

Comparative Analysis of Repeat Ordering Behavior and Customer Experience

Platform

Select all	Swiggy
(Blank)	Zomato

City

Select all
(Blank)
Bangalore
Chennai
Coimbatore
Hyderabad

35
Total orders

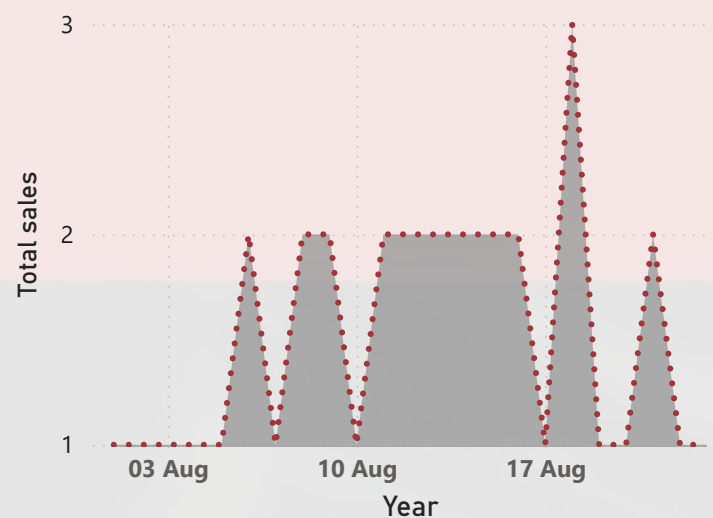
0.40
Repeat order(%)

33.86
Avg delivery time

3.97
Avg app rating

409.14
Avg order value

Total orders
by Year, Quarter, Month and Day

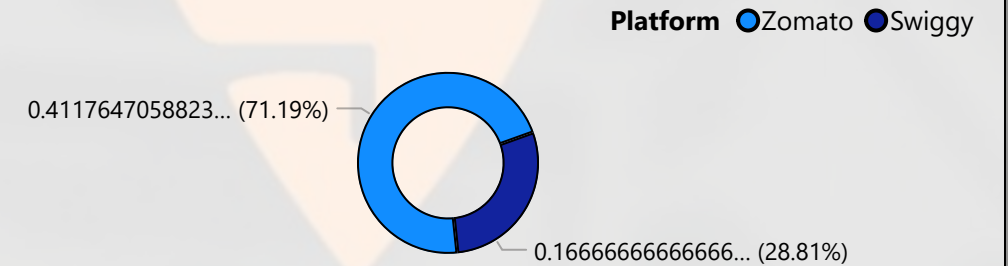


SWIGGY

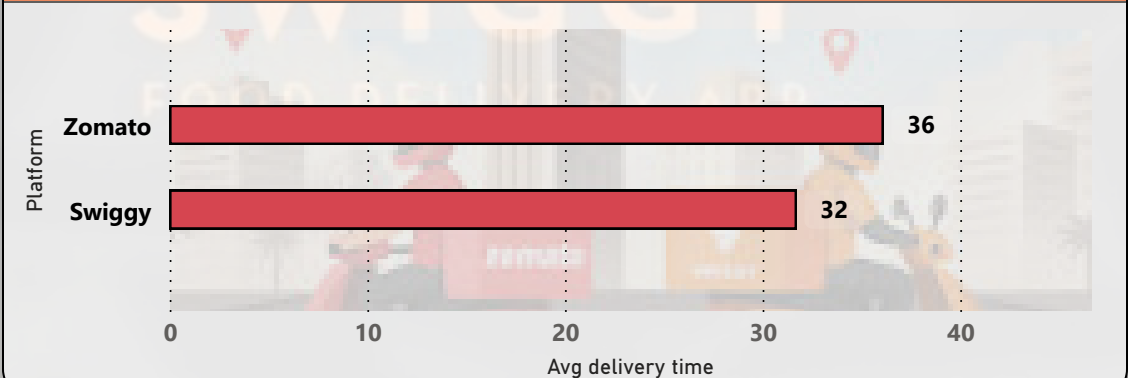
Vs

ZOMATO

late delivery(%)
by Platform



Avg delivery time
by Platform





Repeat Ordering & Customer Retention Analysis

409.14

Avg order value

0.40

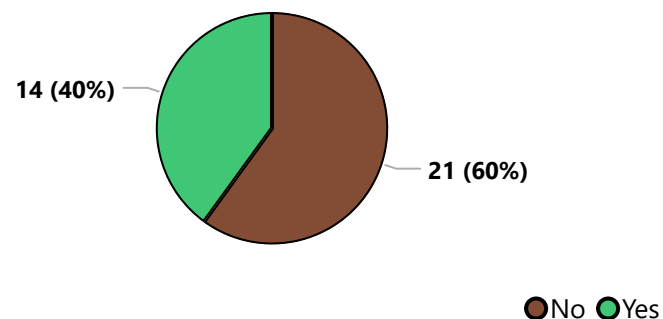
Repeat order(%)

14

Repeat orders

Repeat order share by platform

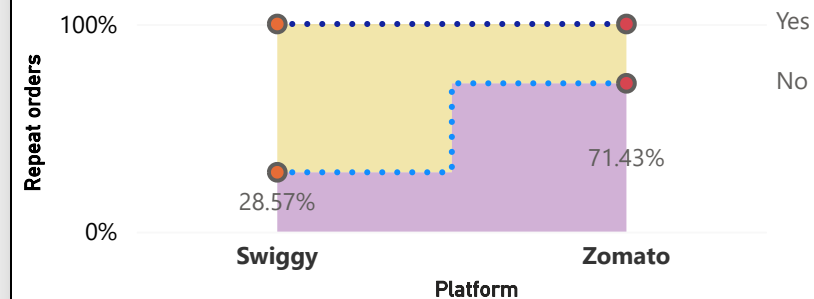
Total orders by Is_Repeat_Order



Repeat orders

by Platform and Coupon_Used

Coupon_Used ● No ● Yes



order frequency Vs order value

Avg Orders per Customer, Avg order value and Total orders by Platform

Platform ▲ Swiggy ■ Zomato



Customer experience

Delivery_Status

All

City

All

Platform

All

Total orders

by App_Rating and Platform

Platform ● Swiggy ● Zomato



On-Time Delivery %, Gauge Min, Gauge Max and On-Time Target



Avg delivery time

by Day and Platform

Platform ● Swiggy ● Zomato

