Swiggy Sales & Performance Report

TERMINOLOGIES USED IN DATA

Project: Power BI Dashboard

1. Executive Summary

This report provides a comprehensive analysis of Swiggy's sales, customer behavior, and regional performance metrics for the year 2017. The primary objective was to transform raw transactional and customer data into an interactive Power BI Dashboard that highlights key performance indicators, order trends, customer loyalty, and city-wise demand patterns.

Key findings:

- Revenue showed a steady growth throughout 2017.

- Fast food and beverages emerged as the top-selling categories.

- Repeat customers contributed a significant share of revenue, highlighting customer loyalty.

- Metro cities dominated order volume, while Tier-2 cities showed emerging potential.

- Peak orders were observed during evenings and weekends, reflecting lifestyle-driven consumption patterns.

This dashboard serves as a **decision-making tool** for Swiggy's management to optimize delivery strategies, improve customer retention, and identify regional growth opportunities.

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2. Introduction & Project Background

Swiggy is one of India's leading online food delivery platforms, connecting millions of users with restaurants across diverse regions. For a customer-centric and operations-heavy business, tracking KPIs like revenue, order frequency, delivery efficiency, and customer loyalty is crucial.

The dashboard was created to answer key business questions:

- What are the trends in daily, monthly, and quarterly sales in 2017?

- Which food categories generated the most revenue?

- Who were the top customers contributing significantly to business growth?

- How did order demand vary by city, region, and time of day?

- What role did repeat customers play in overall sales?

The project involved data extraction, cleaning and transformation using Power BI's Power Query and DAX measures, and creation of a multi-page dashboard to provide actionable insights.

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3. Key Highlights & Findings

3.1 Overall Sales Performance

- **Total Orders:** Significant growth observed across months in 2017.

- **Total Revenue:** Positive revenue trend throughout the year.

- **Average Order Value (AOV):** Stable, with minor variations across categories.

3.2 Category-Wise Revenue

- **Top Categories:** Fast food and beverages dominated total revenue.

- **Emerging Categories:** Healthy food options and desserts showed rising demand in Tier-2 cities.

3.3 Customer Insights

- **Repeat Customers:** Accounted for a large share of revenue, showing strong loyalty.

- **New Customers:** Constant inflow of new users contributed to overall growth.

- **Top Customers:** Small percentage of high-value customers contributed disproportionately to revenue.

3.4 Regional Performance

- **Metro Cities:** Led in orders and revenue share.

- **Tier-2 Cities:** Rapid growth in demand suggested potential for expansion.

- **Delivery Trends:** Evening hours and weekends saw the maximum orders.

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4. Dashboard Overview & Analysis

4.1 KPI & Performance Page

- KPI Cards display total orders, revenue, active customers, and AOV.

- Trend Charts show monthly and quarterly sales trends.

- Category Contribution Pie Charts visualize revenue distribution across food categories.

4.2 Customer Analysis Page

- Top Customers listed by order value and frequency.

- Comparative charts for New vs Repeat Customers show retention patterns.

- Order Frequency distribution highlights loyal customer segments.

4.3 Regional Insights Page

- Map Visualization shows city-wise order and revenue distribution.

- Demand Heatmap identifies hotspots and peak regions.

- Regional Contribution Charts highlight metro dominance and Tier-2 growth potential.

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5. Insights & Recommendations

1. **Fast Food & Beverages dominate revenue.**
   Recommendation: Focus promotions on these categories while supporting emerging categories like healthy food.

2. **Repeat customers generate significant revenue.**
   Recommendation: Introduce loyalty programs or subscription models to retain them.

3. **Metro cities lead in orders; Tier-2 cities growing.**
   Recommendation: Expand delivery networks and partner restaurants in Tier-2 cities to capture growth potential.

4. **Evening & weekend orders peak.**
   Recommendation: Optimize delivery partner allocation during these hours to maintain efficiency.

5. **Emerging category demand in Tier-2 cities.**
   Recommendation: Run targeted marketing campaigns for healthy food and desserts in these regions.

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6. Problems Solved by the Dashboard

- Provides visibility on top and underperforming cities.

- Identifies high-value customers and loyalty patterns.

- Highlights category performance and emerging trends.

- Shows month-wise sales trends for better decision-making.

- Helps optimize operations during peak order hours.

Impact: This dashboard allows Swiggy to improve customer retention, operational efficiency, marketing effectiveness, and regional expansion planning.

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7. Technical Appendix

Tools Used: Power BI (Power Query, DAX, KPI Cards, Maps, Heatmaps, Bar & Pie Charts)

Data Transformation:

- Cleaned and standardized order and customer data.

- Built calculated columns and DAX measures for KPIs.

- Aggregated metrics for category, customer, and regional analysis.

- Created relationships in Power BI for seamless drill-through and reporting.

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8. Conclusion

The Swiggy Sales & Performance Dashboard for 2017 converts raw sales and customer data into actionable business intelligence.

Key takeaways:

- Fast food and beverages dominated revenue.

- Repeat customers contributed significantly to growth.

- Metro cities led orders, with Tier-2 cities showing potential.

- Evening and weekend peak times identified for operational optimization.

Strategic Benefits:

- Optimize marketing campaigns

- Improve delivery partner allocation

- Build loyalty programs

- Plan regional expansion

This dashboard empowers Swiggy's management to make **data-driven decisions**, maximize profitability, and enhance customer satisfaction.