End-to-End Food Delivery Analytics – Executive Summary

PROJECT OVERVIEW

This project is an end-to-end data analytics case study built using real-world restaurant data from Swiggy . The objective is to demonstrate how data-driven decision making can improve customer satisfaction, restaurant performance, and operational efficiency in a FoodTech platform.

BUSINESS PROBLEM

Food delivery platforms face challenges related to pricing optimization, delivery efficiency, restaurant quality assessment, and customer retention. This project addresses these challenges by analyzing pricing, ratings, cuisine diversity, and delivery time to identify performance drivers.

APPROACH

- Data cleaning and preprocessing using Python
- Feature engineering for business-ready metrics
- Exploratory Data Analysis to uncover trends
- SQL-based analytical queries
- Power BI dashboard for executive insights

KEY INSIGHTS

- Delivery speed has a stronger impact on ratings than price
- Multi-cuisine restaurants show higher popularity
- Budget and mid-range restaurants dominate engagement
- High ratings do not always translate to high visibility

BUSINESS IMPACT

The project demonstrates how analytics can support restaurant onboarding, marketing strategy, delivery optimization, and customer experience improvements. The framework is scalable to other cities and platforms.

This project showcases strong analytical thinking, business understanding, and data storytelling skills suitable for Data Analyst internship roles.