

Food Delivery App's Analysis

Objective

Analyze the attached competition data across Zepto, Swiggy, Blinkit, and BigBasket and recommend MRP and discount strategy for September 2025 for a Healthy Snacking Brand, Sattviko. Consider upcoming festivals (Navratri, Onam, Ganesh Visarjan, etc.) to boost sales.

Business Problem

1. Discount & MRP Proposal

- Assume platform margin = 45% (i.e., platform keeps 45% of selling price).
- Propose new MRPs and discount percentages for each platform for September, ensuring:
 - Prices are competitive compared to similar brands.
 - Festive push is factored in (higher discounts on fast-moving SKUs).
- Show a comparison: Current vs. Proposed Pricing.

2. Festival Strategy

- Identify which products/categories should get higher discounts during September (festival season).
- Suggest bundle offers or festive packs to attract customers.

3. Revenue Impact Analysis

- Estimate net revenue per pack (after 45% margin) for each product under the new pricing.
- Compare current net revenue vs. projected net revenue for September.
- Highlight which products will maximize overall revenue growth.

4. Insights & Recommendations

- Which platforms are most price-sensitive?
- Where can Sattviko undercut competitors?
- How to increase overall monthly net revenue (pricing, discounts, bundles, promotions).

Project script

1. Cleaned dataset :

<https://1drv.ms/x/c/e125fc7b40157bea/EbxB3uafiddFgC1qrSu4lwKBXvLvpD7uMdGfVLhVPhtW6g>

2. SQL script: [https://github.com/IrfanShaik35/Data-Analysis-](https://github.com/IrfanShaik35/Data-Analysis-Projects/blob/main/python%20projects/project%204(food%20delivery%20Apps%20analysis)/data_cleaning_food_apps.sql)

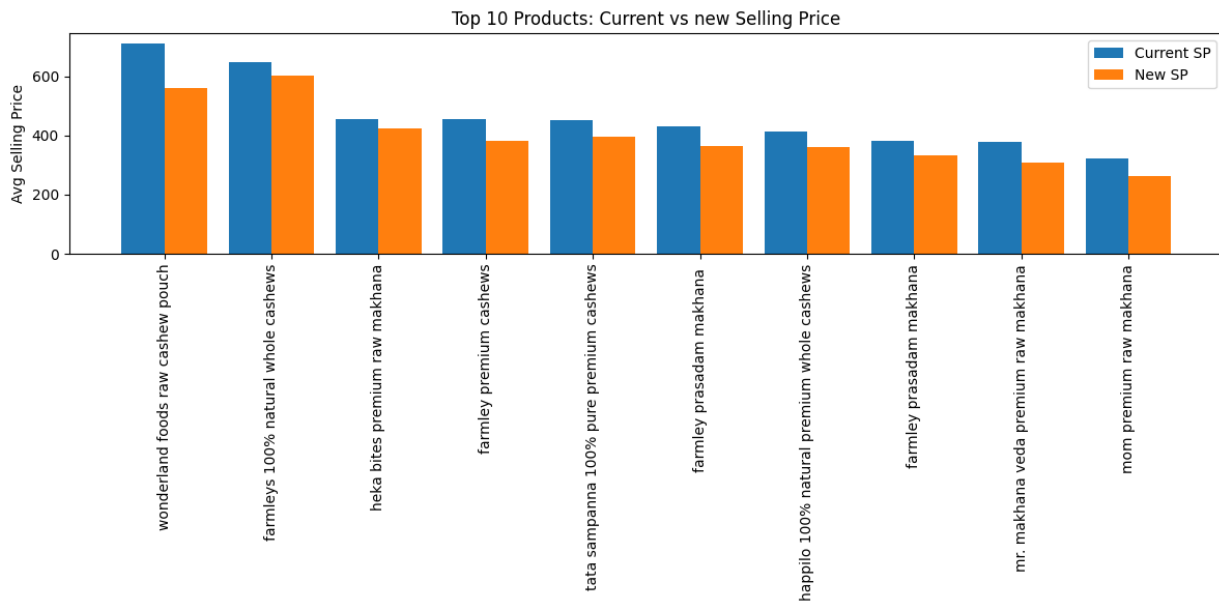
[Projects/blob/main/python%20projects/project%204\(food%20delivery%20Apps%20analysis\)/data_cleaning_food_apps.sql](https://github.com/IrfanShaik35/Data-Analysis-Projects/blob/main/python%20projects/project%204(food%20delivery%20Apps%20analysis)/data_cleaning_food_apps.sql)

3. Python script: [https://nbviewer.org/github/IrfanShaik35/Data-Analysis-](https://nbviewer.org/github/IrfanShaik35/Data-Analysis-Projects/blob/main/python%20projects/project%204%28food%20delivery%20Apps%20analysis%29/delivery%20apps%20analysis.ipynb)

[Projects/blob/main/python%20projects/project%204%28food%20delivery%20Apps%20analysis%29/delivery%20apps%20analysis.ipynb](https://nbviewer.org/github/IrfanShaik35/Data-Analysis-Projects/blob/main/python%20projects/project%204%28food%20delivery%20Apps%20analysis%29/delivery%20apps%20analysis.ipynb)

Insights & Recommendations

1. Current vs. Proposed Pricing



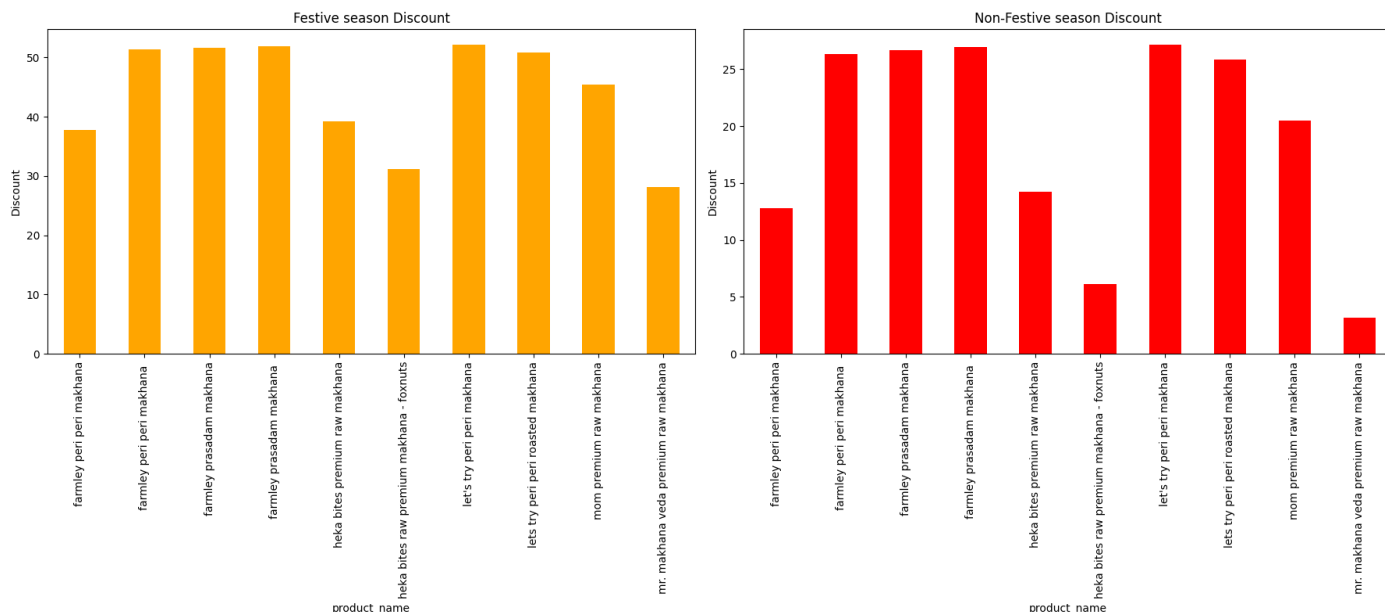
The analysis shows a clear price reduction across all top 10 products, with festive discounts consistently lowering selling prices. High-value items like Wonderland Cashew Pouch and Farmley Whole Cashews received the largest cuts, aligning with their role as bulk festive purchases, while others (e.g., Heka Bites Makhana) saw smaller adjustments, striking a balance between competitiveness and margin protection.

By applying +25% discounts to products priced above the category average and +7% discounts to those at or below average, the strategy ensures festival readiness and competitiveness across platforms. Although per-unit net revenue decreases, the higher festive demand and volume uplift are expected to offset margin losses, securing both market visibility and revenue growth during September.

2. Bundle offers or festive packs to attract customers.

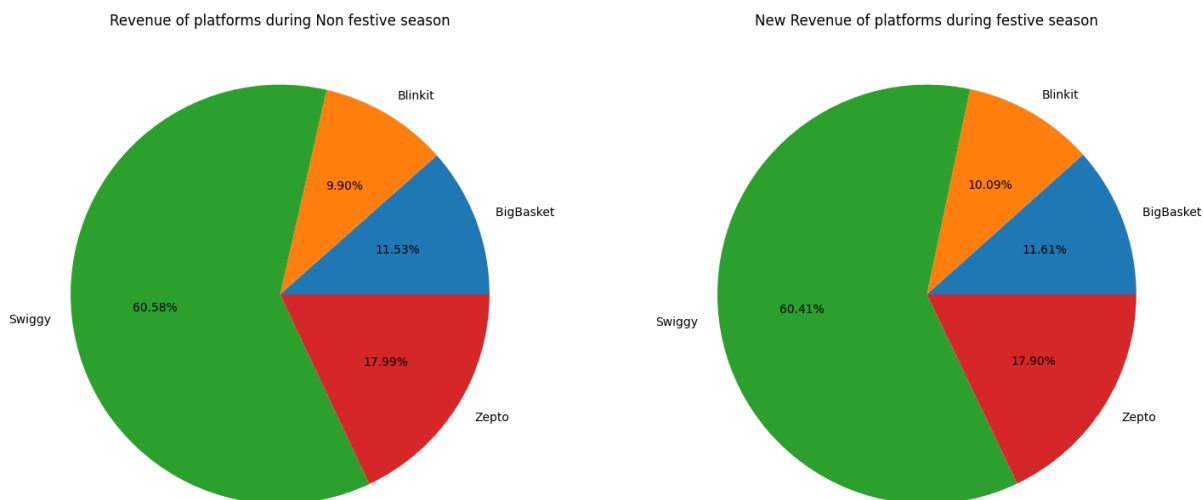
- **Family Pack**
 - Mix of 3–4 flavors (100g each).
 - Offer at 10–15% cheaper than buying individually.
 - Perfect for Navratri snacking variety.
- **Festiv Special Pack**
 - Only classic/plain roasted makhana (Prasad).
 - Packaged in 3 × 200g bundle.
 - Extra 12–15% festive discount.
 - Position as “puja-ready healthy pack”.
- **Gifting Pack (Festive Hamper)**
 - Premium mix: peri peri + roasted + dry fruit snacks.
 - Premium festive packaging.
 - Small discount (~5–8%), but higher perceived value.

3. which products/categories should get higher discounts during September (festival season).



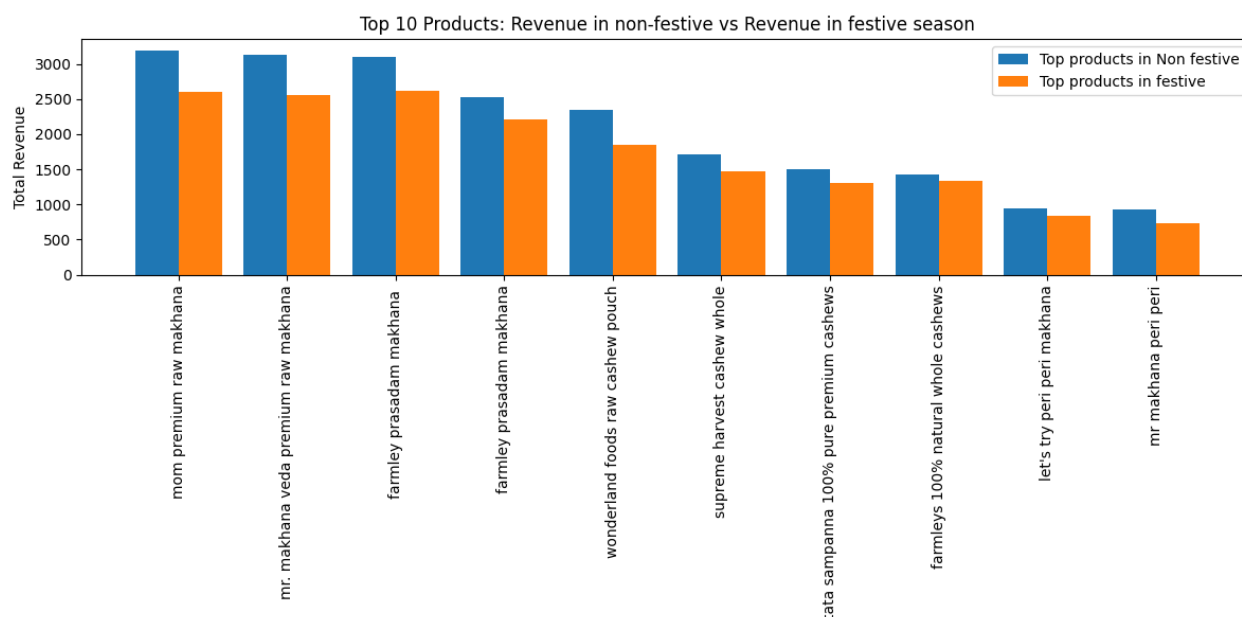
We identified high-demand festive SKUs (e.g., Prasadam Makhana, Peri Peri Makhana, Premium Raw Makhana) and applied a +25% discount push, while other products received only +7% increases. The charts show that during the festive season, discounts rise sharply to 40–50%, compared to the much lower 10–25% non-festive discounts. This ensures a clear festive push on fast-moving SKUs, while keeping non-festive items at modest discounts to protect margins, striking a balance between competitiveness and profitability.

4. Net revenue per pack (after 45% margin) for each product under the new pricing.



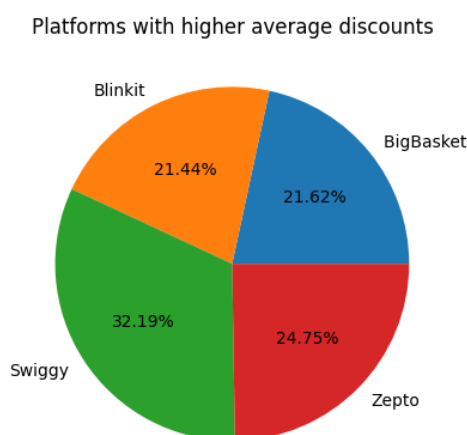
Net revenue applied to both non-festive and festive prices. The platform revenue distribution shows Swiggy as the dominant contributor (~60%), followed by Zepto (~18%), BigBasket (~11.5%), and Blinkit (~10%). After festive discounts, shares remain broadly stable, with slight gains for Blinkit and BigBasket, while Swiggy and Zepto dip marginally. This indicates a balanced festive pricing strategy—though per-pack net revenue falls for high-discount SKUs like Prasadam Makhana and Cashews, the approach secures competitiveness, boosts secondary platforms, and is expected to drive higher overall volumes.

5. Products which maximize overall revenue growth



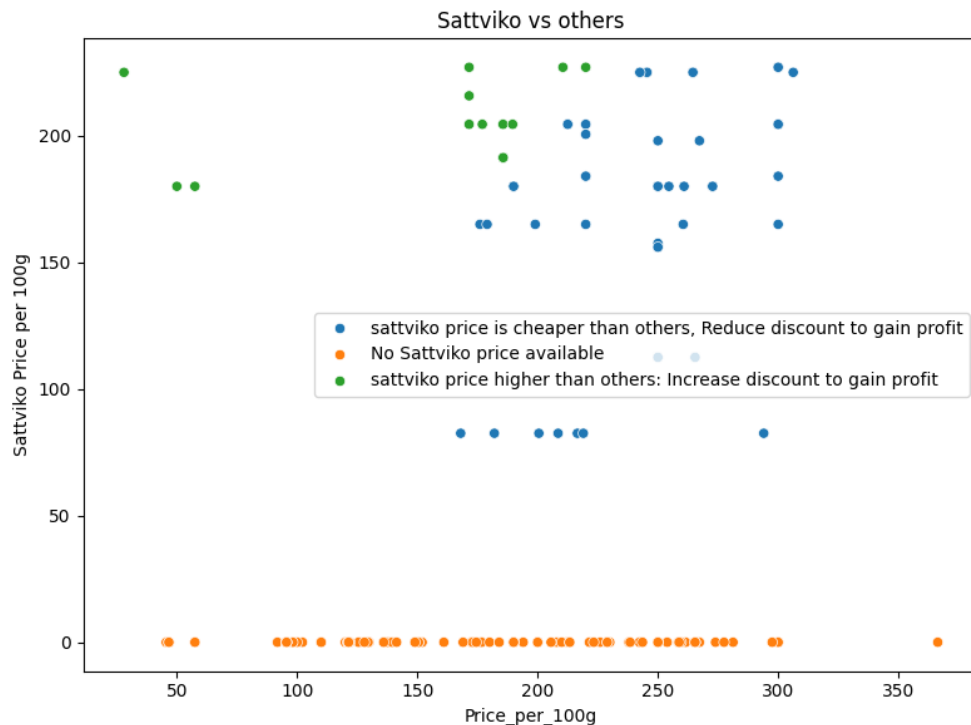
Revenues of top products in both non-festive and festive periods, showing a slight dip in per-product revenue due to higher discounts but aimed at boosting sales volumes and competitiveness. Mom Premium Raw Makhana, Mr. Makhana Veda Premium, and Farmley Prasadam Makhana remain the largest revenue drivers and should be prioritized with strong promotions. Products like Prasadam Makhana and Cashew Pouch, though showing lower per-pack revenue, benefit from festive discounts that are expected to generate higher demand and volume-led growth. Meanwhile, premium or niche SKUs such as Mr. Makhana Peri Peri and Let's Try Peri Peri Makhana maintain balance—contributing less in absolute terms but kept competitive with targeted discounts—ensuring revenue stability and festival readiness.

6. platforms with most price-sensitive



Swiggy (32.2%) have the highest average discounts, making them the most price-sensitive platforms where sales are heavily driven by promotions and even small price hikes can reduce volumes. In contrast, Blinkit (21.4%) and BigBasket (21.6%) operate with relatively lower discounts, indicating customers are less price-driven and allowing more room to protect margins or push bulk/subscription models. Overall, Swiggy require aggressive festive pricing and flash offers, while Blinkit and BigBasket can sustain competitiveness with moderate discounts. (that why we even can see for '**Net revenue per pack**' swiggy's net revenue decreased main reason would be it didn't selling that much festive SKU (ie Prasadam Makhana, Peri Peri Makhana,etc)

7. Where can Sattviko undercut competitors?



Sattviko can undercut competitors effectively in categories where its per-100g price is already lower by reducing discounts to protect margins. In categories where it is more expensive, it needs heavier discounts or bundle packs to stay competitive. Additionally, unlisted SKUs highlight opportunities to expand product coverage in competitor-dominated segments. (ie we have more food product whose price is cheaper than other ,so we can reduce discount to gain profit)

8. How to increase overall monthly net revenue

Pricing Adjustments

- Keep premium SKUs at slightly lower discounts (higher margin).
- Increase discounts only for fast-moving festive SKUs.

Bundles

- Create Family Variety Packs (e.g., 3 flavors × 100g) at ~12% lower than individual pricing.
- Launch Prasad Special Pack (bulk pack for puja use).
- Add Festive Gift Hampers → higher ticket size, better margins.

Platform-Specific Promotions

- Blinkit/Zepto: Flash discounts (festival week 10–15% extra).
- Swiggy Instamart: Promote through “Healthy Snacking” banners.
- BigBasket: Push bulk packs and subscription discounts (repeat orders).

Cross-Promotions

- Offer “Buy 2, Get 1 Free” on smaller SKUs (increases volume, moves inventory).
- Tie up with festival-specific campaigns (Navratri fasting snacks).

