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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 performance, customer behavior, and regional market insights. Using a dataset of over 2 million orders from January 2023 to August 2025, an interactive Power BI Dashboard was created to visualize and analyze key metrics including revenue trends, customer loyalty, category performance, and city-wise demand patterns.

Key findings:

- Revenue Growth: Total revenue increased from ₹50 Crores in 2023 to ₹150 Crores in 2025, showing a steady year-on-year growth of ~50%.

- Top Categories: Fast food and beverages contribute 60% of total revenue, while healthy food and desserts are emerging rapidly, especially in Tier-2 cities.

- Customer Loyalty: 40% of revenue comes from repeat customers, indicating strong brand loyalty.

- Regional Insights: Metro cities account for 65% of total orders, but Tier-2 cities are growing at 25% CAGR, showing significant expansion potential.

- Peak Ordering Times: Evening hours (6 PM–10 PM) and weekends see maximum order volume, aligning with lifestyle-driven patterns.

This dashboard serves as a strategic decision-making tool for Swiggy management, enabling:

- Optimization of delivery operations and partner allocation

- Targeted marketing and promotions for high-value categories

- Identification of growth opportunities across emerging regions

- Enhancement of customer retention programs

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2. Introduction & Project Background

Swiggy, India's largest online food delivery platform, connects millions of customers with thousands of restaurants across urban and semi-urban regions. For a customer-centric business with complex logistics, tracking critical KPIs like revenue, order frequency, customer retention, and regional performance is essential to maintain growth and profitability.

The Swiggy Sales & Performance Dashboard was developed to address these needs by providing a centralized, interactive platform that answers the following questions:

- Sales Trends: How do orders and revenue vary daily, monthly, and yearly?

- Category Insights: Which food categories contribute the most revenue and which are emerging?

- Customer Segmentation: Who are the top-performing customers and how loyal are they?

- Regional Performance: Which cities generate the highest orders and revenue, and where are growth opportunities?

- Behavior Patterns: When do customers order the most, and how do ratings affect repeat business?

Methodology:

- Data Cleaning: Removed duplicates, handled missing values, standardized customer and restaurant data.

- Data Transformation: Created calculated columns and measures (e.g., AOV, YoY Growth, Repeat Customer Ratio) using DAX.

- Visualization: Built KPI cards, maps, bar charts, pie charts, and heatmaps to highlight key metrics.

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3. Key Highlights & Findings

3.1 Overall Sales Performance

- Total Orders: 2,000,000+ orders recorded over the analyzed period, showing a steady increase month-over-month.

- Total Revenue: ₹150 Crores, with a year-on-year growth of 50%.

- Average Order Value (AOV): ₹450 on average, with variations across categories and regions.

- Customer Ratings: 4.5/5 average rating, indicating high satisfaction.

3.2 Category-Wise Revenue

- Fast Food & Beverages: 60% of total revenue, consistently the top-selling categories.

- Healthy Food & Desserts: Emerging categories growing at 30% CAGR, particularly in Tier-2 cities.

- Other Categories: Regional specialties and premium offerings show moderate growth.

3.3 Customer Insights

- Repeat Customers: 40% of revenue comes from repeat customers.

- New Customers: 60% of orders come from new users, reflecting growing market penetration.

- Top 10% Customers: Contribute 30% of total revenue, indicating high-value customer concentration.

- Demographics: Most active users aged 25–35, with higher orders during weekends.

3.4 Regional Performance

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- Metro Cities: 65% of total orders, led by Mumbai, Bangalore, Delhi, and Hyderabad.

- Tier-2 Cities: 25% CAGR growth; Pune, Jaipur, and Kochi show significant potential.

- Delivery Times: Evening hours (6 PM–10 PM) and weekends peak; early lunch hours also show moderate demand.

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4. Dashboard Overview & Analysis

4.1 KPI & Performance Page

- KPI Cards: Total Orders, Revenue, Active Customers, and AOV displayed prominently for quick reference.

- Trend Charts: Monthly and yearly sales trends with YoY comparison for growth tracking.

- Category Contribution: Pie charts showing category-wise revenue share and growth trends.

4.2 Customer Analysis Page

- Top Customers: Ranked list by total orders and revenue contribution.

- New vs Repeat Customers: Comparative bar charts show proportion and growth of repeat business.

- Order Frequency: Histogram displaying order distribution per customer, highlighting loyal segments.

4.3 Regional Insights Page

- Map Visualization: City-wise orders and revenue distribution.

- Demand Heatmap: Highlights hotspot areas for efficient delivery partner allocation.

- Regional Contribution: Bar charts showing Metro vs Tier-2 growth potential.

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5. Insights & Recommendations

1. Fast Food & Beverages dominate revenue.
   Recommendation: Continue promotions here while strategically nurturing healthy food and dessert categories.

2. Repeat customers generate majority revenue.
   Recommendation: Launch loyalty programs, subscription models, and personalized offers to increase retention.

3. Metro cities lead, Tier-2 cities growing rapidly.
   Recommendation: Expand delivery networks and partner restaurants in Tier-2 cities to capitalize on growth.

4. Orders peak during evenings & weekends.
   Recommendation: Optimize delivery partner schedules during peak hours for efficiency and faster delivery.

5. High customer ratings correlate with repeat orders.
   Recommendation: Enhance customer support, resolve complaints faster, and ensure consistent food quality to maintain ratings.

6. Emerging category demand in Tier-2 cities.
   Recommendation: Introduce targeted campaigns for healthy food and desserts in emerging markets.

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6. Problems Solved by the Dashboard

- Lack of visibility on top vs underperforming cities → now hotspot cities and weaker regions are clearly identified.

- Difficulty identifying core customers → dashboard segments customers by loyalty, demographics, and order behavior.

- Limited insights into category performance → highlights dominant categories and emerging trends.

- No clear view of sales trends → monthly and yearly analysis shows long-term trajectory.

- Operational inefficiency during peak hours → informs partner allocation for timely deliveries.

Impact: By addressing these challenges, Swiggy can improve customer retention, operational efficiency, marketing ROI, and strategic 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.

- Created calculated fields: AOV, YoY Growth, Repeat Customer Ratio.

- Built measures for KPIs and drill-through analysis.

- Established relationships in the data model for smooth dashboard navigation.

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8. Conclusion

The Swiggy Sales & Performance Dashboard converts raw transactional data into actionable business intelligence.

It highlights:

- Fast food and beverages as dominant revenue categories

- Repeat customers driving growth

- Metro city strength and Tier-2 growth potential

- Peak order times and delivery optimization opportunities

Strategic Benefits:

- Optimize marketing campaigns and promotions

- Improve delivery partner allocation

- Build loyalty programs

- Expand strategically into Tier-2 cities

Ultimately, this dashboard enables Swiggy leadership to make data-driven decisions to maximize profitability, enhance customer satisfaction, and support business growth.