SWIGGY DELIVERY ANALYSIS

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1. Introduction

Swiggy is India's largest online food ordering and delivery platform, founded in 2014 by Sriharsha Majety, Nandan Reddy, and Rahul Jaimini. Headquartered in Bangalore, it operates in over 580 cities across India. Swiggy offers a wide range of services, including food delivery, Swiggy Instamart for quick commerce, and Swiggy Genie for same-day package deliveries. It has become a significant player in

the food delivery market, competing with platforms like Zomato.

2. About Swiggy

Swiggy is India's largest online food delivery platform, founded in 2014, offering services like food delivery, quick commerce through Swiggy Instamart, and same-day package deliveries via Swiggy Genie. It operates in over 580 cities across India.

3. Overview

The project involves in-depth analysis of Swiggy delivery data using various tools and techniques including Excel, Python, Power BI, and Tableau. The objective is to gain insights into food delivery industry trends related to location, food types,restaurants, ratings, and price ranges.

4. Objectives

The main objectives of the project are:

- **Develop a comprehensive City Map Table.**

- **Construct a Calendar Table utilizing the Column Datekey.**
- **Determine the Number of Restaurants based on Area and City.**
- **Compute the Count of Restaurants based on Average Ratings.**
- **Generate buckets based on the Average Price and determine the quantity of restaurants falling into each bucket.**
- **Analyze the Percentage of Restaurants with online delivery.**
- **Develop Charts based on Cuisines, City, and Ratings.**

5. Data Sources

The primary data source for this project is Swiggy, which provides detailed information about restaurants, including location, ratings, price range, and amenities. Additional data sources may include public datasets or supplementary data collected from other sources.

6. Methodology

The methodology involves:

- **Data extraction and cleaning using Excel and Python.**

- **Analysis using advanced Excel functions and Python (pandas).**

Visualization using Power BI and Tableau to create interactive dashboards and visualizations

7. Analysis and Findings

Power BI Report

- **Created interactive dashboards in Power BI to visualize and analyze Swiggy delivery data.**
- **Developed visualizations to explore trends in restaurant location, ratings, price range, and cuisine.**
- **Implemented slicers, filters, and drill-down functionality for interactive exploration of the data.**

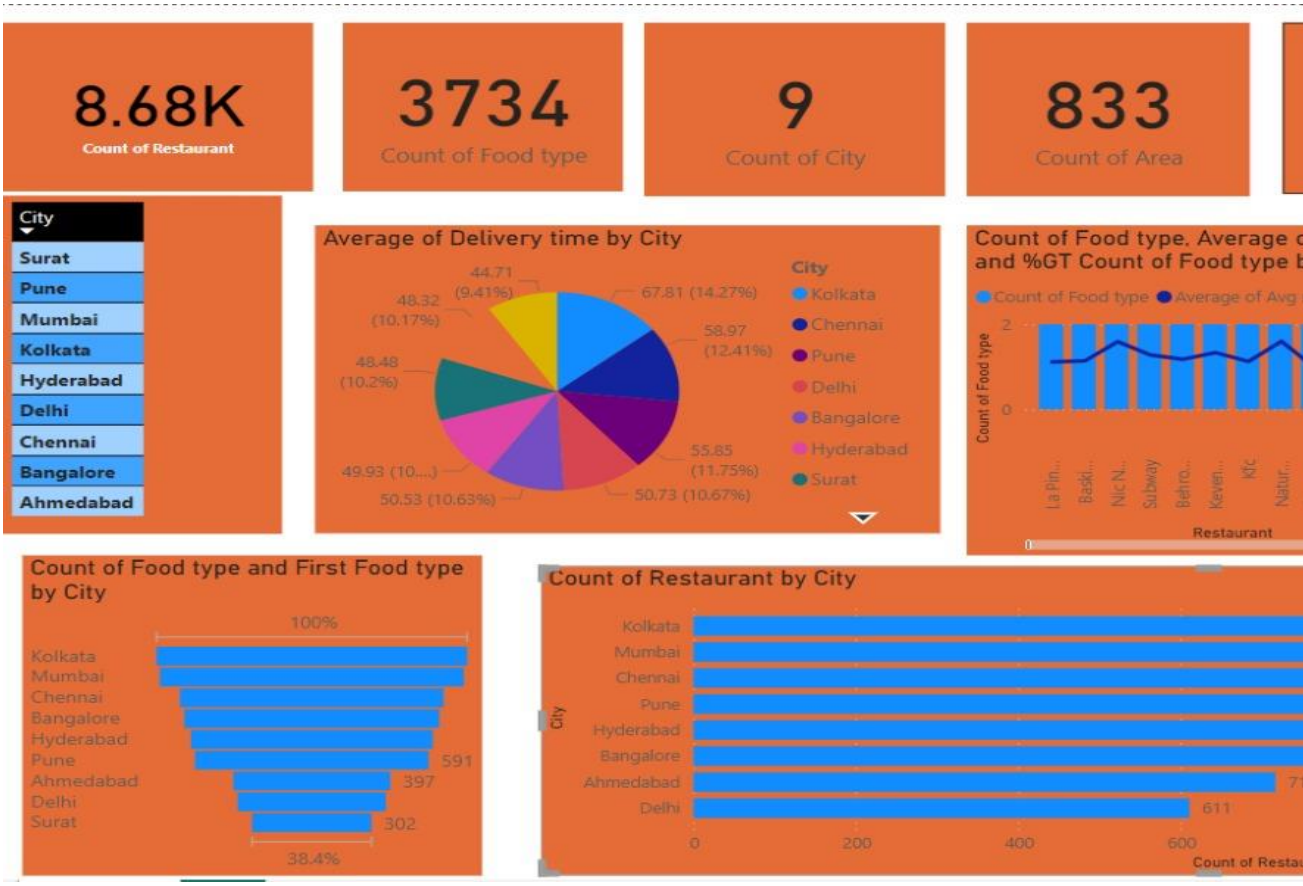
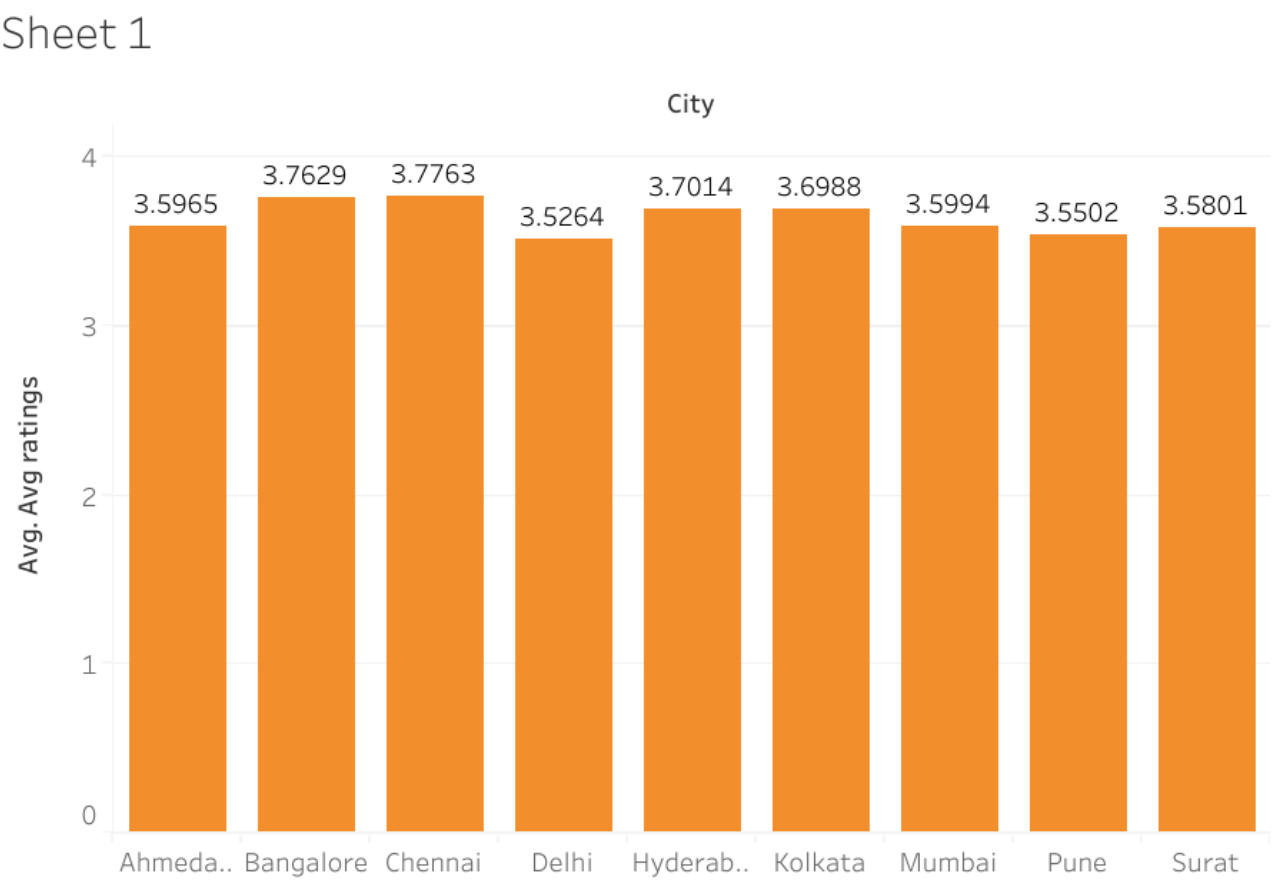


Tableau Visualizations

- Developed visualizations in Tableau to further explore and analyze Swiggy delivery data.
- Created interactive dashboards to visualize trends in city, ratings

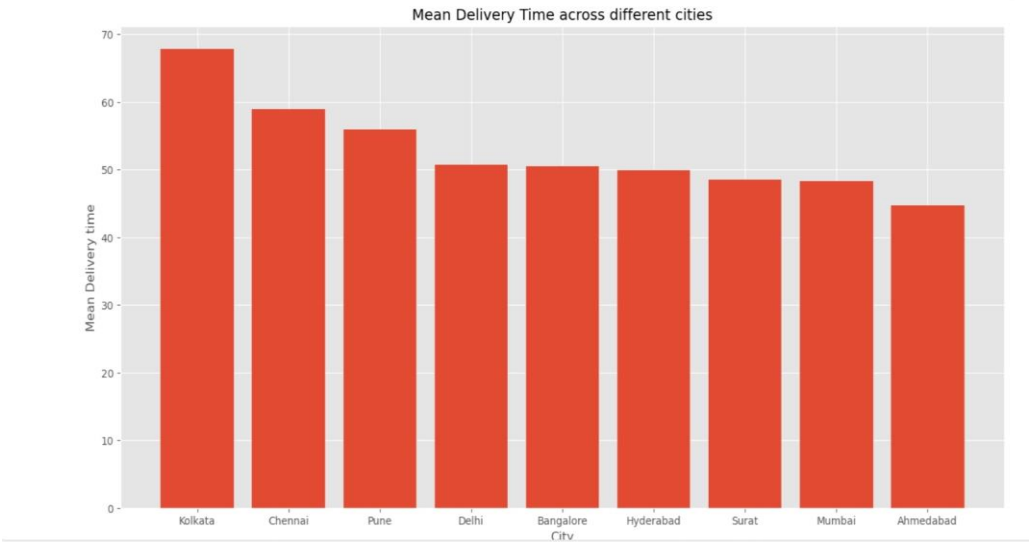
  Used advanced visualization techniques such as bar graph to uncover insights into the data

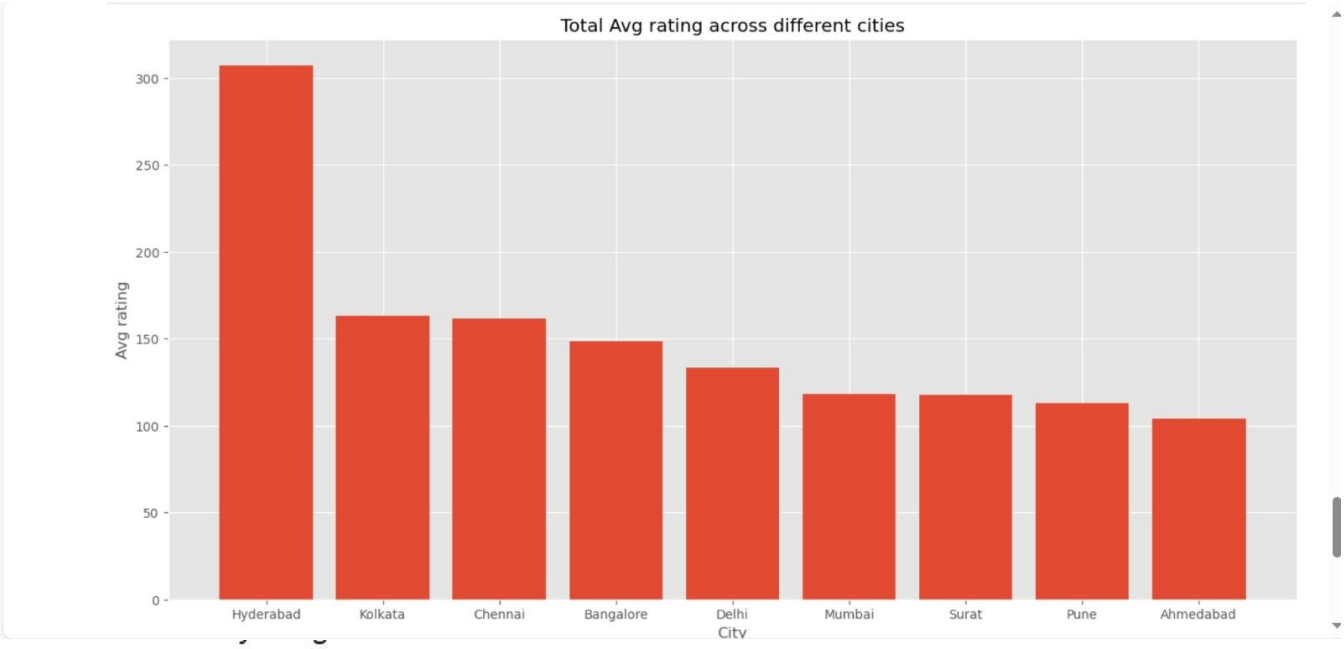


Python Analysis using pandas

- Utilized advanced python functions for data cleaning, manipulation, and visualization.
- Developed charts and graphs to visualize delivery data by location, ratings, price range, and cuisine.
- Conducted statistical analysis to identify trends and patterns in the data.


Mean price across different cities
Price
City
Mumbai
Bangalore
Kolkata
Chennai
Pune
Delhi
Ahmedabad
Hyderabad
Surat


Mean Delivery Time across different cities
Mean Delivery time
City
Kolkata
Chennai
Pune
Delhi
Bangalore
Hyderabad
Surat
Mumbai
Ahmedabad



In [18]:
```
df.describe()
```

Out[18]:

	ID	Price	Avg ratings	Total ratings	Delivery time
count	8680.000000	8680.000000	8680.000000	8680.000000	8680.000000
mean	244812.071429	348.444470	3.655104	156.634793	53.967051
std	158671.617188	230.940074	0.647629	391.448014	14.292335
min	211.000000	0.000000	2.000000	20.000000	20.000000
25%	72664.000000	200.000000	2.900000	50.000000	44.000000
50%	283442.000000	300.000000	3.900000	80.000000	53.000000
75%	393425.250000	400.000000	4.200000	100.000000	64.000000
max	466928.000000	2500.000000	5.000000	10000.000000	109.000000

8. Implications

The insights generated from this analysis have significant implications for stakeholders within the delivery industry. These include:

- Identifying popular restaurant locations and cuisines.
- Understanding delivery timing based on Area and City.
- Analyzing customer preferences and satisfaction levels.
- Informing marketing strategies, menu planning, and business expansion decisions.

Why is swiggy declining?

Swiggy has faced challenges due to increased competition, high operational costs, and regulatory hurdles. The food delivery market is highly competitive, with rivals like Zomato and new entrants constantly vying for market share. Additionally, maintaining a large delivery fleet and ensuring timely deliveries add to the operational expenses. Regulatory changes, such as new labor laws, have also impacted their cost structure. These factors combined have made it difficult for Swiggy to maintain profitability.

How can swiggy revive!!!

Swiggy can revive its business by diversifying into new areas like grocery delivery and cloud kitchens to create additional revenue streams. Implementing cost optimization strategies through efficient logistics and automation can help reduce operational expenses. Enhancing customer experience with faster deliveries, better service, and personalized offers can boost loyalty.

Additionally, leveraging data analytics to optimize delivery routes and predict demand can improve efficiency and customer satisfaction.

9. Conclusion

In conclusion, the swiggy food delivery Analysis project provides valuable insights into the food delivery industry landscape. By leveraging advanced analytics techniques and visualization tools, we have gained valuable insights that can inform decision-making and strategy development within the industry. The detailed analysis and visualizations presented in this report offer a comprehensive understanding of food delivery trends and customer preferences, paving the way for data-driven decision-making in the food delivery industry.

10. Appendices

- Appendix A: Screenshots of python
- Appendix B: Power BI Dashboards
- Appendix C: Tableau Visualizations
- Appendix D: Raw Data Sets
- Appendix E Code Snippets

12. Bibliograpfy

Dataset: Kaggle .com
Analysis softwares : Anaconda , MS – excel
Visualization softwares :- Power BI , Tabuleau

THANK YOU