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**Synopsis for Swiggy Sales Dashboard Analysis**

**1. Introduction**

The food delivery industry has experienced exponential growth, driven by convenience and consumer demand. This project focuses on analyzing Swiggy's sales data to gain actionable insights into customer preferences, sales performance, and operational efficiency. The goal is to help stakeholders make data-driven decisions to enhance service delivery and profitability.

**2. Objectives**

* To identify trends in customer orders, item types, and revenue generation.
* To analyse the impact of discounts, delivery time, and customer demographics on sales performance.
* To evaluate the performance of different outlets and cities.
* To uncover key factors influencing customer satisfaction and repeat purchases.

**3. Methodologies**

1. **Data Cleaning and Preparation**:
   * Addressed missing values in columns such as Customer Age, Customer Gender, and Delivery Distance.
   * Standardized columns for consistency, such as adding a Quantity column and recalculating Order Value based on it.
2. **Data Transformation**:
   * Categorized continuous variables like age into meaningful groups (e.g., Below 18, 18–25, etc.).
   * Grouped city sales and resolved duplicate values by introducing variability.
   * Used derived metrics like Discount Rate and Order-to-Delivery Time.
3. **Dashboard Design**:
   * Created interactive visualizations for sales performance by city, item type, and outlet type.
   * Incorporated KPIs such as total sales, average delivery time, and customer ratings.
4. **Analysis Tools**:
   * Performed statistical and trend analysis to identify significant patterns.

**4. Key Findings**

* **City Performance**: Tier 1 cities contributed the highest revenue but had longer average delivery times compared to Tier 2 cities.
* **Item Preferences**: Meals were the most popular category, while desserts saw higher profit margins per unit.
* **Customer Demographics**: Customers aged 25–40 placed the majority of orders, while those below 18 were a niche segment.
* **Delivery Impact**: Orders with faster delivery times had better customer ratings, emphasizing the importance of logistics efficiency.
* **Discount Effectiveness**: Higher discounts drove sales volumes, but excessive discounts reduced profitability.

**5. Software and Hardware Requirements**

**Software**:

* Microsoft Power BI: For creating the dashboard and visualizing data.
* Microsoft Excel: For initial data cleaning and transformation.
* Python/Pandas: For advanced data preprocessing and analytics.

**Hardware**:

* Processor: Intel i5 or equivalent.
* RAM: 8 GB minimum (16 GB recommended for smoother performance).
* Storage: 500 GB SSD or higher.

**6. Implications**

* The analysis provides actionable insights for optimizing Swiggy’s marketing strategies, delivery operations, and customer engagement.
* Decision-makers can allocate resources effectively to high-performing outlets and regions.
* Targeted promotions can be designed for specific customer demographics to boost sales.

**7. Conclusion**

This dashboard successfully consolidates key metrics and insights from Swiggy’s sales data. By leveraging these findings, Swiggy can enhance customer satisfaction, improve operational efficiency, and drive revenue growth. The project highlights the importance of data-driven decision-making in the competitive food delivery industry.