

# Swiggy Sales & Performance Report

## TERMINOLOGIES USED IN DATA

**Project:** Power BI Dashboard

### 1.0 Executive Summary

This report provides a comprehensive analysis of Swiggy's sales and customer performance metrics. 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 behavior, and regional demand.

The analysis reveals a steady growth in overall revenue, with **fast food and beverages emerging as top-selling categories**. Repeat customers significantly contribute to revenue, while metro cities dominate in total orders. Peak ordering times are observed in evenings and weekends, reflecting lifestyle-driven consumption patterns.

This dashboard serves as a powerful tool for Swiggy's management to optimize delivery strategies, enhance customer retention, and identify growth opportunities across different regions and categories.

---

### 2.0 Introduction & Project Background

Swiggy is one of India's leading online food delivery platforms, connecting millions of customers with restaurants across diverse regions. For a customer-centric business like Swiggy, tracking key metrics such as **revenue, order frequency, delivery efficiency, and customer loyalty** is essential to sustaining long-term growth.

This project was initiated to address the need for a **centralized, visual analytics platform** to answer critical business questions:

- What are the trends in daily, monthly, and yearly sales?
- Which food categories generate the most revenue?
- Who are the top customers contributing significantly to business growth?
- How does order demand vary by region and delivery times?
- What role do repeat customers play in overall sales?

The project involved extracting data, cleaning and transforming it using **Power BI's data model and DAX measures**, and creating a multi-page dashboard to provide **actionable insights for data-driven decision making**.

---

### 3.0 Key Highlights & Findings

#### 3.1 Overall Sales Performance

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

- **Total Revenue:** Increasing revenue trend with consistent demand.
- **Average Order Value (AOV):** Stable, with slight variations across categories.

### 3.2 Category-Wise Revenue

- **Top Categories:** Fast food and beverages dominate total revenue.
- **Emerging Categories:** Healthy food options and desserts show rising demand in Tier-2 cities.

### 3.3 Customer Insights

- **Repeat Customers:** Account for a large share of revenue, highlighting strong loyalty.
- **New Customers:** Constant inflow indicates growing market penetration.
- **Top Customers:** A small percentage of high-value customers contribute disproportionately to sales.

### 3.4 Regional Performance

- **Metro Cities:** Highest order volume and revenue share.
- **Tier-2 Cities:** Rapid growth in demand, suggesting expansion opportunities.
- **Delivery Trends:** Evening hours and weekends see maximum orders.

---

## 4.0 Dashboard Overview & Analysis

### 4.1 KPI & Performance Page

- **KPI Cards:** Display total orders, customers, revenue, and AOV.
- **Trend Charts:** Show monthly and yearly sales trends.
- **Category Contribution:** Pie chart highlighting revenue distribution across food categories.

### 4.2 Customer Analysis Page

- **Top Customers:** Ranked list of high-value customers.
- **New vs Repeat Customers:** Comparative bar chart showcasing customer retention.
- **Order Frequency:** Distribution of orders per customer, indicating loyalty patterns.

### 4.3 Regional Insights Page

- **Map Visualization:** Orders distribution by city/region.
- **Demand Heatmap:** Identifies hotspots for maximum orders.
- **Regional Revenue Contribution:** Highlights metro dominance and Tier-2 growth potential.

---

## 5.0 Insights & Recommendations

### 5.1 Insight: Fast Food & Beverages dominate revenue.

- **Recommendation:** Focus promotional campaigns on these categories while nurturing emerging ones like healthy food.

#### 5.2 Insight: Repeat customers generate higher revenue.

- **Recommendation:** Launch **loyalty rewards and subscription models** to retain them.

#### 5.3 Insight: Metro cities lead in orders, but Tier-2 cities are growing.

- **Recommendation:** Expand delivery fleets and restaurant partnerships in Tier-2 regions to capture rising demand.

#### 5.4 Insight: Evening & weekend orders peak.

- **Recommendation:** Optimize delivery partner allocation during these hours to ensure efficiency and reduce delays.

---

### 6.0 Technical Appendix

#### 6.1 Tools Used

- **Data Processing & Transformation:** Power BI (Power Query, DAX)
- **Data Visualization:** Power BI (Bar charts, KPI Cards, Pie charts, Maps, Heatmaps)
- **Data Source:** Swiggy sales and order dataset

#### 6.2 Data Transformation

- Cleaned and standardized customer and order data.
- Built calculated columns and DAX measures for KPIs.
- Aggregated metrics for category, customer, and regional analysis.
- Created relationships in Power BI's data model for seamless drill-through.

---

### 7.0 Conclusion

The Swiggy Dashboard transforms complex sales and customer data into **actionable insights**, empowering management to make informed decisions.

The findings highlight **fast food dominance, strong repeat customer loyalty, metro city leadership, and Tier-2 growth potential**. By acting on these insights, Swiggy can **optimize marketing strategies, improve delivery operations, and maximize profitability** while continuing to expand into new markets.

---