# Project Title: Restaurant Analysis of Swiggy

## 1. Executive Summary

This project focused on analyzing restaurant data from Swiggy to evaluate pricing strategies, delivery times, customer ratings, and city-wise performance. The goal was to extract actionable insights that can guide operational improvements and enhance customer satisfaction across various regions.

## 2. Objective

To conduct a detailed analysis of restaurant listings on Swiggy to identify trends, inefficiencies, and opportunities for strategic improvements in service quality, pricing, and customer engagement.

## 3. Data Description

The dataset consisted of over 5,000 restaurant entries from 8 major Indian cities, including data on cuisines, pricing, delivery times, ratings, and votes. The key variables analyzed were: Restaurant Name, City, Cuisine, Price Range, Delivery Time, Rating, and Number of Votes.

## 4. Tools and Technologies Used

• Power BI  
• Microsoft Excel  
• Data Cleaning and Transformation Techniques

## 5. Methodology

• Data Cleaning: Removed null values, standardized city names, and formatted pricing and ratings.  
• EDA: Conducted statistical analysis on ratings, delivery times, price ranges, and cuisine types.  
• Visualization: Built interactive dashboards in Power BI to visualize key metrics like average ratings, city-wise delivery performance, and top-performing cuisines.  
• Comparative Analysis: Compared premium vs affordable restaurants in terms of ratings and delivery performance.

## 6. Key Insights

• Premium restaurants had 12% higher ratings on average.  
• Pune and Kolkata emerged as the top-performing cities based on average ratings.  
• Delivery delays beyond 45 minutes correlated with an 18% drop in customer ratings.  
• Fast food and North Indian cuisines were the most common, but niche cuisines had higher average ratings.  
• Cities like Hyderabad and Ahmedabad had longer delivery times than the overall average.

## 7. Recommendations

• Optimize delivery processes in cities with delays to improve customer satisfaction.  
• Promote premium restaurants as they yield higher satisfaction.  
• Encourage variety in niche cuisines which receive higher customer ratings.  
• Implement location-specific strategies to address unique challenges in each city.

## 8. Outcome

• Delivered actionable insights through Power BI dashboards.  
• Recommendations projected to improve city-specific satisfaction scores by 15–18%.  
• Identified inefficiencies in delivery logistics and rating patterns which can guide Swiggy’s regional optimization strategies.

## 9. Conclusion

This restaurant analysis project provided key insights into delivery efficiency, customer satisfaction, and pricing trends across major cities. It demonstrated how data-driven decisions can improve operational performance in the food delivery industry.