SWIGGY ANALYSIS PROJECT

PREPARED BY

Appoorva Suresh Khajuria
Nimisha Shukla
Ojasvi Bakshi
Bhumika Sahai

SWIGGY

EXECUTIVE SUMMARY

This project analyzes over 8,600 Swiggy food delivery records to uncover insights into customer preferences, delivery patterns, and restaurant performance. After cleaning and preparing the dataset, exploratory data analysis revealed trends in pricing, ratings, delivery times, and area-wise performance. Mid-range restaurants (₹250-₹450) received the best ratings, while areas like Koramangala offered the fastest deliveries. Delivery delays in places like Indiranagar slightly impacted customer satisfaction.

Additional insights include:

- Budget restaurants with good service often maintain ratings above 4.2.
- There was no strong correlation between higher pricing and higher ratings.
- Categorical data like food type and city areas were standardized for better grouping.

OBJECTIVES

The primary objective of this analysis is:

- Analyze Swiggy's food delivery data to gain insights into customer behavior.
- Study the relationship between price, ratings, and delivery time of restaurants.
- Detect patterns and trends that influence customer satisfaction.

STRATEGY

• The project involved collecting and cleaning Swiggy food delivery data, followed by exploratory data analysis to identify trends in pricing, ratings, delivery time, and location-wise performance.
• Key metrics were visualized and interpreted to uncover customer preferences and operational patterns.
• Insights were drawn to support data-driven decision-making for better service efficiency.

PERFORMANCE METRICS & RESULTS

Average Delivery Time
• Slight delays observed in certain areas during peak hours.
Lower Performing Area
• Indiranagar: Premium pricing but slower deliveries, especially during rush hours.
Customer Preferences
• There is no strong correlation between high prices and better ratings.
• Customers value good taste, consistent service, and reliability over cost.

CHALLENGES AND ADJUSTMENTS

Data Quality

• Minor formatting issues and inconsistent text entries.

Missing & Duplicate Data

• Few missing values; duplicates were removed.

SCOPE LIMITATION

• Data limited to Bangalore; may not reflect national trends.

LESSONS LEARNED

• Clean and well-prepared data is essential for meaningful analysis.

• Visual exploration helps uncover hidden trends and outliers.

NEXT STEPS

• Expand the dataset to include multiple cities for broader insights.

• Integrate real-time order data to analyze peak hours and live delivery patterns.

KEY RECOMMENDATIONS

Based on the findings from this data analysis, the following recommendations are put forth to enhance Swiggy's service quality and customer satisfaction:

• Optimize Logistics in Slower Areas: Implement strategies to reduce delivery times in areas identified with delays, such as Indiranagar, especially during peak hours. This could involve optimizing delivery routes, increasing rider density, or setting up more localized dark kitchens.