



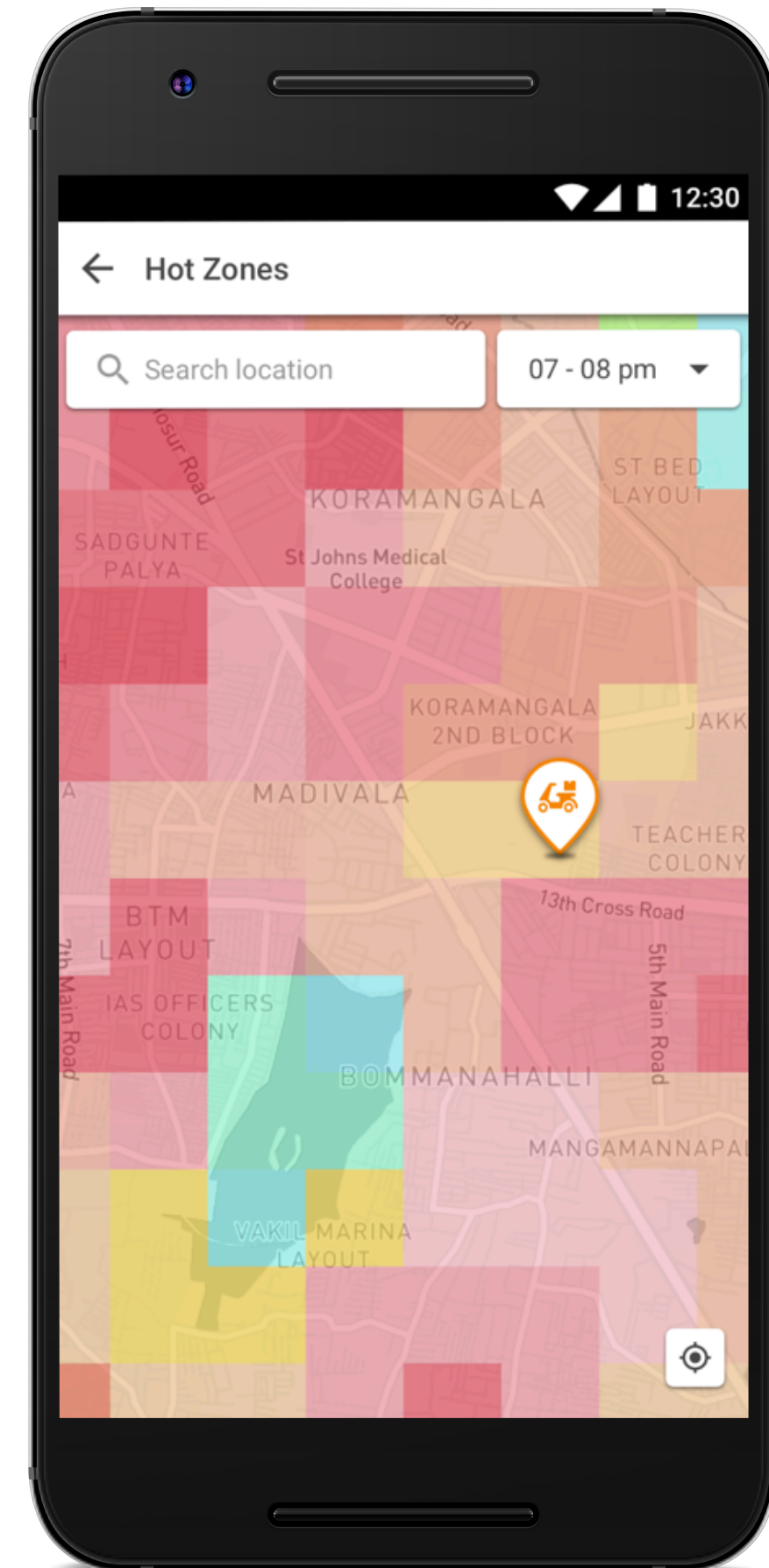
SWIGGY

# Hot Zones



## Team Flockers

Rajeev Singh  
Divyam Rastogi  
Chirag Jain  
Nitin Rana



# Stakeholders and their needs



Customer



Food Partner



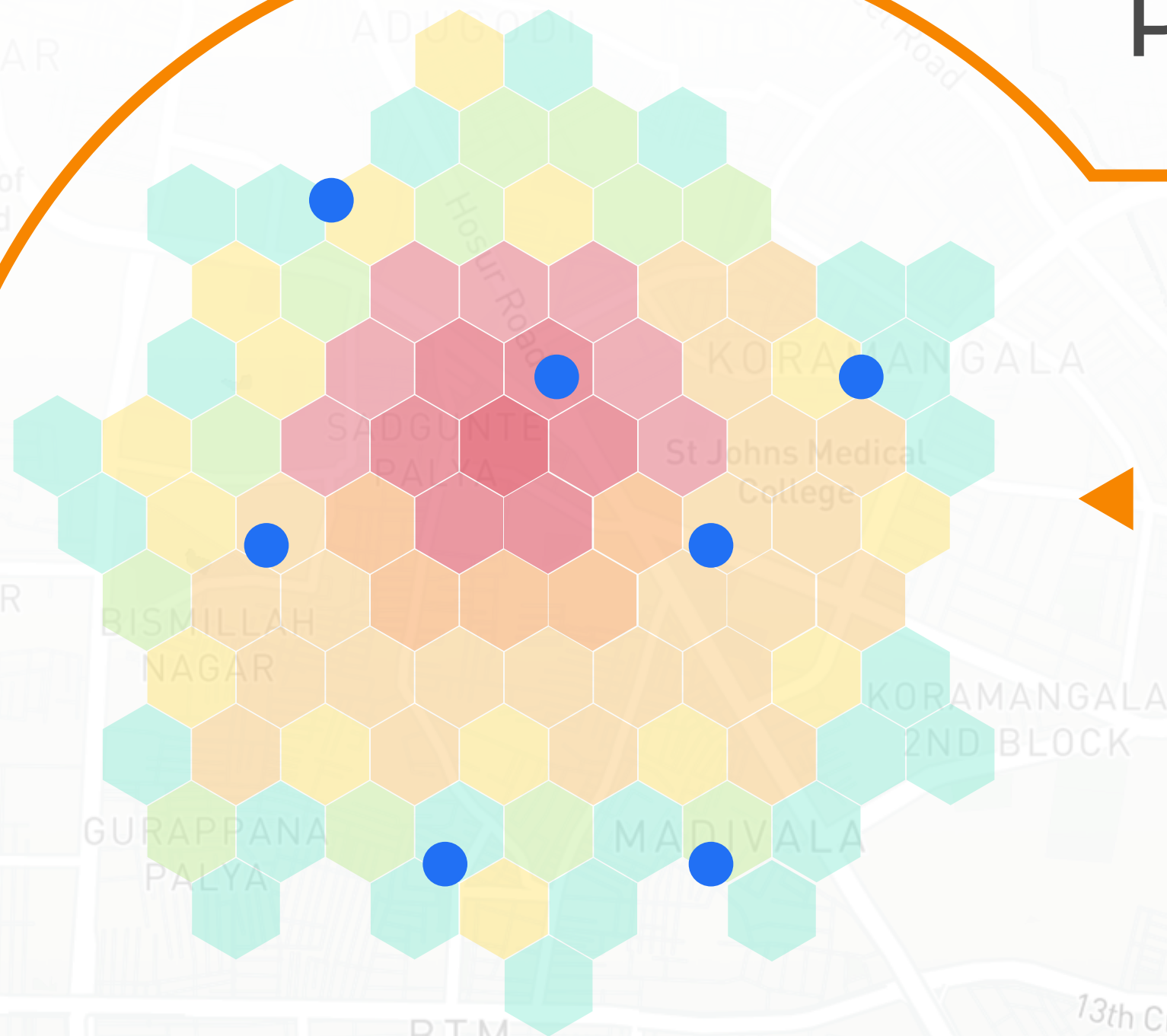
Delivery Executive

Need food.

Need more orders.

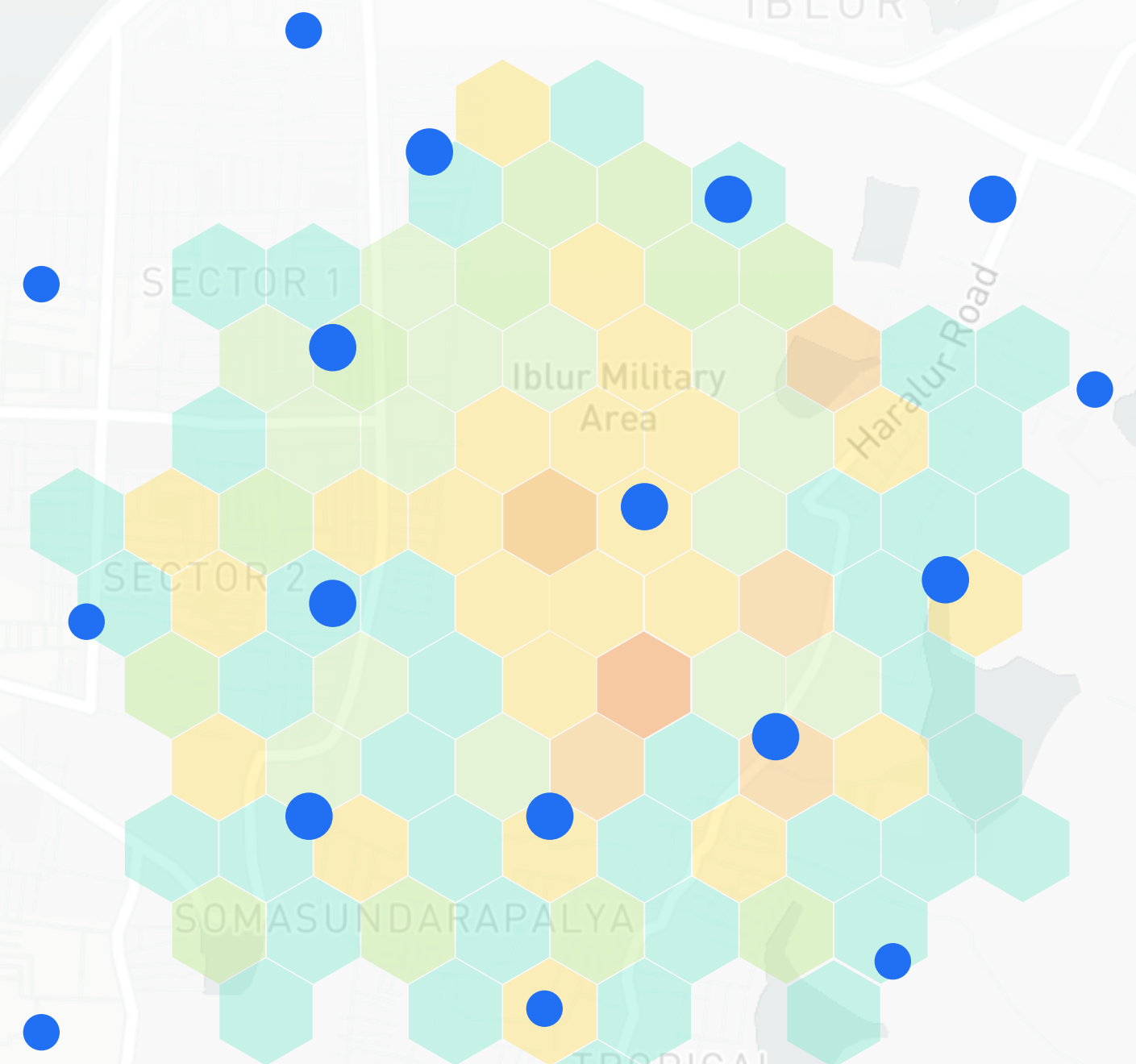
Need more leads.

# Problem Identification



This area has a very high number of orders (high demand) but the number of delivery executives (supply) is not sufficient.

At the same time, this area has very less number of orders (low demand) hence the delivery executives (supply) is sitting idle, waiting for the leads.



● Delivery executives

High     Low

# Validation of problem



## Playstore reviews of Delivery app



**A Google user**

★★★★★ 9 June 2018



3



I am not getting order And not getting near by order



**Rajesh H N**

★★★★★ 10 July 2018



1



Now A day's order are very less, Like we have to for An order more than An hour



**A Google user**

★★★★★ 10 June 2018



I updated this apps but I don't have orders its not best for me sir plz give me orders I don't get orders this apps not good for me plz give us new version plz update this version n give me orders sir



**m gyaneshwer**

★★★★★ 28 June 2018



2



Orders nahe dauray 1 order kay liya 1 ganta wait kary



# Delivery executive and his job story



*“As a food delivery executive, I want to get maximum orders, so that I can make more incentives.”*

# Swiggy as a business and his job story

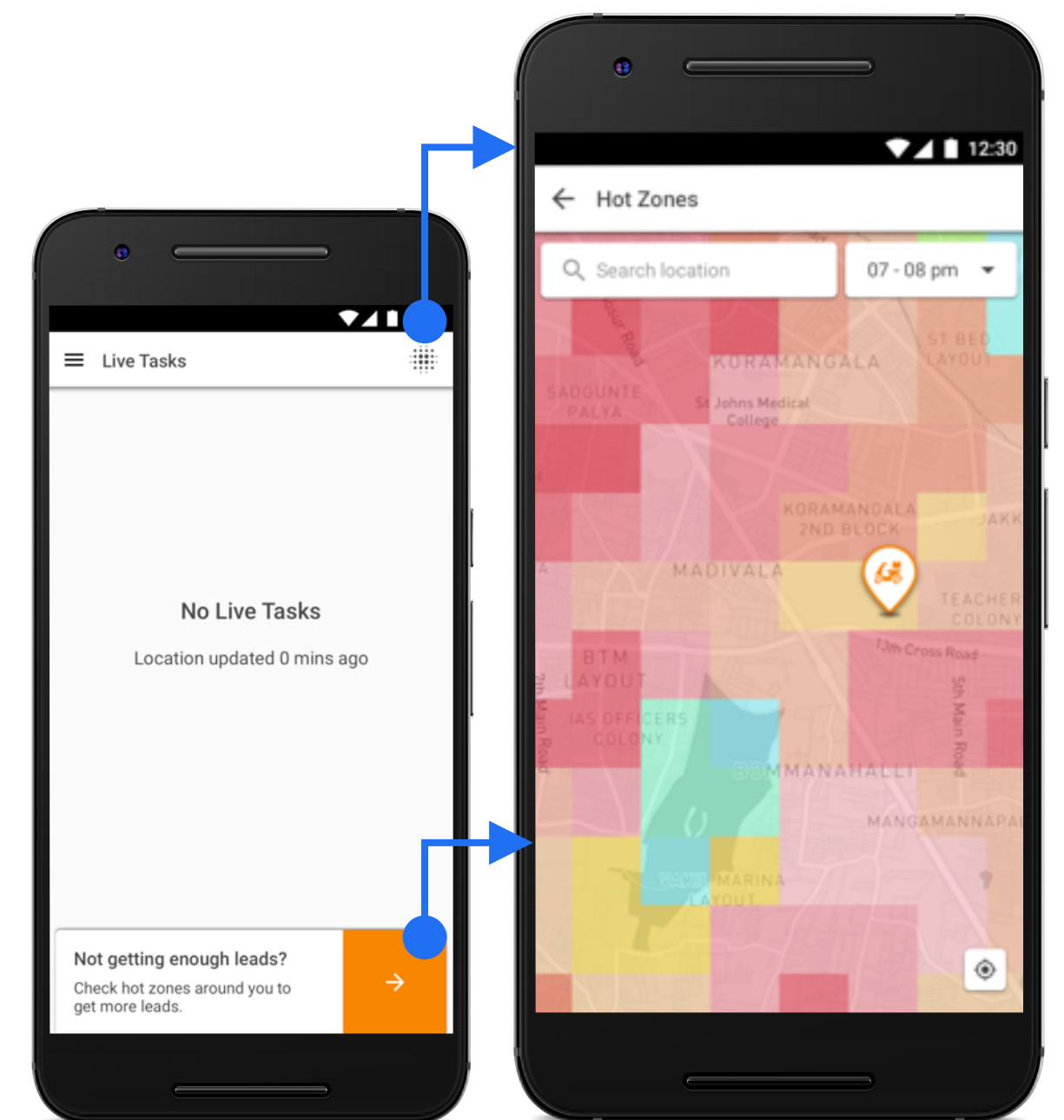


*“We Swiggy; as a food delivery platform, wants to match supply and demand of orders and delivery executives, so we can utilize the maximum man force and give better delivery experience to customers.”*

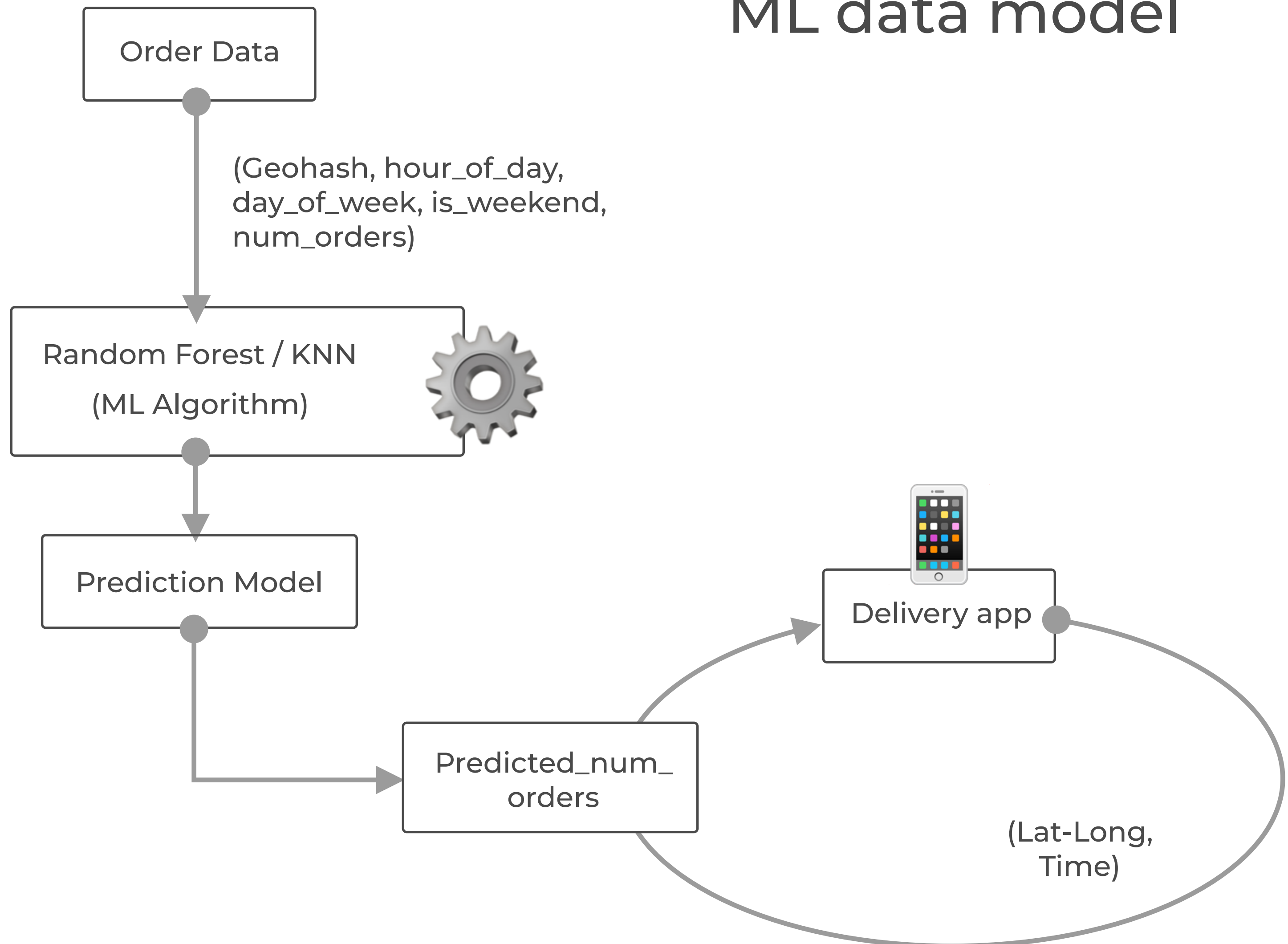
# Introducing Hot Zones

Hot zones is ML-based order prediction engine which will help delivery executives to get by keeping them in proximity to high demand areas.

- If the delivery executive is not getting the leads, he can see the high demand areas in hot zones and move to that location for more leads.
- Based on the demand and supply, swiggy can trigger push messages to delivery executives to move to high demand areas.
- A delivery executive can go to hot zones section in the app to see the predicted high demand areas and plan his day accordingly.



# ML data model



*Order data can be combined with weather data for that time to predict high demand and allocate delivery executives to maintain uninterrupted delivery service.*



# Impact

## Delivery Executive



- Get more and frequent delivery tasks.
- Make more incentives.
- Happy delivery executives.

## Customers

- Better user experience for the customer.

## Swiggy



- Increase the number of orders by reducing the drop orders due to the absence of delivery executives.
- Reduces the chances of migrating delivery executive to other competitors.
- Utilizing the maximum man force of the delivery executives.
- Balancing the demand and supply at any point in time.
- Making more money. (money saved is money earned.)



Thank You

## Team Flockers



Rajeev Singh



Divyam Rastogi



Chirag Jain



Nitin Rana

