This changes notifies that when the average rating of a restaurant increase it directly influences the change in price.

* Feedback based on ratings and total ratings

To show case the customers feedback on ratings I have used multi row cards. Which states that when there is a change in average rating it directly influences the total ratings.

**4. Influencing factors:**

* Correlation between price, total rating, delivery timing, average rating

For this analysis I have used line chart where x-axis average rating y-axis average price secondary y-axis max total rating and tooltip is average delivery time. This visualization exhibits that when the average rating of the restaurants increases the price also increases with the decrease in in delivery time of food. This shows that there in an indirect correlations between this factors.

**Recommendations:**

As per the analysis performed it’s evident that the variables such as price, ratings and delivery timing are correlated to each other. This is also proven that customers preference is very much into ratings and the price of food, also the satisfaction of customer is depend on delivery timing.

* Use historical data on order volumes to identify high-demand areas lacking quick delivery options.
* Swiggy could introduce a “Guaranteed Delivery Time” feature for certain locations to establish a reputation for reliability.
* Prioritize partnerships with restaurants that maintain high ratings and have a history of timely delivery. Regularly monitor restaurant performance and de-list those that consistently receive low ratings
* Swiggy could implement a dynamic pricing model that adjusts based on order volume, restaurant popularity, and time of day. By offering time-based discounts for off-peak periods
* Swiggy could analyse customer data to personalize offers based on past orders, location, and preferences, enhancing the customer experience.
* By analysing reviews and ratings data, Swiggy can identify areas where customer expectations are unmet, such as restaurant-specific issues or delivery delays, and take corrective action.
* Improve the transparency of the order tracking process by providing real-time updates on order preparation and delivery progress.