SWIGGY

Problem Statement

BRD: KPI'S

- **Total Sales** – overall revenue generated from food orders.
- **Average Rating** – customer satisfaction level across all restaurants.
- **Average Order Value** – revenue per order.
- **Rating Counts** – total number of customer reviews.
- **Total Orders** - number of food orders received.

BRD: CHART'S

- **Monthly Sales Trend** – shows how total sales fluctuate month by month.
- **Daily Sales Trend** – highlights order and revenue variations across days of the week.
- **Total Sales by Food Type (Veg vs Non-Veg)** – compares revenue contribution by cuisine type.
- **Total Sales by State (Map Visualization)** – displays state-wise revenue distribution.
- **Quarterly Performance Service** – combines sales, ratings and orders by quarter.
- **Top 5 Cities by Sales** – identifies leading cities contributing the most revenue.
- **Weekly Trend Analysis** – monitors weekly fluctuations in sales to identify consistency or peak periods.