



# RESTAURANT ANALYSIS OF SWIGGY

AKASH .R

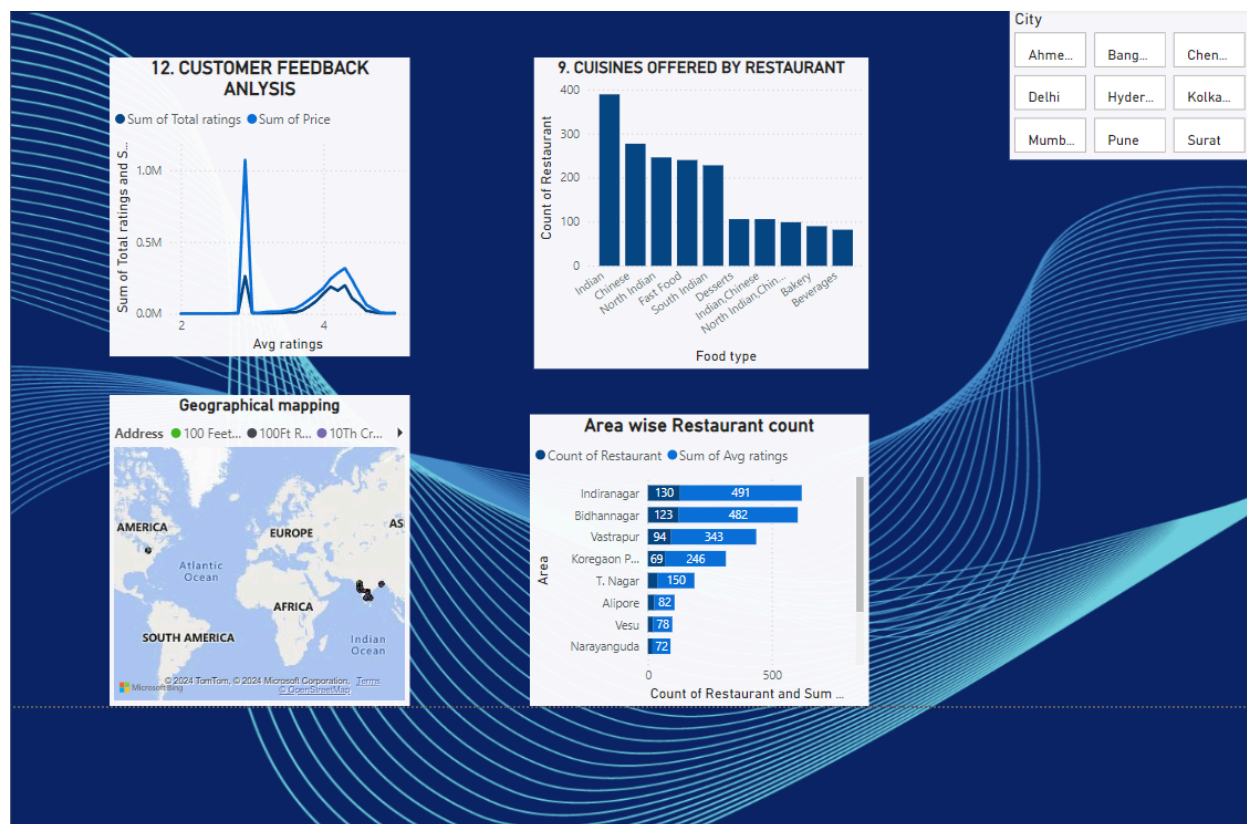
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# Overview

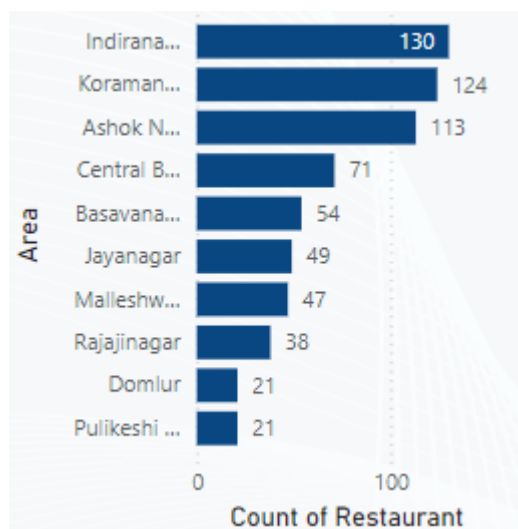
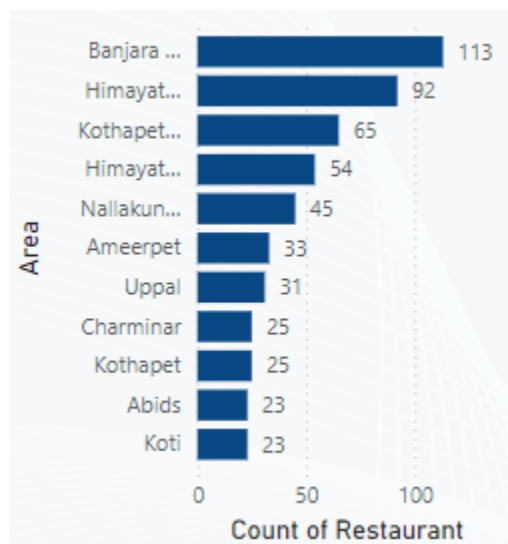
The aim is to analyse and visualise restaurant data to extract meaningful insights that can help in making informed business decisions.



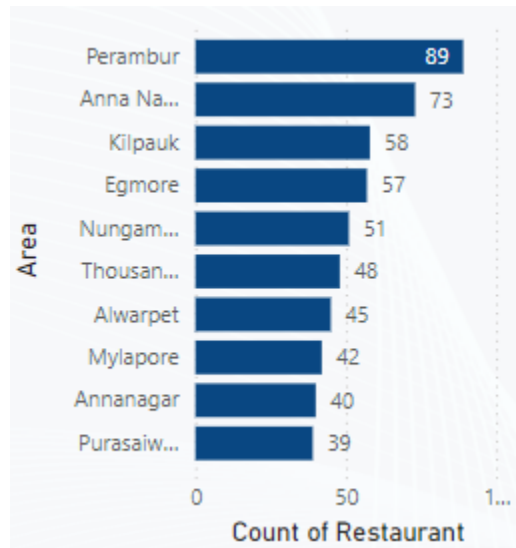


## \* Top 10 Areas with Most Restaurants

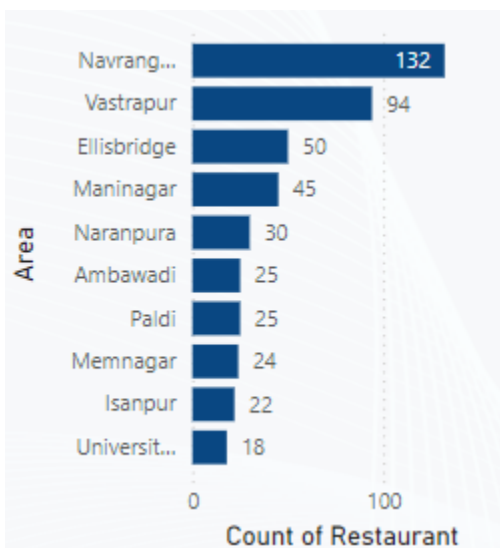
From the given dataset found the top10 areas in each city by creating these visuals .



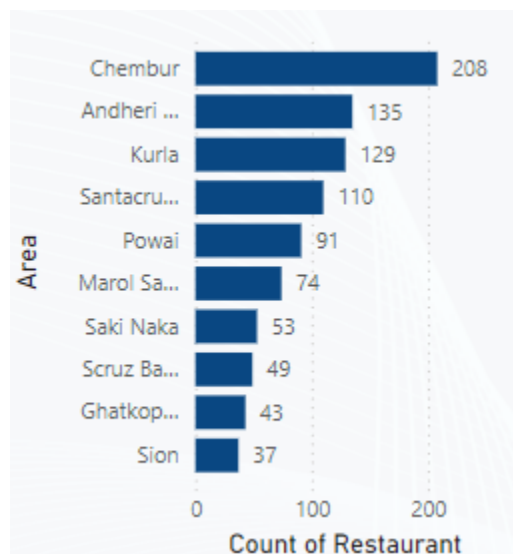
## HYDERABAD



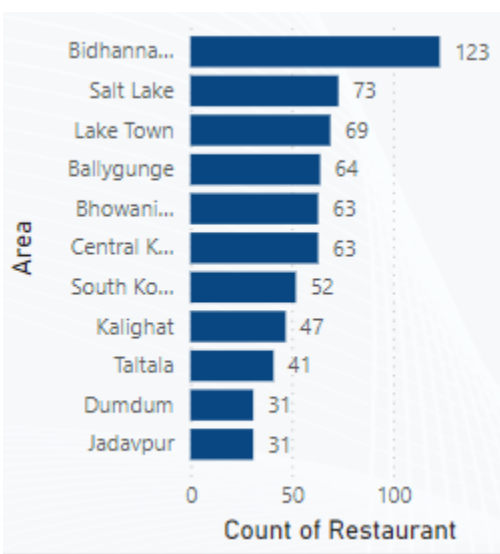
## BANGALORE



## CHENNAI

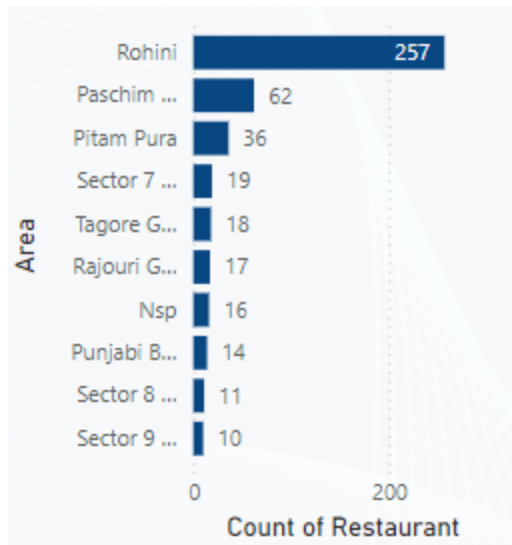


## AHMEDABAD

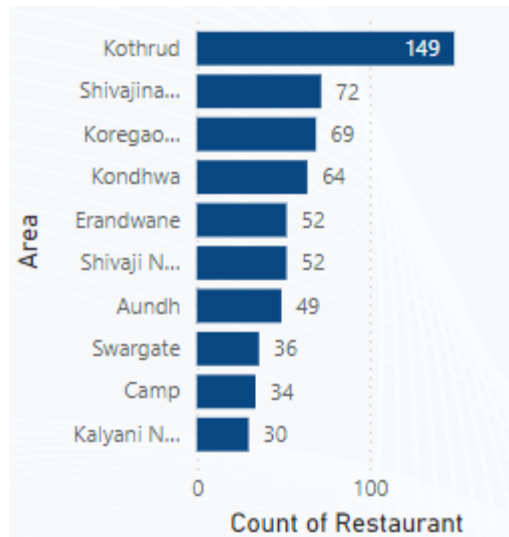


## MUMBAI

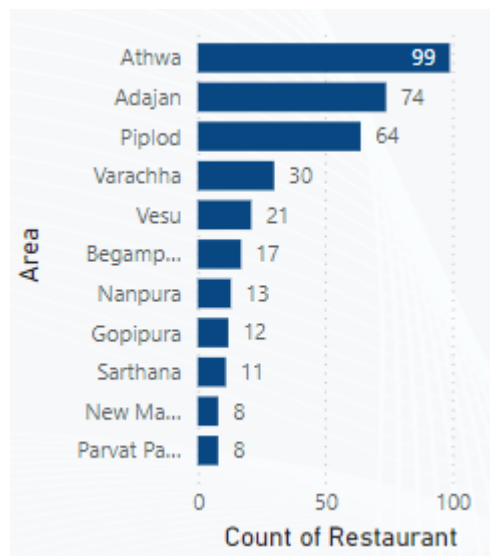
## KOLKATA



**DELHI**

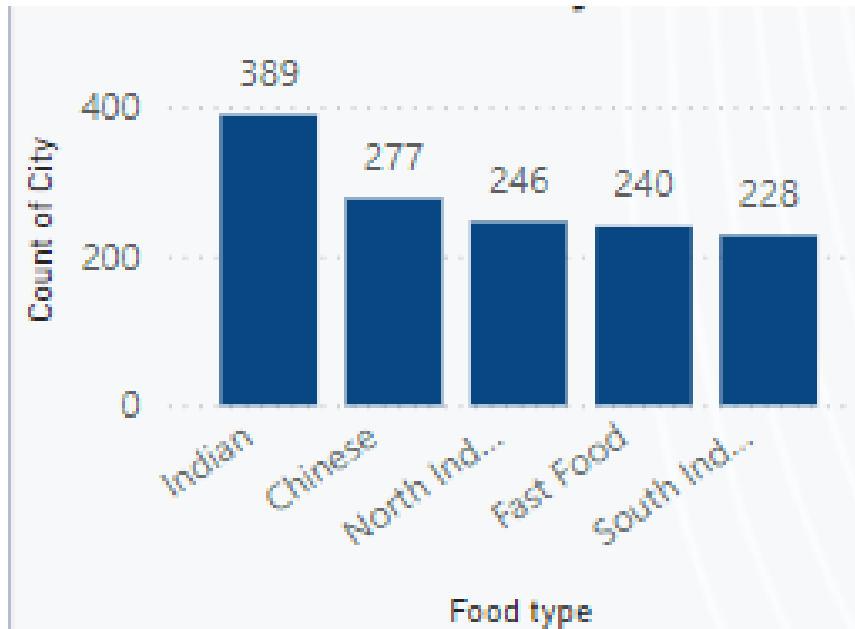


**PUNE**



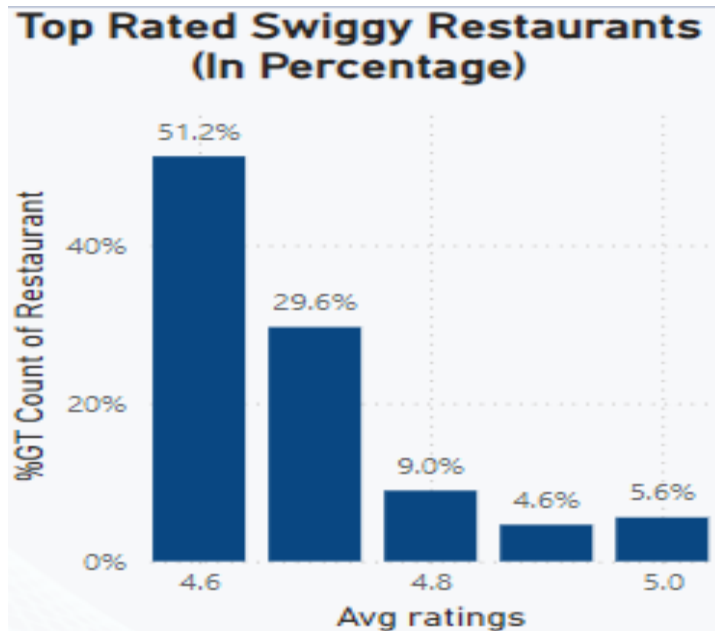
**SURAT**

**Most Popular Food Types Served by Swiggy Restaurants in Each City**



From the visuales i can understand that indian food types mostly commonly served across 389 areas by swiggy

## Top Rated Swiggy Restaurant (In Percentage)



By considering average rating above 4.5 .by creating this visual i can see that over

51.2% of restaurant are getting average rating of 4.6

30% of restaurant are getting average rating of 4.7

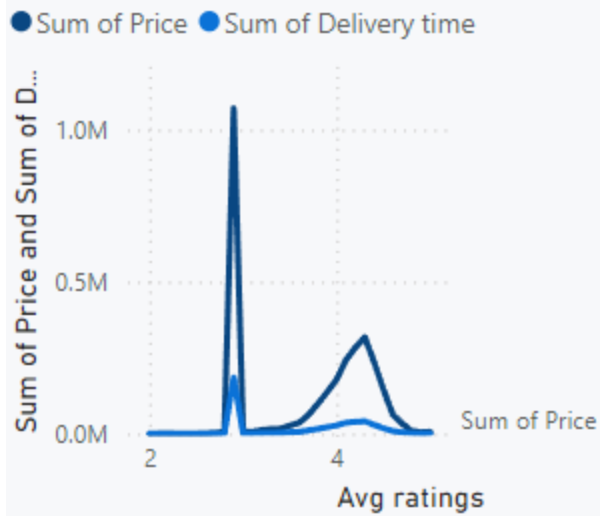
9% of restaurant are getting average rating of 4.8

**5% of restaurant are getting average rating of 4.9**

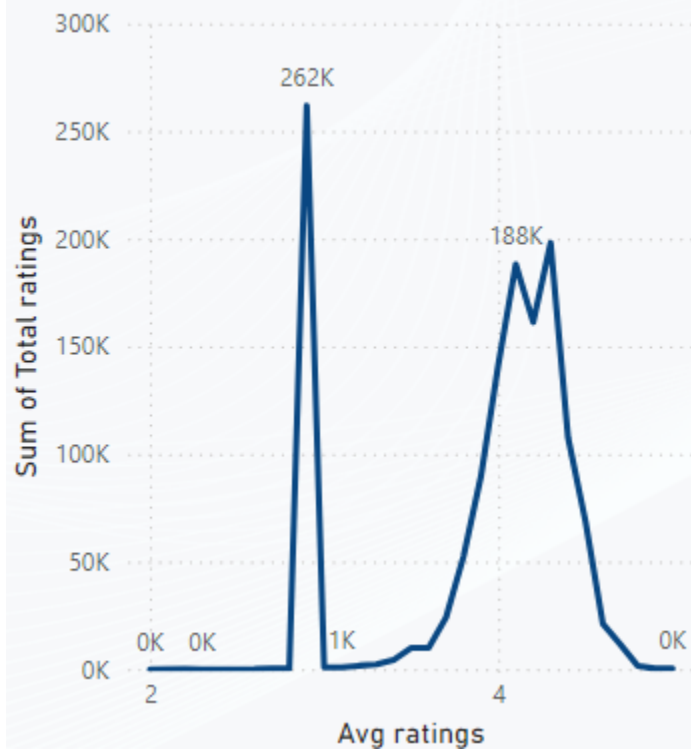
**6% of restaurant are getting average rating of 5.0**

**Correlation of Factors Affecting Average Rating.**

## 11. CORRELATION BETWEEN PRICE ,RATING , DELIVEERY TIME



## Sum of Total ratings by Avg ratings







By considering factors like price, delivery time, total rating .i understand that top rated restaurants getting average rating above 4.5 are

- Providing food at low cost compared to other restaurants
- Their delivery time is also low
- And their total rating is also low which is common that people mostly don't pass comments on good things

Considering restaurants with average rating 4 to 4.5 ,They are getting this rating because

- Although the price is high and total ratings is also high when compared to top rated restaurants, they are managing to delivery the food with minimal time that is somewhat close to the delivery time of top rated restaurants
- Therefore Delivery time plays a major role in providing good average rating for the restaurants which provide food at high cost

Where as considering average rating from 3 to 4

- Here they are providing food with low price ,less delivery time and considerable amount of total ratings even though they are getting from 3 to 4 because there maybe some other factors such as

\* food quality and quantity

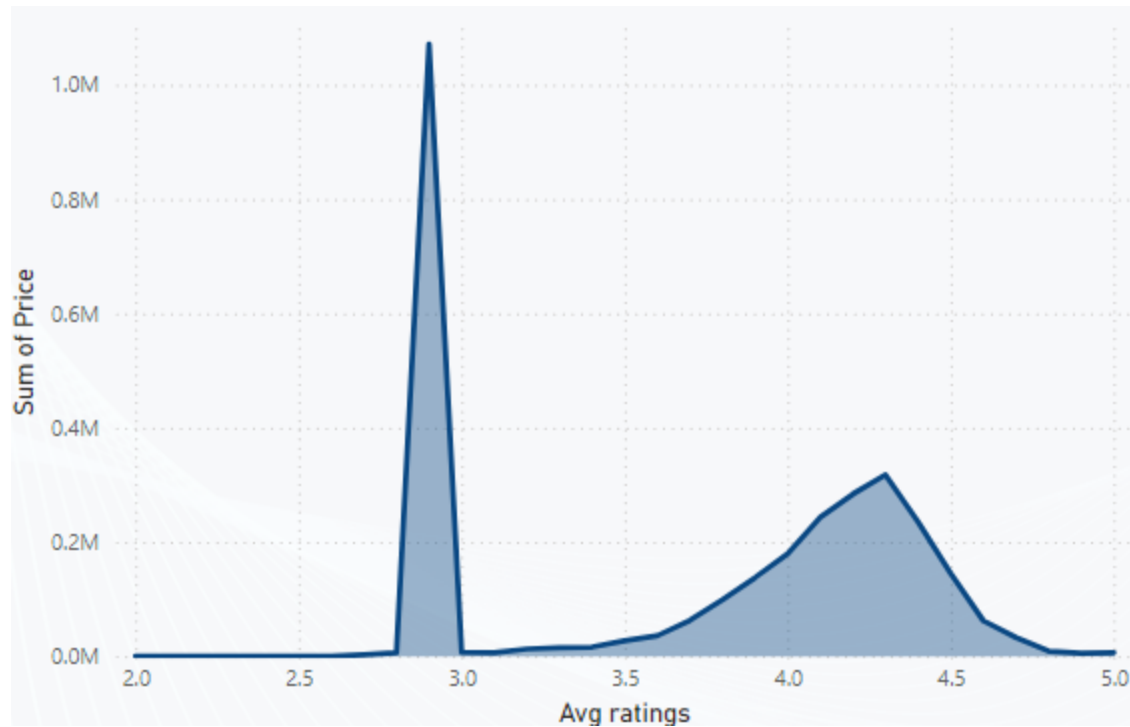
\* Restaurant ambiance

\* Area

And also from the visuals i could see that some of them are getting bellow 3 also this is because

- Price of the food is high
- Higher delivery time
- In 2 to 3 the food is also priced low and delivery time is also good and low when compared to top rated restaurants but the total ratings is low which means these restaurants could be a new startups ,not very famous known to person and may be the food quality is bad .i think this could be the possible reasons why some restaurants are rated below 3

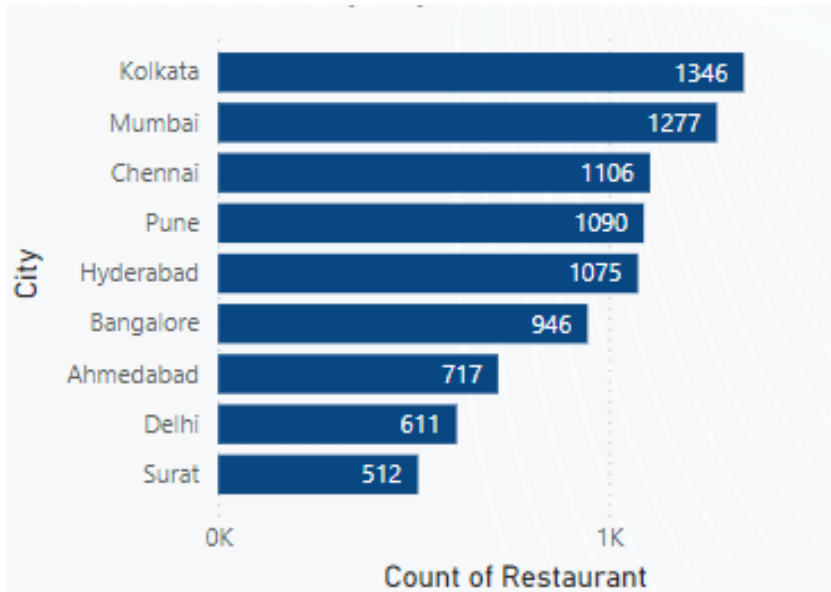
## **Correlation Between Restaurant Price and Average Rating**



With the help of the visulas i can see that in top rated restaurants even though the price is high it's getting higher rating whereas on the other side ratings are low even if the food price is low.

From this it's clearly visible that average rating cannot be considered only on the basis of pricing but also with other factors like delivery time and total ratings also plays a major role in giving average rating to restaurants.

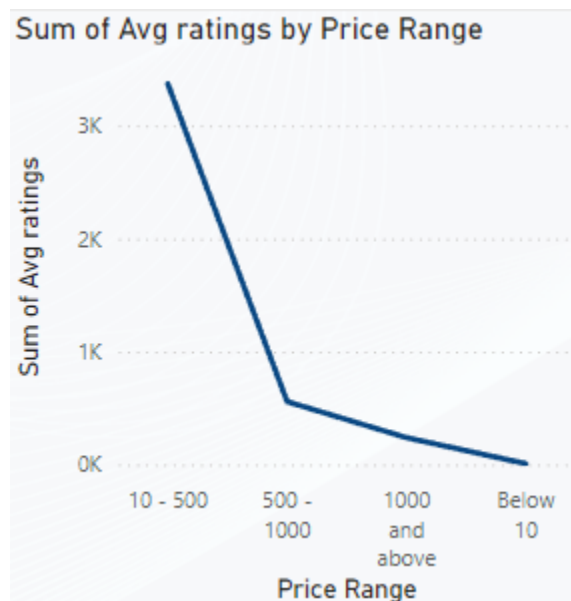
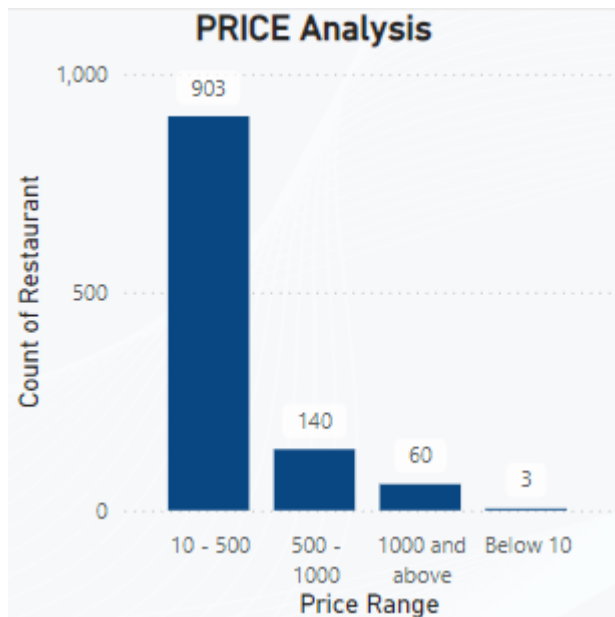
## City-wise Restaurant Count



- From the above visuals kolkata ranks top city with highest number of restaurants 1346. Bidhannager area as most restaurant count with 123 restaurants and mostly indian food as popular among kolkata
- Second comes Mumbai with restaurant count of 1277 in which Chembur area as highest number of restaurant 208 and Chinese food are popular among restaurants in mumbai
- Next comes Chennai with restaurant count of 1106 in which Perambur area highest restaurants 89 and here also indian food types are most popular
- Pune stands fourth with restaurant count of 1090 the area which as highest restaurant is Kothrud which as 149 restaurants here Chinese and indian foods are popular Chinese is slightly high preference when compared to Indian
- Hyderabad as 1075 restaurants Banjara hills is the top area with 113 restaurants and the common food type is South indian
- Bangalore as 946 restaurants indira nagar is the top area with 130 restaurants and the common food type is South indian
- Ahmedabad as 717 restaurants Navaranpura is the top area with 132 restaurants and the common food type is indian

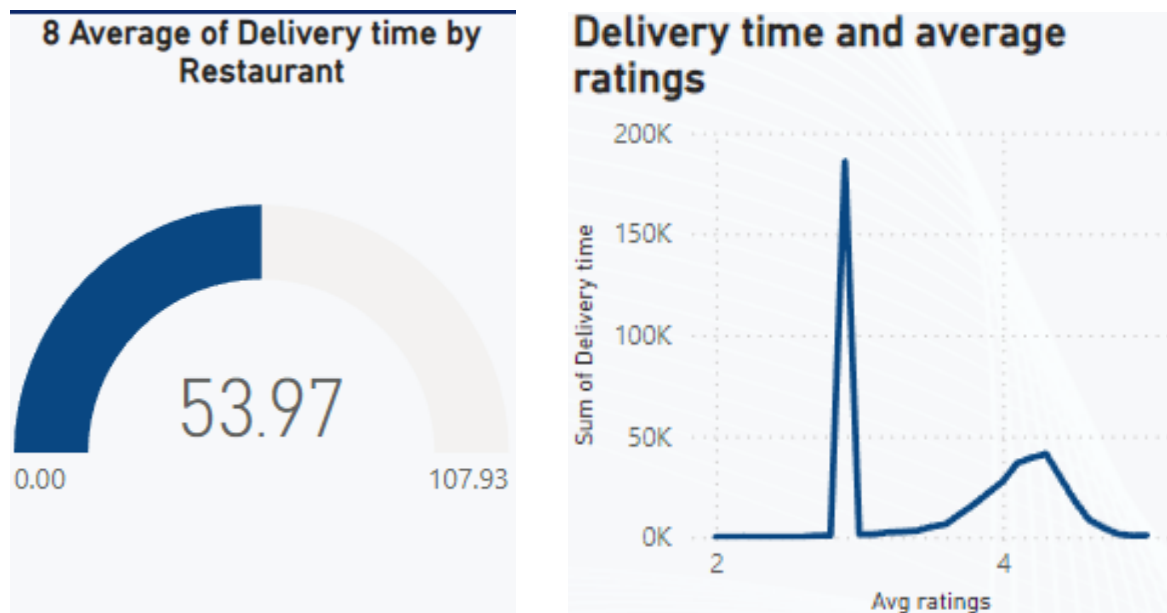
- Delhi as 611 restaurants Rohini is the top area with 257 restaurants and the common food type is north indian
- And the last is Surat which as 90 restaurants Athwa is the top area with 99 restaurants and fastfood is most common in surat

## Price Analysis



From the created Visuals I can see that most of the restaurants are providing food at price ranges from 10 to 500 and from the rating charts its clear that when the prices are low the ratings are getting higher and when the prices are higher the ratings are getting lower.

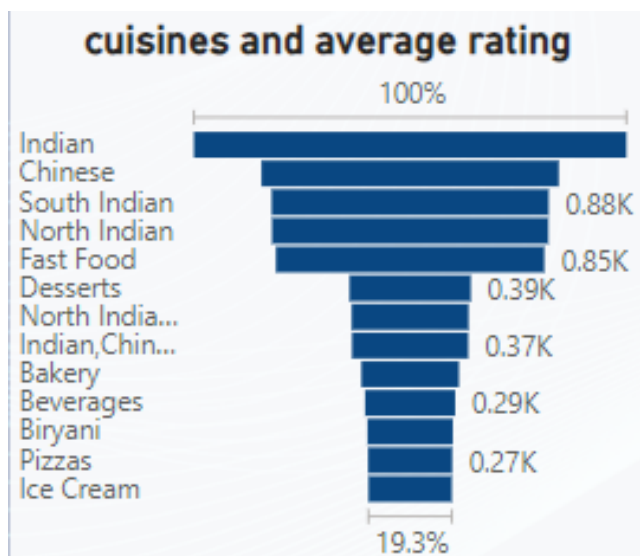
## Delivery Time Analysis



The Average delivery time of the for the all the restaurants is 53.97 .in which fast food restaurants are providing food with minimal delivery time where as other restaurant is based on the area and location of the restaurant the delivery time getting varies accordingly

As we can see clearly when the delivery time is getting higher ratings are getting low therefore restaurants should consider delivery time as a serious factor to increase their ratings

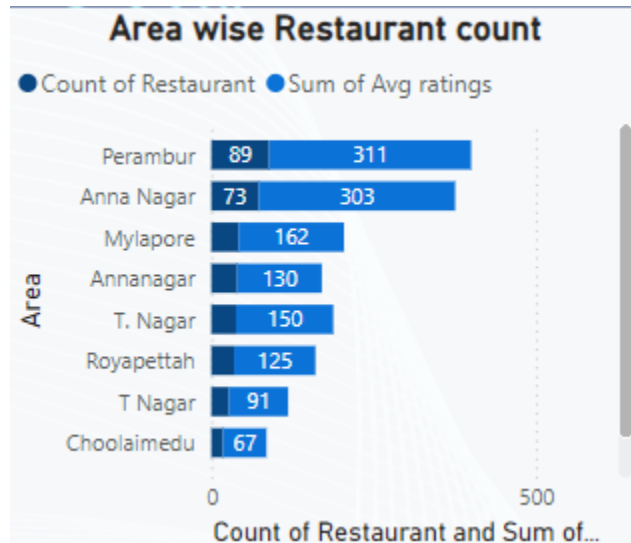
## Cuisine Analysis



Indian cuisine restaurants are more popular in swiggy as the visuals shows indian cuisine based restaurants are in large numbers when compared to others and also the have good ratings with average ratings of above 4 .From this visuals cuisines also contribute to the ratings cuisines which are more popular with the indian peoples are getting higher ratings

## Area-wise Restaurant Analysis

## CHENNAI



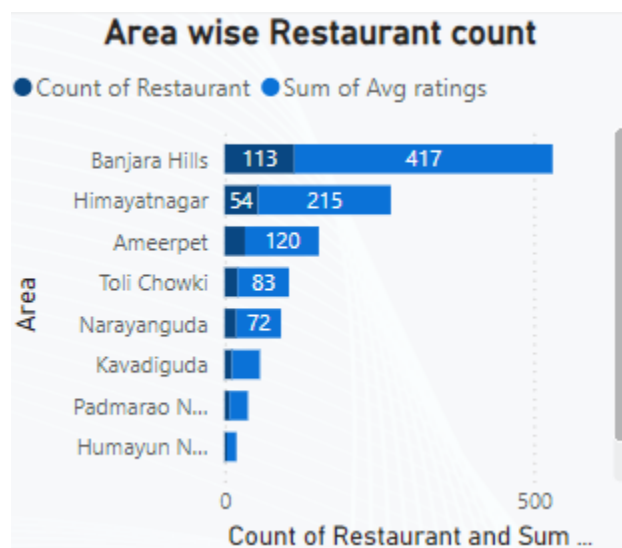
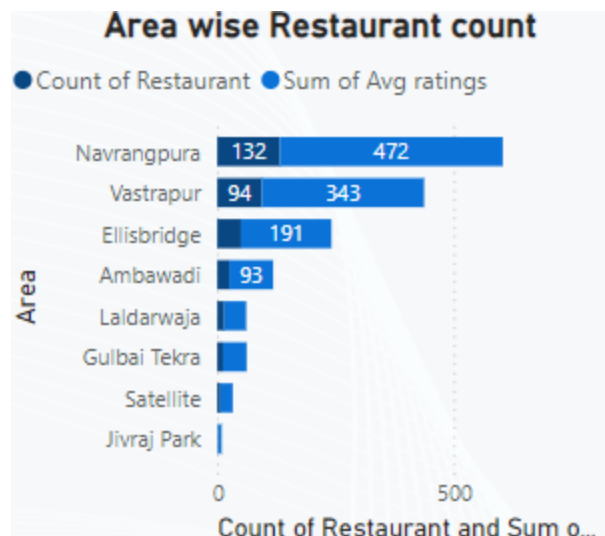
## BANGALORE



## AHMEDABAD

## HYDERABAD

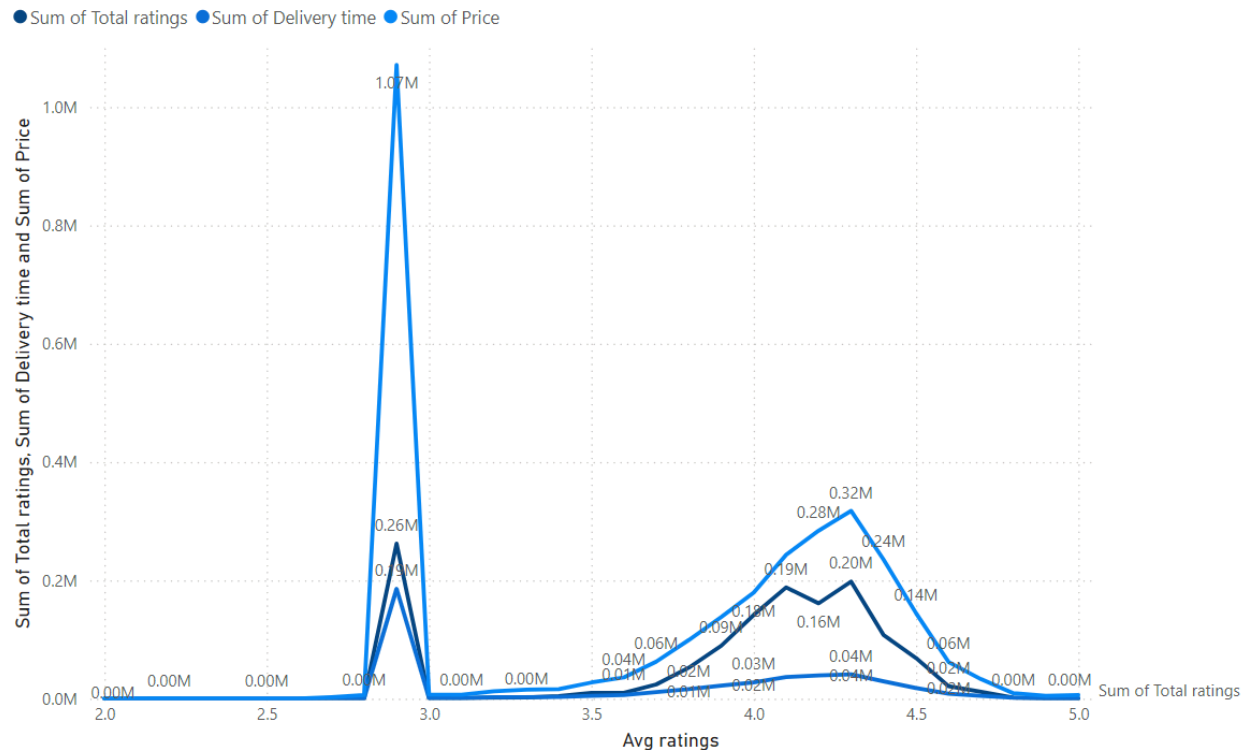




These are the areas in different cities with large number of restaurants .the average ratings of these restaurants are above 4.5 and the popular food type is indian food type . from the visuals i can see that area with higher number of restaurants are getting higher ratings when compared to others

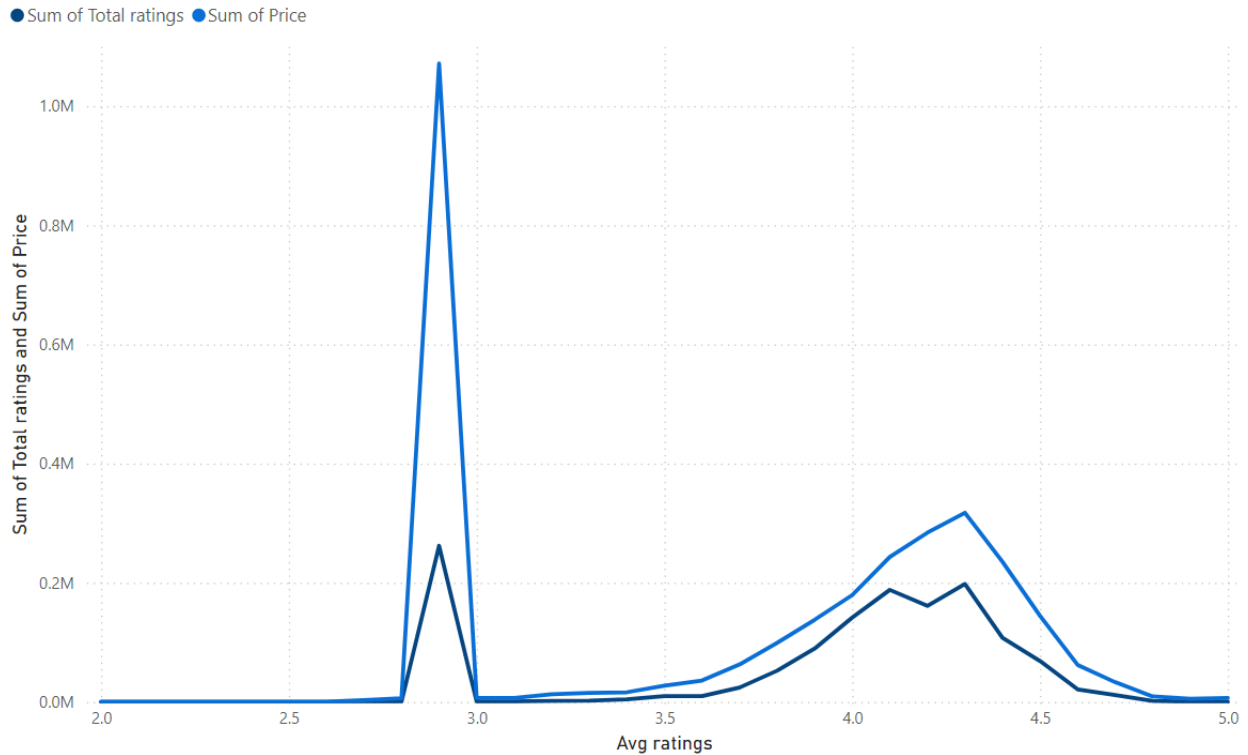
There are many restaurants in the last of this list which as only one restaurant in each area .their average ratings are low since restaurant count is less the total ratings and number of customers will also be low

**correlations between variables such as price, ratings, and delivery time.**



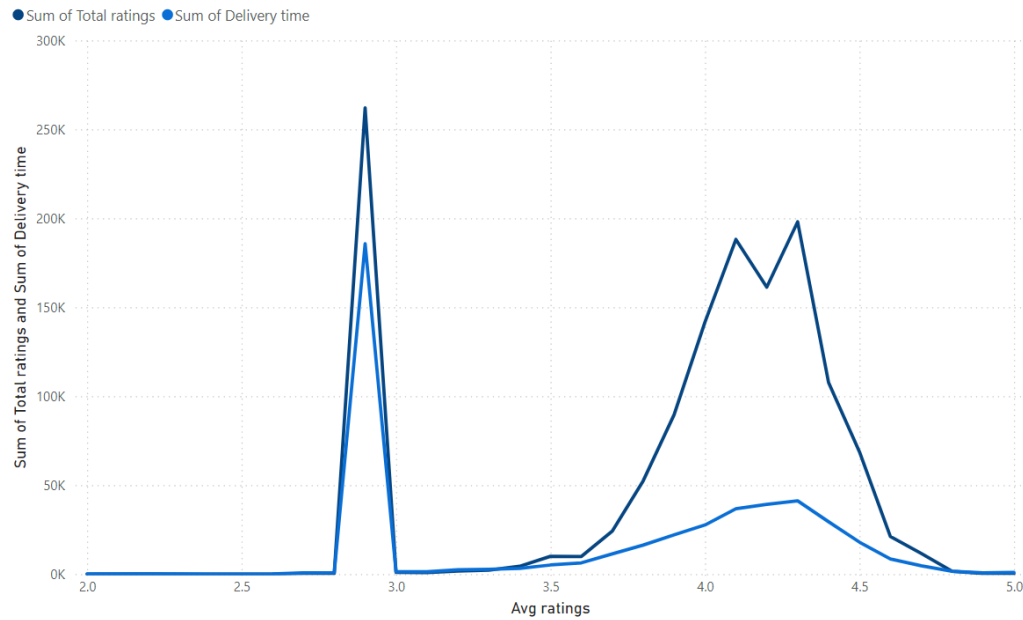
From the visual i can see that restaurants with less price and low total ratings are getting average rating of 2 to 2.5, restaurants with high number of total ratings are getting good ratings above 4 and their delivery time is also less .When total ratings are high, restaurants are getting high average ratings .

## Customer Feedback Analysis



From the visulas i can understand when the prices are high the total ratings is higher but the restaurants are getting low ratings .If the price of the restaurants are low and total ratings are low the the restaurants are getting higher ratings .

This means customers are more likely to give comments on high price restaurants which are reflecting in low ratings and somewhat considerable amount of ratings to low price restaurants which gives them higher average ratings .



From this visual when the delivery time is high total ratings are also high and average ratings is low .so from this its clear that customers are giving higher average rating to restaurants whose price is less and delivery time is also low

## GEOGRAPHICAL MAPPING



## Business Recommendations

From all the analysis made above I can see that the restaurants are getting higher ratings when the price and delivery time is low. These two are the main factors affecting the rating .

So if we reduce these factors the rating will also be good . Since the total rating of the high priced restaurants are less which means less number of people are considering those where as restaurants with somewhat considerable price as more total rating whether food is good or bad this shows that most of the customers are preferring low price restaurants . Therefore, swiggy can suggest the high priced restaurants to reduce prices by giving offers and can also increase the number of restaurants with low prices with good quality of food .

If the delivery time is considered, restaurants with short delivery time are getting higher ratings. Here swiggy can increase the restaurants count which are nearby the densely populated areas of the city and also can introduce pre booking of food by scheduling the time of delivery. so this factor can be avoided and ratings can also be increased and more peoples will also prefer swiggy for ordering foods

## **REDUCE PRICE**

- Streamlining the supply chain by purchasing raw materials and ingredients from local source available in bulk
- Reducing waste by implementing better inventory managements
- Improving operational efficiency by using technologies that avoid avoid labour and labour cost
- Optimising the price buy using dynamic pricing methods based on demand and time and giving offers

## **REDUCE DELIVERY TIME**

- Improving kitchen efficiency by preparing the ingredients in advance during peak hours
- Enhancing the order management by prioritising the high value orders and using softwares to efficiently manage the order flow
- Optimise delivery time by using routs which have less traffic and can be reached quickly and by limiting the delivery areas that are closer to thye delivery areas
- Regularly monitoring the customer feedback and increasing the delivery partners in the peak time

By implementing some of the suggested methods, swiggy restaurants can get more business and maintain good ratings also .