The **SWIGGY**'ness of **INDIA**
– a stat**EAT**stical report

MENU

General Reports	Restaurant and Cuisine Analysis
Correlation Reports	Customer Feedback Analysis
Price Analysis	Geographical Mapping
Delivery Time Analysis	Insights and Implications

General Reports

Top 10 Areas with most Restaurants

Area

Count of Restaurants City-wise

Top-rated Swiggy Restaurants (in percentage)

Most Popular Food-types served in each City

City

Correlation of Price and Delivery Time affecting Ratings of Restaurants

City

Select all

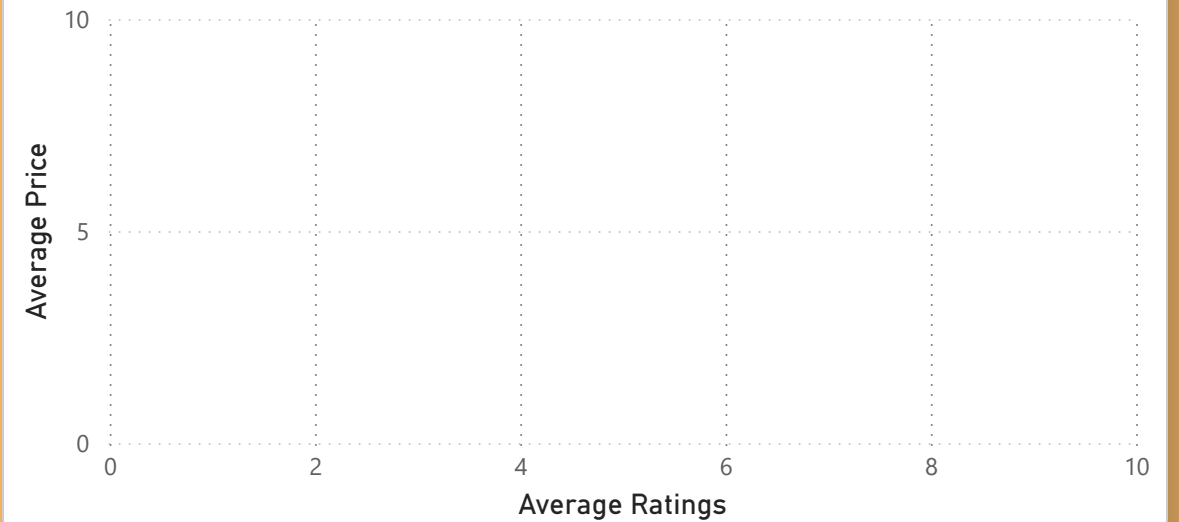## Average Price and Delivery Time affecting Ratings

Average of Price

Delivery Time

Price affecting Average Ratings

Sum of Avg ratings

Correlation between Restaurant Price and Average Rating

Average Price

10

5

0

0   2   4   6   8   10

Average Ratings

Price Analysis

City

Select all

Count of Areas	Count of Food Type	Max. Price	Average Price
- -	- -	- -	- -

Price

Average of Price by City

Sum of Price of Top-10 Food types

Food type

Delivery Time Analysis

Count of Total Ratings	Average Ratings	Minimum Delivery Time	Maximum Delivery Time
– –	– –	– –	– –

Delivery Time affecting the Ratings among Restaurants

City

Select all

City	Area	Food type	Avg ratings
Kolkata	Bidhannagar	Indian	

Count of Restaurant

City

Select all

Count of Area
-- --

Count of Restaurants
-- --

Count of Food Type
-- --

Most Popular Food Type
--

Customer Feedback Analysis

City

Select all

Count of Total Ratings

--

Min. Rating

--

Max. Rating

--

Count of Total ratings by Avg ratings

Areas

Select all

Map and filled map visuals aren't enabled for your org. Contact your tenant admin to fix this. See details

Insights and Implications

KEY INSIGHTS

Restaurant Distribution:
- · There are **8,680 restaurants** across **832 areas** and **3,733 food types**.
- · Cities like **Kolkata** and **Mumbai** have a **high number of restaurant**s serving variety of food types.

Popular Food Types among Cities:
- · **Indian** cuisine is predominant across all cities.
- · **South Indian** cuisine is **highly popular** in **Hyderabad** and **Chennai**.
- · **Kolkata** and **Mumbai** show a major preference for **Chinese** cuisine.

Average Price among Cities:
- · Prices vary significantly across cities, with **Mumbai** having the **highest average price** (₹394) and **Surat the lowest** (₹270).

Most preferred Food Types:
- · **Indian** and **Chinese** cuisines contribute the **highest** to total revenue, followed by **North Indian** and **Fast Food**.

Correlation of Price and Delivery Time with Ratings:
- · Higher prices and shorter delivery times tend to correlate with better average ratings.
- · The **Ratings peak** at a delivery time of around **40 minutes** and decline beyond 70 minutes.

Customer Feedback:
- · The **majority of ratings cluster around 3.0**, with a gradual increase towards higher ratings up to 4.5.
- · Cities like Bangalore and Mumbai have more ratings in the higher ranges compared to others.

IMPLICATIONS

Market Expansion:
- · **Open more restaurants** in areas with fewer options like in Delhi to reach more customers.
- · Target high-demand cities like **Hyderabad** and **Bangalore** with more restaurant partnerships, especially those offering popular cuisines like **Indian and South Indian**.

Pricing Strategy:
- · **Offer promotions** or **discounts** in cities with higher average prices like **Mumbai**, **Bangalore** to attract more customers.
- · **Target on variety of cuisines** in the cities like **Surat** where the lower average prices to attract more customers.

Cuisine Focus:
- · **Enhance the menu varieties** in cities with specific cuisine preferences For example., introduce **more Chinese options** in **Kolkata** and **Mumbai**.
- · **Promoting diverse food types** will increase varied tastes and also the customer satisfaction will be increased.

Delivery Optimization:
- · Optimize delivery times to maintain a balance around the **40-minute bar** to maximize customer ratings.

Customer Experience:
- · **Monitoring and analyzing customer feedback** will help to address issues promptly and to improve service quality.
- · **Providing discount codes** or **free delivery for customers** who leave detailed reviews, will help to gather valuable feedback and improve service.