



Swiggy Analysis

Business Recommendations

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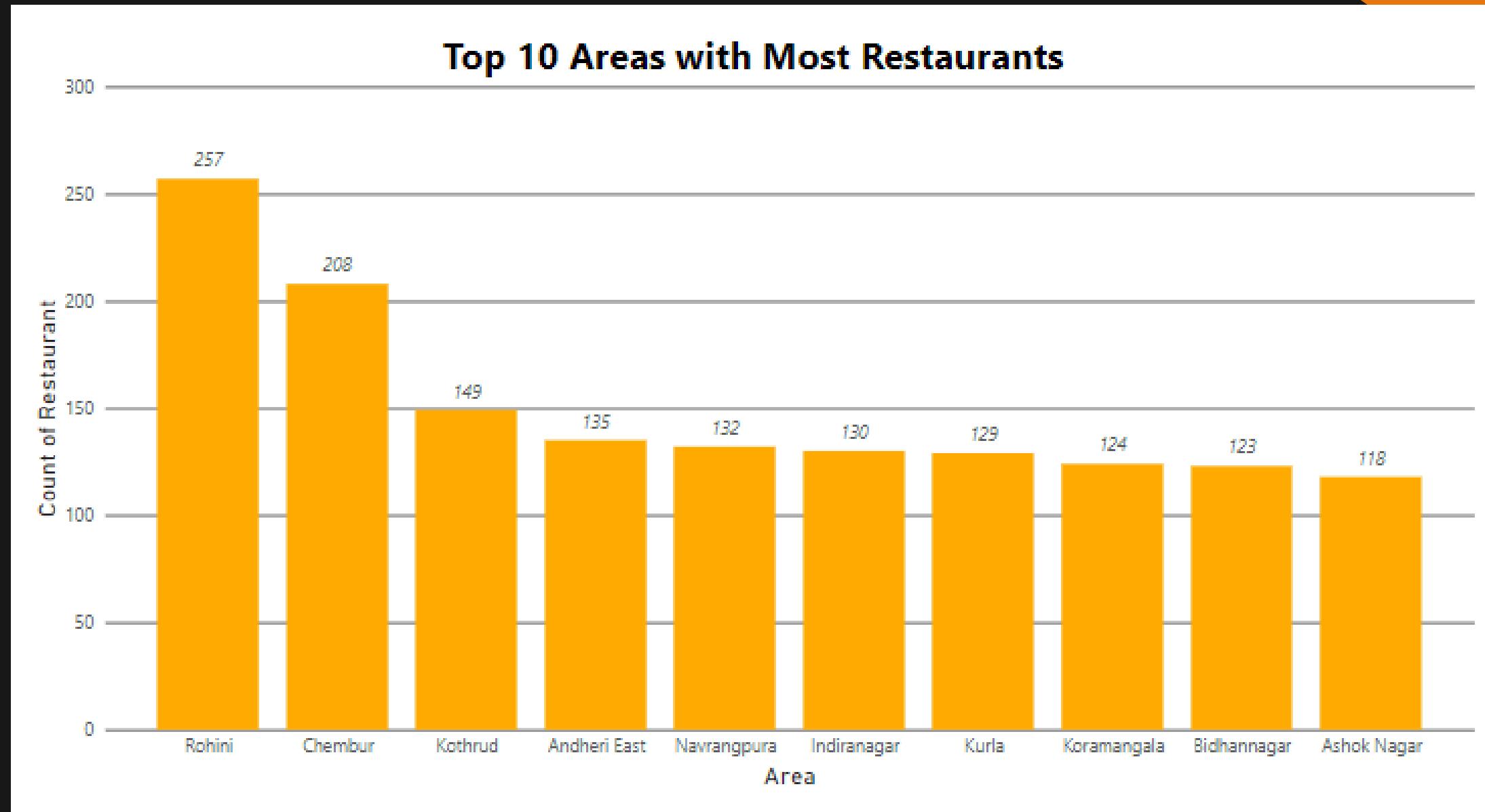


A Brief Introduction

Swiggy is an Indian online food ordering and delivery platform. Founded in 2014, Swiggy is headquartered in Bangalore and operates in more than 580 Indian cities, as of July 2023. Besides food delivery, the platform also provides on-demand grocery deliveries under the name Instamart, and a same-day package delivery service called Swiggy Genie.

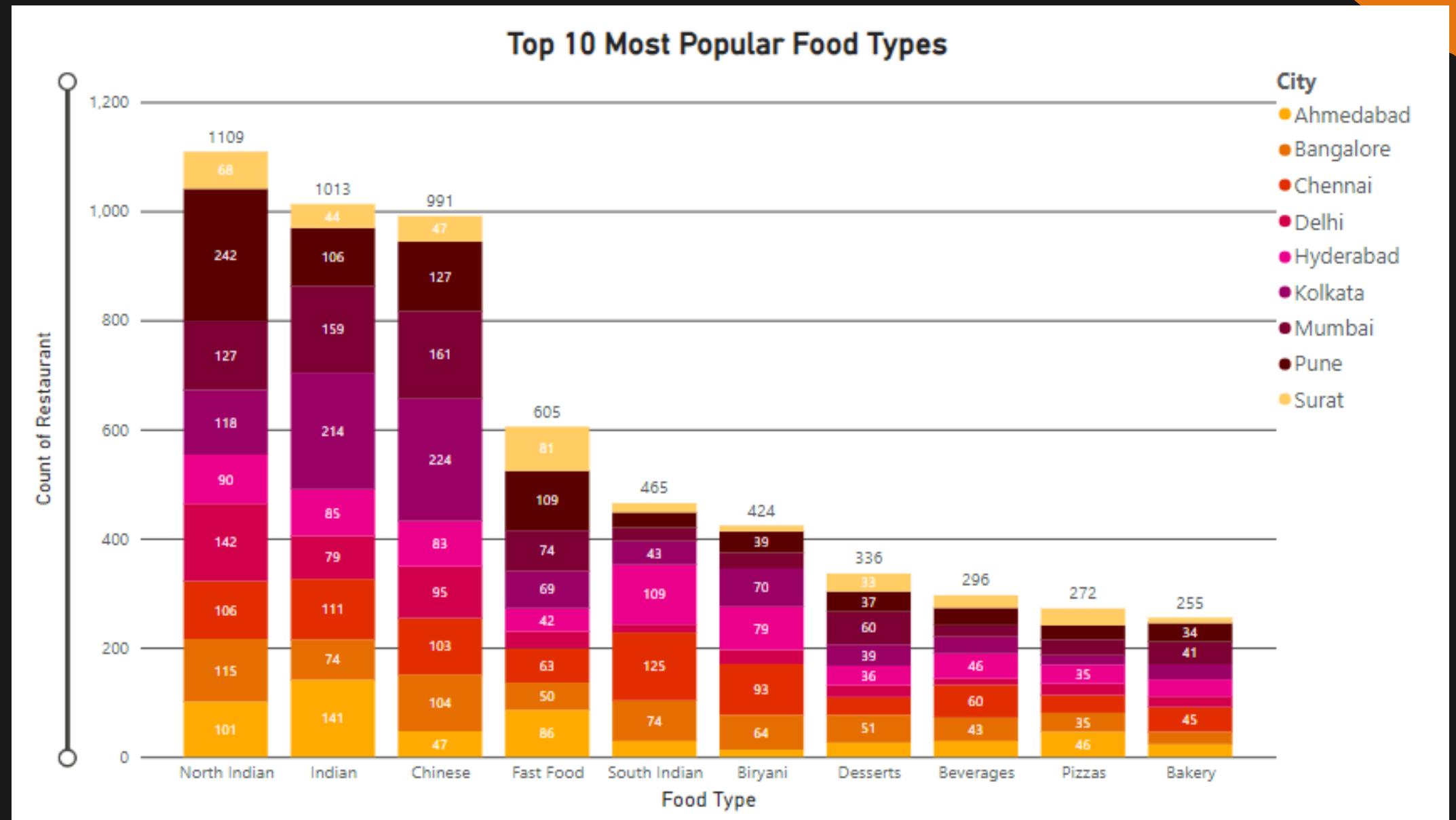


Interpretation & Business Reccomendations



The Top 10 Areas with Most Restaurants are showcased in the Bar graph given above.

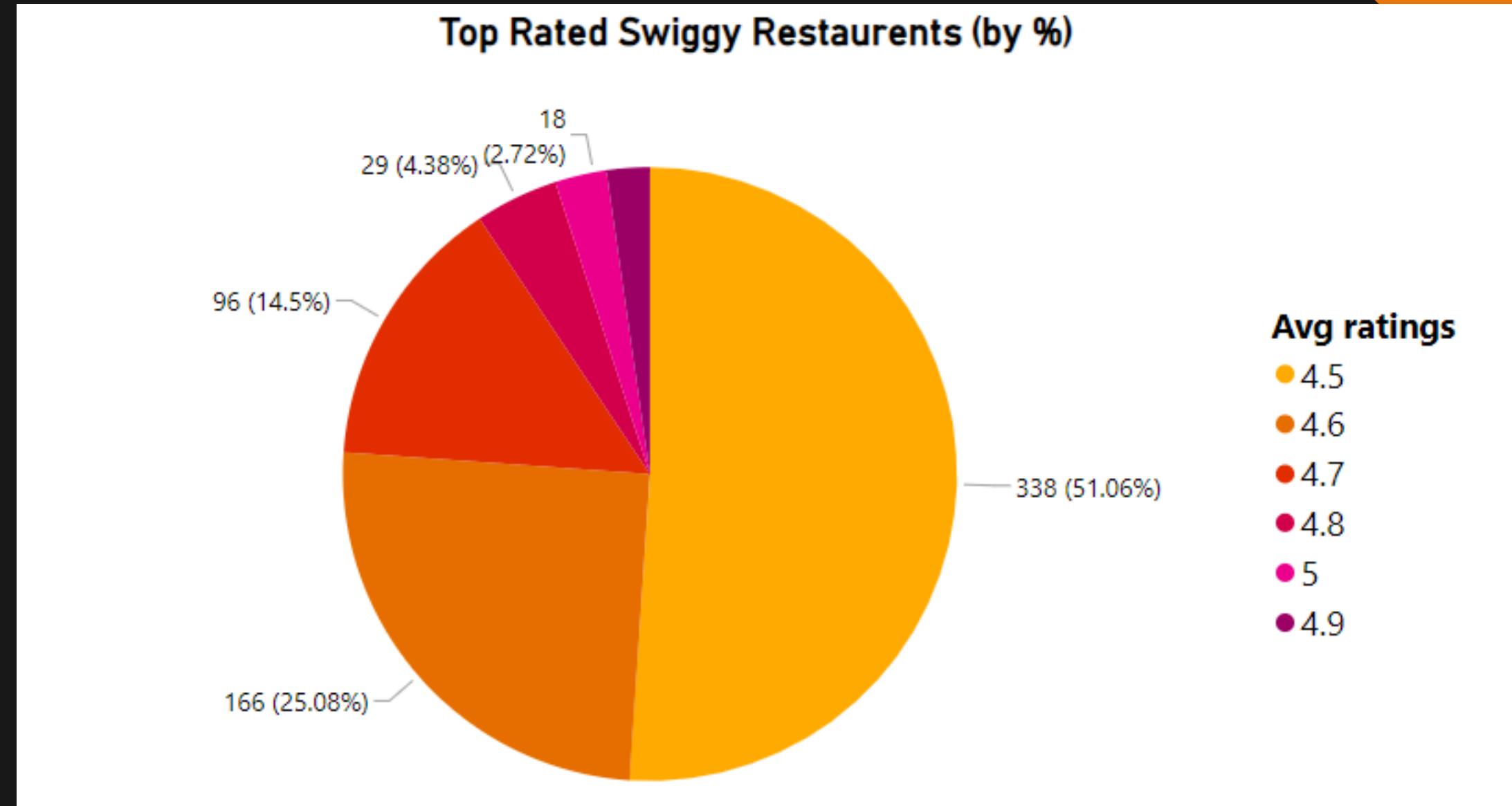
Swiggy can focus on collaborating with more restaurants in other Areas (other than these 10) as these locations may soon end up being saturated. Doing this will also help to widen their customer base. Swiggy can also assign more Delivery men in these areas to meet the demand.



The Top 10 Most Popular Food Types are showcased in the Bar graph given above.

As per the graph the most widely ordered food type is North Indian, Indian cuisine and Chinese.

Swiggy can collaborate with more restaurants that provide these food types as they are being demanded more by people. Swiggy can also try to suggest new fusion dishes with the popular food types and experiment. In addition to this, Swiggy can incorporate buy one get one free to these food types. Under this the slow moving dishes can also be cleared alongside the popular dishes.



The Top Rated Restaurants on Swiggy (with an average of 4.5 and above) by people are showcased in the Pie chart above.

A whooping 662 restaurants have an average rating of 4.5 and above, which shows that swiggy is in the right directions of choosing its partners. These restaurants can be honoured with a Best Rated Restaurant by swiggy thereby motivating lower ranked restaurants to perform better and improving the overall demand flow in the swiggy app.



The Correlation between Price and Average Ratings is given above.

This analysis shows that a restaurant that serves expensive food is not necessarily rated high and a restaurant that serves cheap and affordable food is rated low. Majority of the high rated restaurants are priced less than 500rupees. This concludes that most of swiggy's users are middle and lower class who refer affordable options.

The total number of restaurants in each city is represented in the table

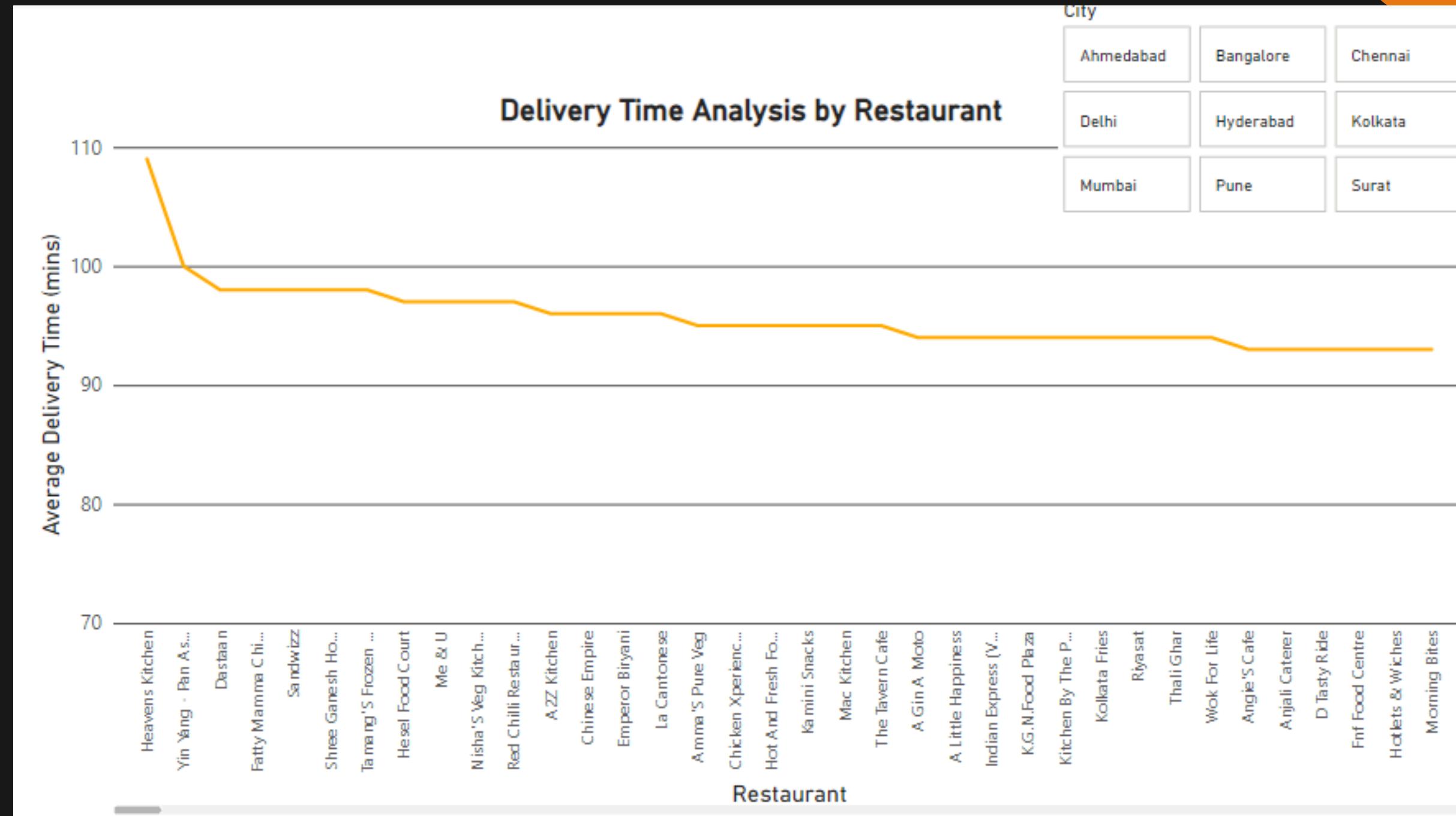
Swiggy can focus on partnering with restaurants in Surat, Delhi, Ahmedabad and Bangalore. These are cities that have scope for higher demand and hence increasing restaurant partners in these places will ultimately increase business for Swiggy. In addition to this,

City	Count of Restaurant
Ahmedabad	717
Bangalore	946
Chennai	1106
Delhi	611
Hyderabad	1075
Kolkata	1346
Mumbai	1277
Pune	1090
Surat	512
Total	8680

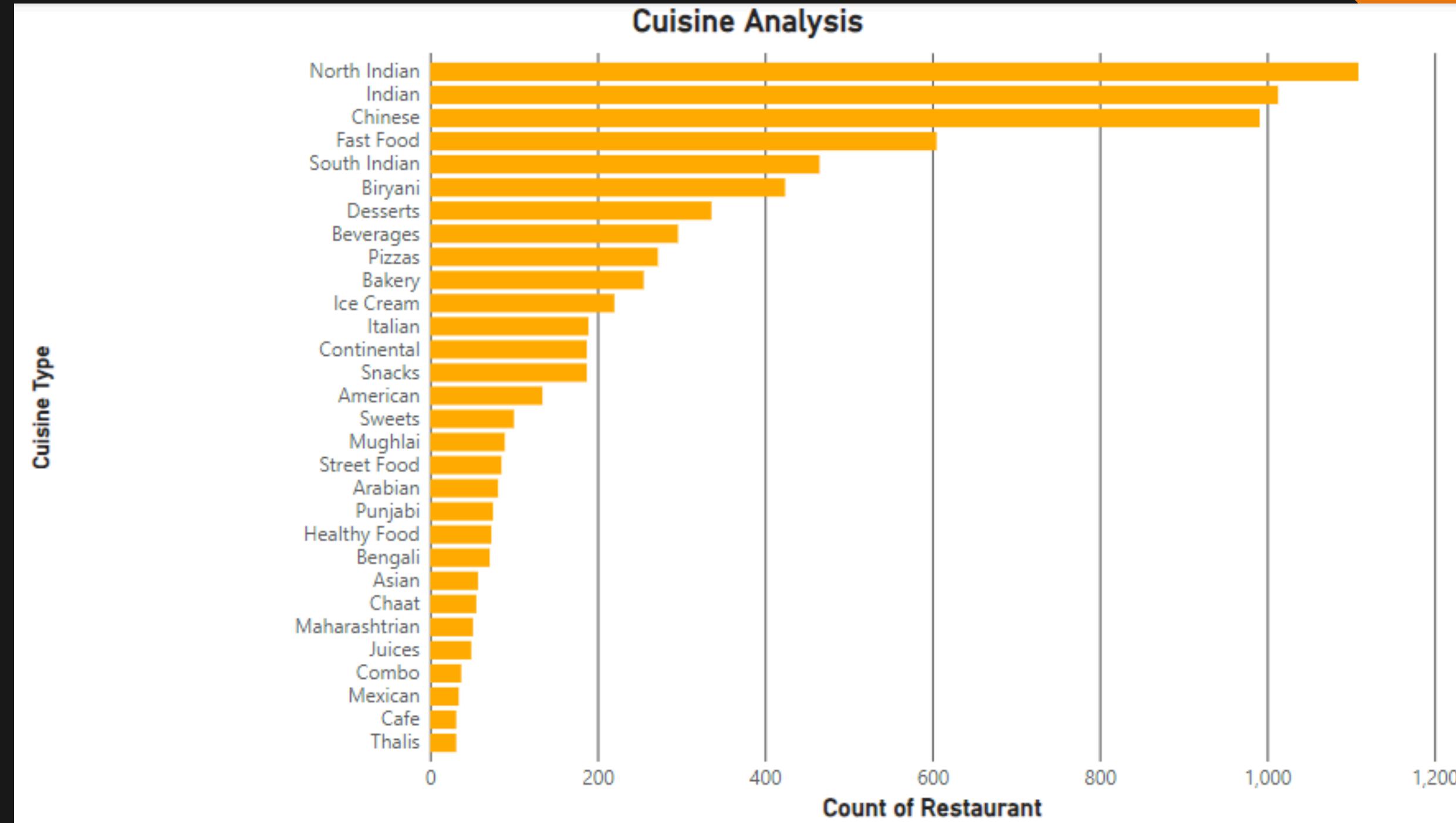


The Average Price of Food in each city is given above.

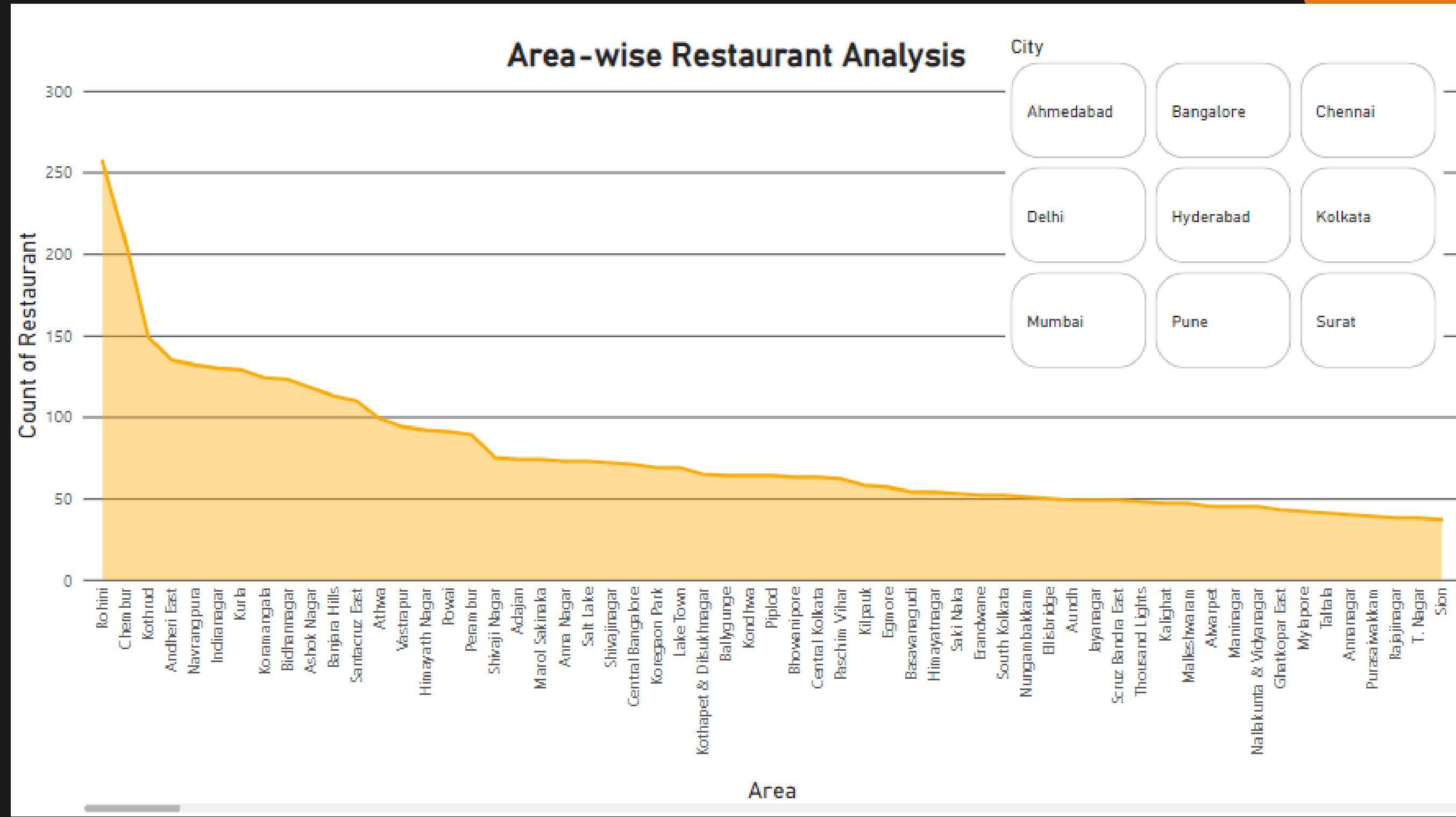
Through this analysis it is clear that Metropolitan cities like Mumbai, Bangalore, Kolkata and Chennai have restaurants priced high, whereas other cities have slightly lower priced restaurants.



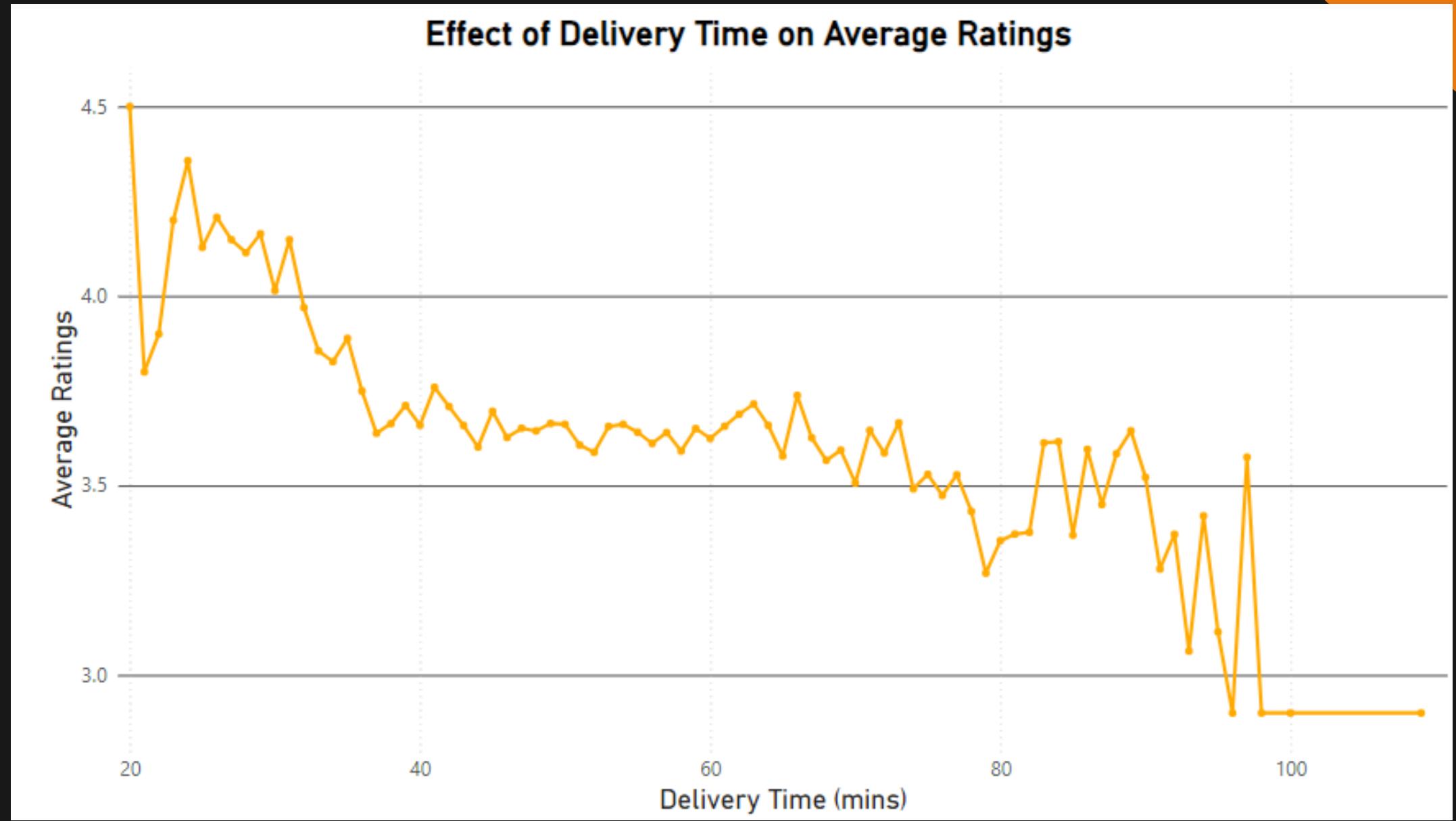
The Delivery Time Analysis of each Restaurant is represented by a line graph with a slicer in Power BI.



The Cuisine Analysis shows the total number of restaurants serving a particular food type. Through this Swiggy can focus on other food types that have less than 600 restaurants as there is scope for increased sales.

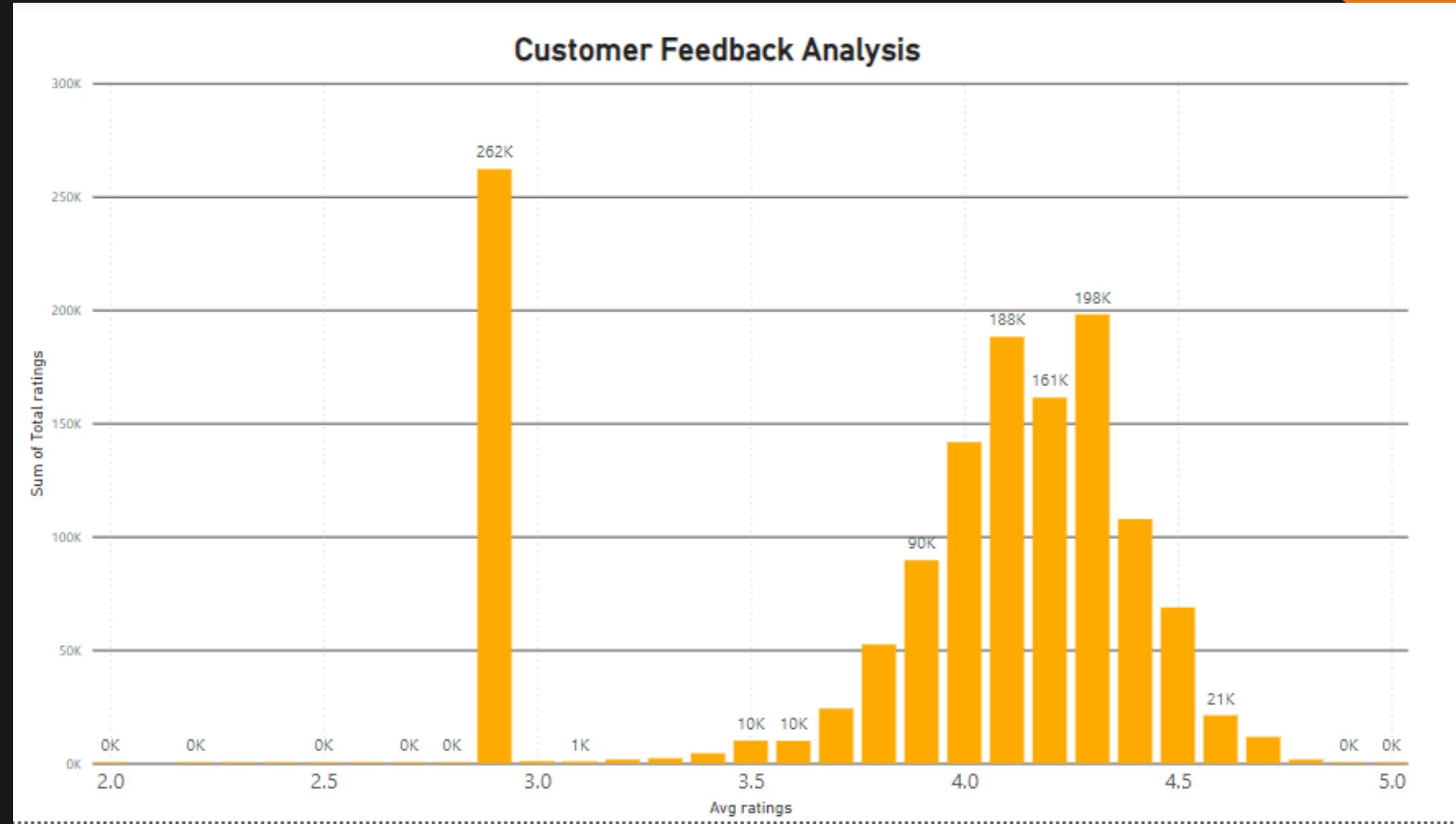


The total number of restaurants in each area is represented above.



The Effect of Delivery time on Average Ratings is given above.

From this Line graph we can find the correlation between Average Ratings and Delivery Time. It is evident that, as the Delivery Time increases the Average Ratings Decrease. Thereby Swiggy can introduce a bonus system where the employees and Restaurants are rewarded for their quick service through bonus or commissions. This way they can decrease the Delivery Time, leading to increased satisfaction of Customers and finally increasing the Average Ratings.

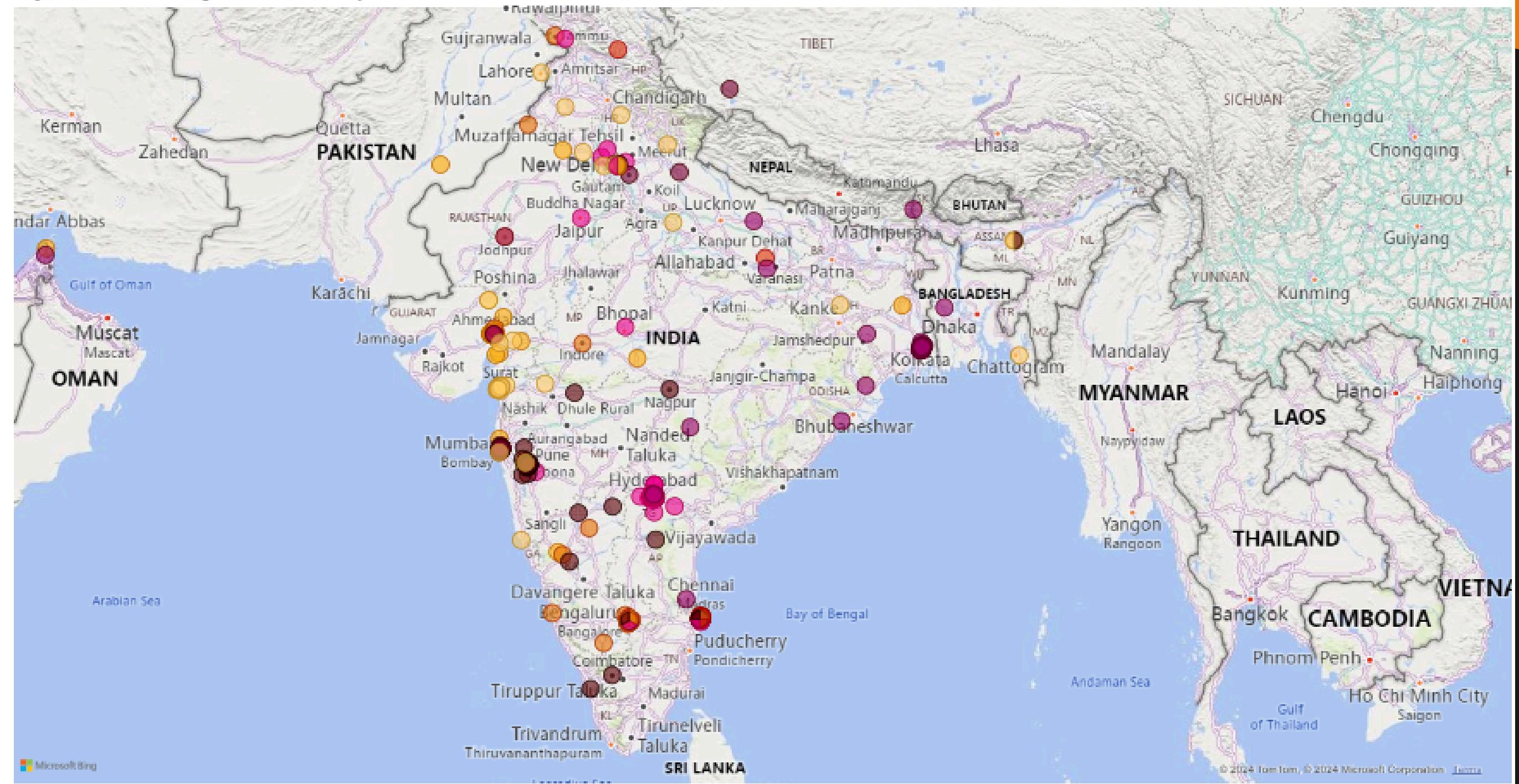


The Customer Feedback analysis represents how many people have voted for each Rating.

As seen, Majority of the people have voted for Rating 2.9, but since it is an Outlier it can be ignored for the purpose of analysis. Excluding that, on an average people are voting in the range of 4 to 4.5. This shows good progress in swiggy.

Area and City

City ● Ahmedabad ● Bangalore ● Chennai ● Hyderabad ● Kolkata ● Mumbai ● Pune ● Sur



This map shows a geographical representation of the areas in which restaurants are located.



Data Preprocessing

(Using Power Query)

01

Promoted Header

Converted the First Row as header.

02

Use of Delimiter

The Data set has been imported to Power Bi and Delimiter has been used to separate the Food Types Column

03

Changed Data Type

Changed to the suitable Data Type in each column.

The background features a collage of various Asian dishes, including soups, salads, and stir-fries, arranged in a grid-like pattern. The dishes are presented in white bowls and feature a variety of colors and textures, such as green vegetables, yellow rice, and brown meat. The overall aesthetic is vibrant and appetizing.

thank you