

# RESTAURANT ANALYSIS OF SWIGGY

## Task 1: Top 10 Areas with Most Restaurants

Area	Restaurant
Andheri East	Zoodles
Ashok Nagar	Zoroy Luxury Chocolates
Athwa	Zorko Brand Of Food Lovers
Banjara Hills	Zouq Fusion Foods
Choolaimedu	Zwarma
Himayath Nagar	Zorro - Milkshakes And Thickshakes
Machubazar	Zoya Biryani
Piplod	Zorko Brand Of Food Lovers
Punjagutta	Zyqa Restaurant
T. Nagar	Zuka

## Task 2: Most Popular Food Types Served by Swiggy Restaurants in Each City



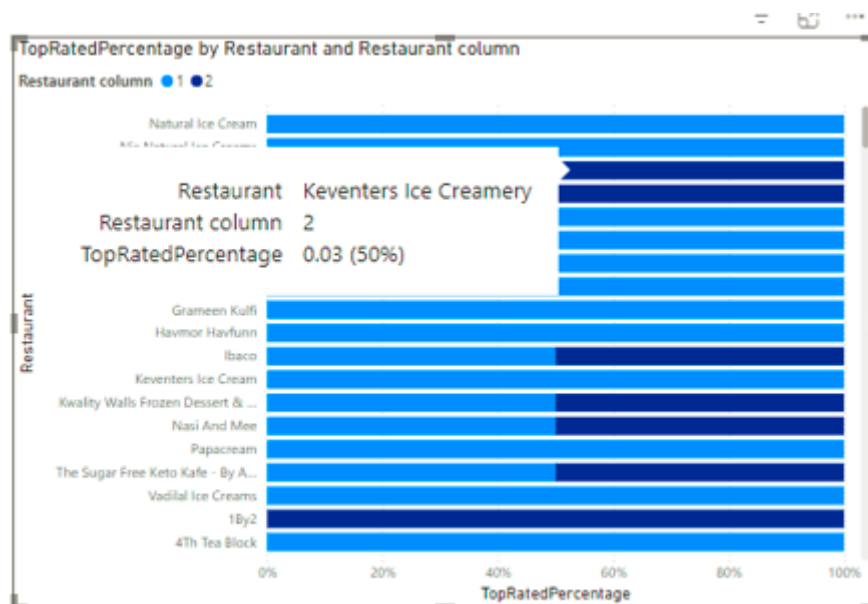
### Task 3: Top Rated Swiggy Restaurants (In Percentage)

@ Thala-E-Wah

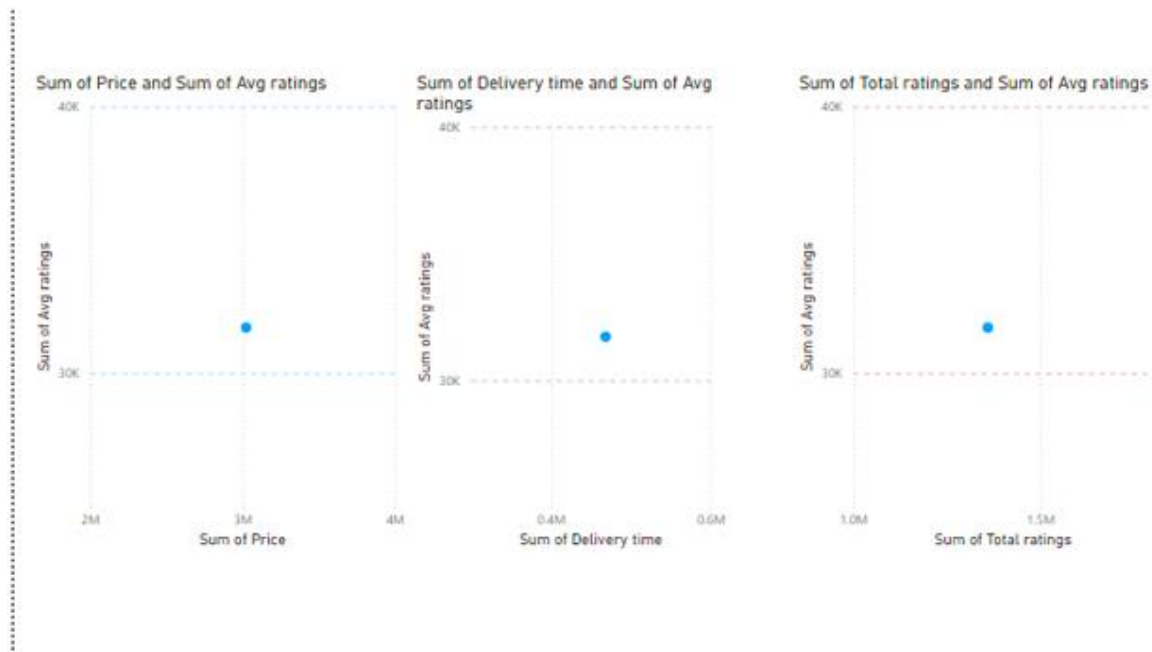
First Restaurant

4.12

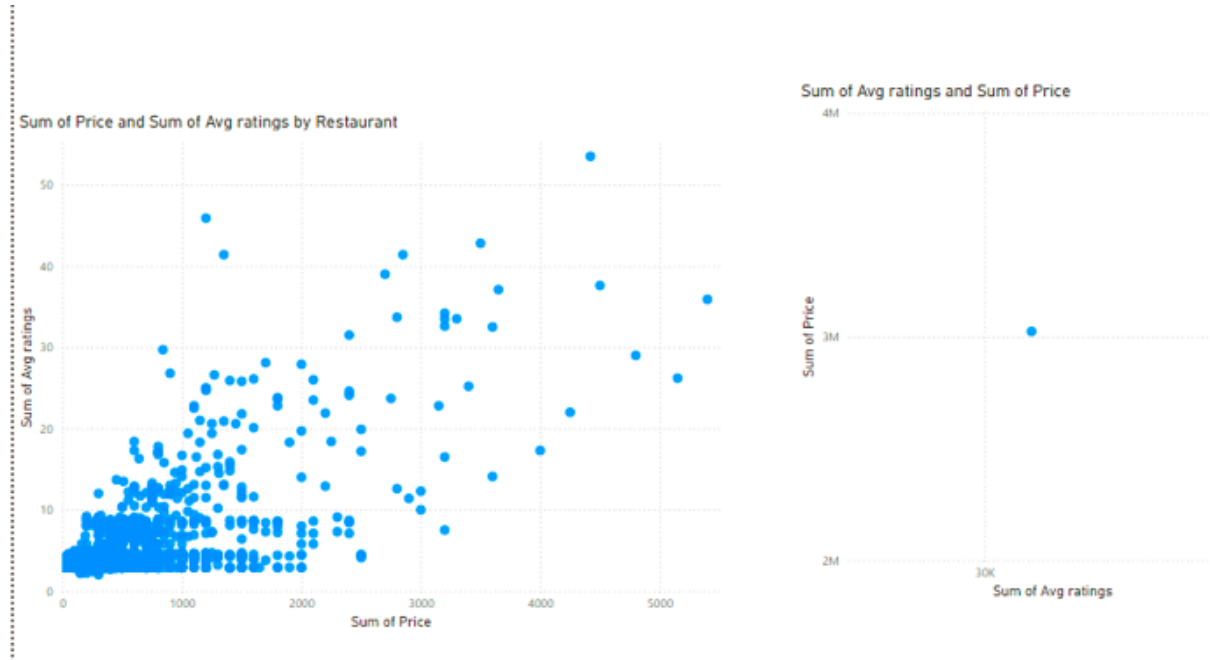
TopRatedPercentage



## Task 4: Correlation of Factors Affecting Average Rating



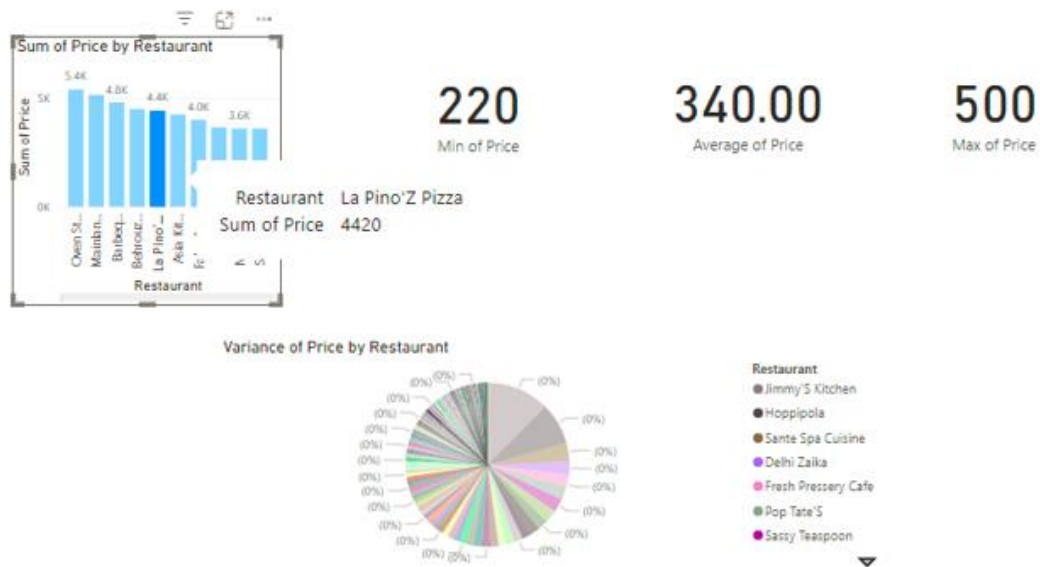
## Task 5: Correlation Between Restaurant Price and Average Rating



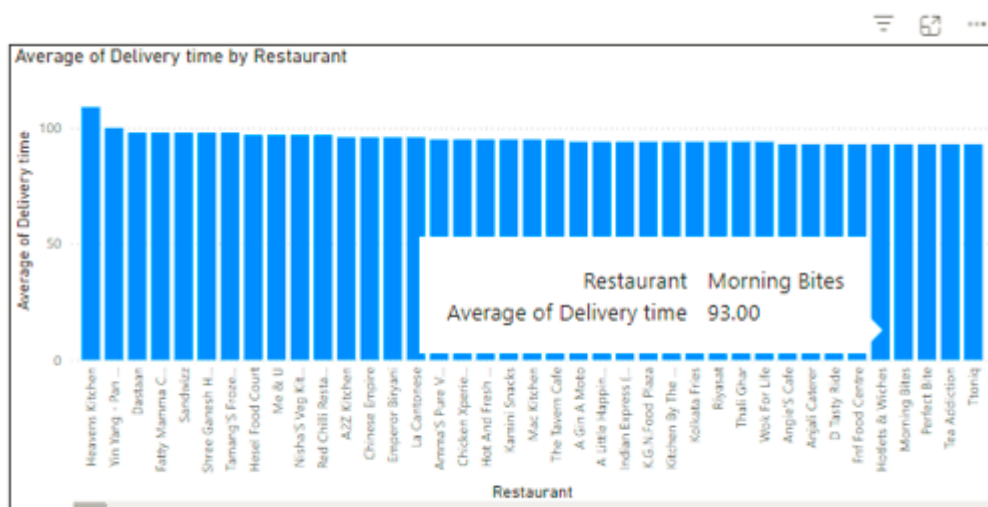
## Task 6: City-wise Restaurant Count

City	Count of Restaurant
Surat	512
Pune	1090
Mumbai	1277
Kolkata	1346
Hyderabad	1075
Delhi	611
Chennai	1106
Bangalore	946
Ahmedabad	717
Total	8680

## Task 7: Price Analysis

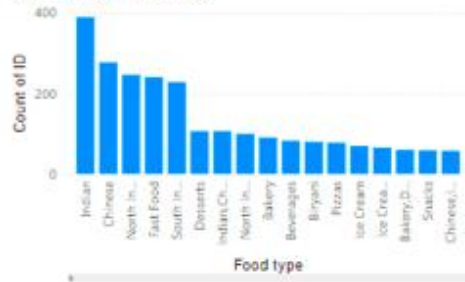


## Task 8: Delivery Time Analysis

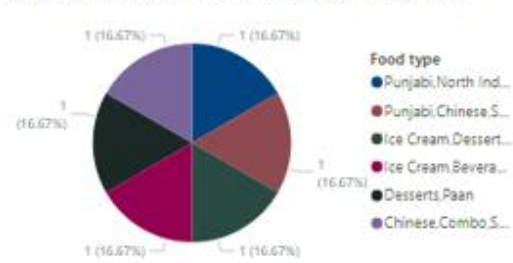


## Task 9: Cuisine Analysis

Count of ID by Food type

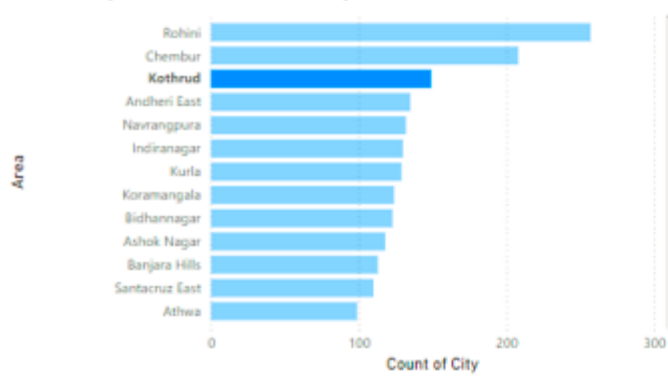


Count of ID and Average of Price by Food type and City



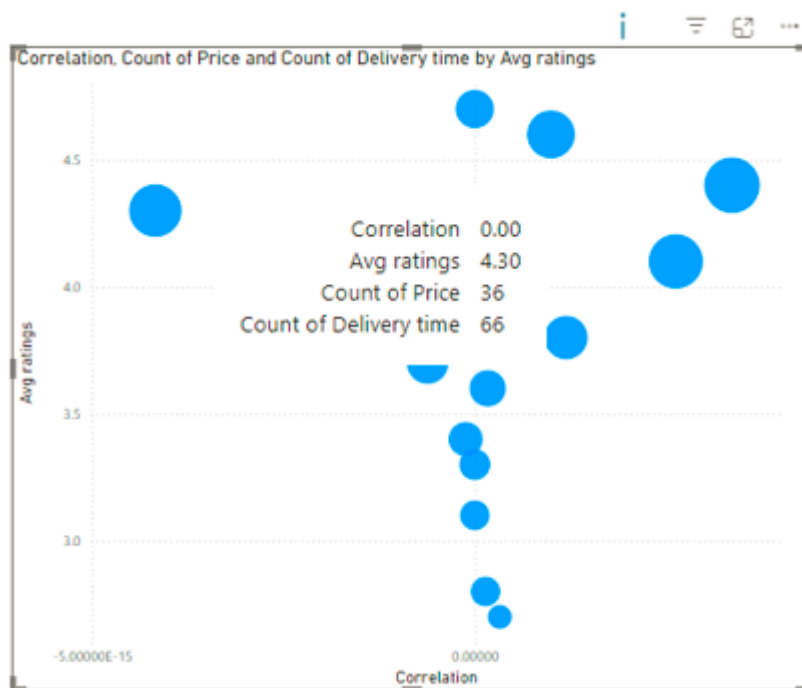
## Task10: Area-wise Restaurant Analysis

Count of City and Count of Restaurant by Area



**149**  
Count of Restaurant

## Task 11: Correlation Analysis



## Task 12: Customer Feedback Analysis



## Task 13: Geographical Mapping

- I don't have the professional account. So, I can't able to create a visual of this.

## Task 14: Business Recommendations

### 1. Enhance Strengths

- **Recommendation:** Capitalize on areas of strong performance (e.g., products/services with high profitability or customer satisfaction).
- **Action:** Invest in marketing campaigns for high-performing products or expand the availability of popular services to underserved regions.

### 2. Address Weaknesses

- **Recommendation:** Mitigate factors leading to suboptimal performance (e.g., low sales, high churn rates).
- **Action:** Introduce customer feedback mechanisms to address specific pain points, or consider re-engineering processes for efficiency.

### 3. Tap into Opportunities

- **Recommendation:** Leverage identified opportunities in new markets or segments.
- **Action:** Explore potential partnerships, launch targeted campaigns for emerging customer demographics, or diversify offerings.

### 4. Mitigate Threats

- **Recommendation:** Proactively address risks identified in your analysis.
- **Action:** Strengthen contingency plans, hedge against market volatility, or enhance cybersecurity measures if data security is a concern.

### 5. Operational Improvements

- **Recommendation:** Improve operational efficiency to reduce costs or improve delivery times.
- **Action:** Adopt automation tools, streamline workflows.

### 6. Innovation and Differentiation

- **Recommendation:** Stay ahead of competitors by innovating.
- **Action:** Adopt unique branding strategies that set your offerings apart.

### 7. Decision Making

- **Recommendation:** Use insights to drive strategic decisions.
- **Action:** Strategic insights are a key factor in shaping business strategies. They can help businesses make informed decisions by analysing data and identifying opportunities, understanding consumer preferences, and adapting to market conditions.