**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.

1. **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.

1. **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/EbxB3uafiddFgC1qrSu4IwkBXvLvpD7uMdGfVLhVPhtW6g>
2. **SQL script:**
3. **Python script:**