The SWIGGY'ness of INDIA
– a statEATstical report

MENU

Restaurant and Cuisine Analysis

Customer Feedback Analysis

Geographical Mapping

Insights and Implications

General Reports
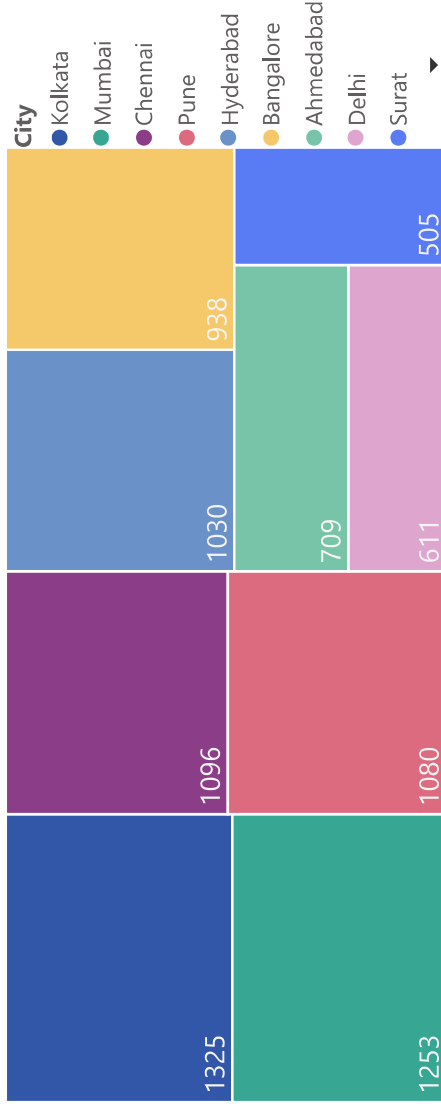
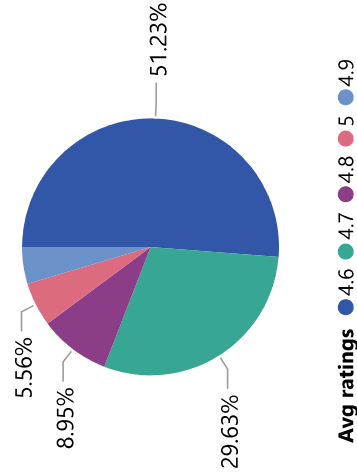Correlation Reports

Price Analysis

Delivery Time Analysis

General Reports

Count of Restaurants City-wise

City
- Kolkata
- Mumbai
- Chennai
- Pune
- Hyderabad
- Bangalore
- Ahmedabad
- Delhi
- Surat

Value
938
1030
1096
1325
505
709
611
1080
1253

Most Popular Food-types served in each City

City	Chinese	Fast Food	Indian	North Indian	South Indian
Ahmedabad	47	86	134	91	29
Bangalore	101	46	72	105	73
Chennai	103	63	109	98	123
Delhi	94	31	78	134	15
Hyderabad	88	42	83	89	108
Kolkata	234	68	210	111	43
Mumbai	208	72	158	118	25
Pune	124	107	105	233	28
Surat	47	79	43	62	17

Top 10 Areas with most Restaurants

Area	Count of Restaurant
Rohini	257
Chembur	208
Kothrud	149
Andheri East	135
Navrangpura	132
Indiranagar	130
Kurla	129
Koramangala	124
Bidhannagar	123
Ashok Nagar	118

Top-rated Swiggy Restaurants (in percentage)

- 51.23%
- 5.56%
- 8.95%
- 29.63%

Avg ratings
- 4.6
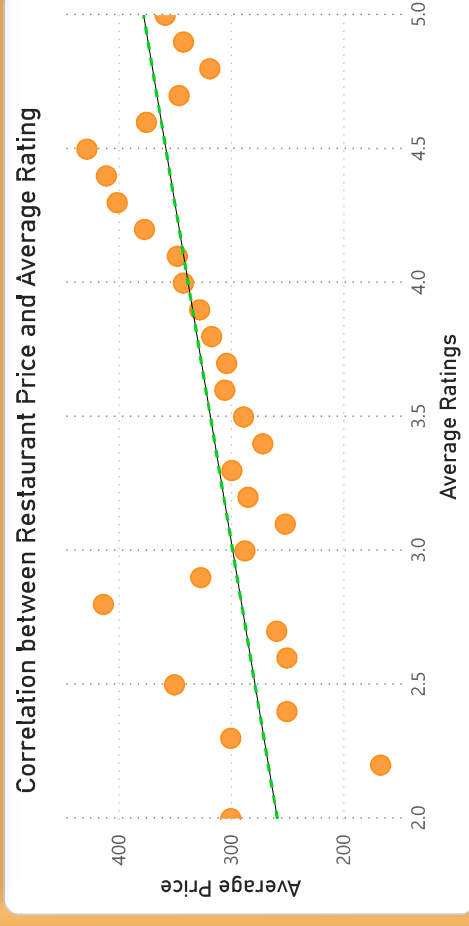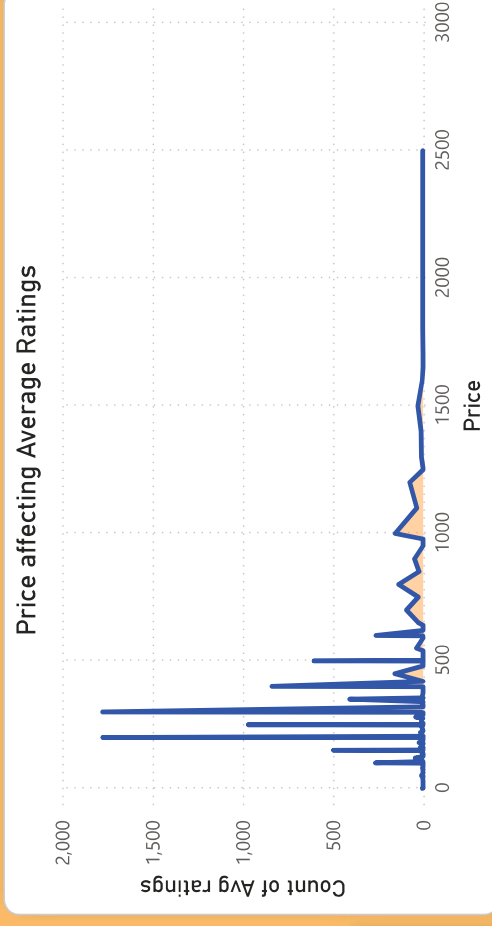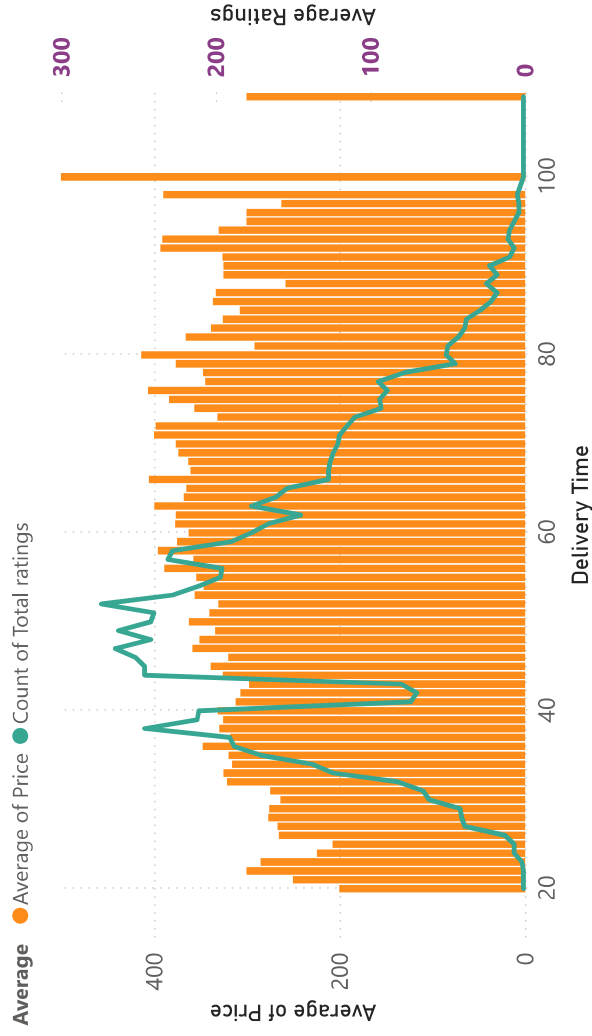- 4.7
- 4.8
- 4.9
- 5

Home

Correlation of Price and Delivery Time affecting Ratings of Restaurants

Home

City

Select all · Ahmedabad · Bangalore · Chennai · Delhi · Hyderabad

Kolkata · Mumbai · Pune · Surat

Price affecting Average Ratings

Count of Avg ratings

Price

Correlation between Restaurant Price and Average Rating

Average Price

Average Ratings

Average Price and Delivery Time affecting Ratings

Average ● Average of Price ● Count of Total ratings

Average of Price

Average Ratings

Delivery Time

Price Analysis

City
Select all	Ahmedabad	Bangalore	Chennai	Delhi
Hyderabad	Kolkata	Mumbai	Pune	Surat

Price

Count of Areas
833

Count of Food Type
8680

Max. Price
2500

Average Price
348.44
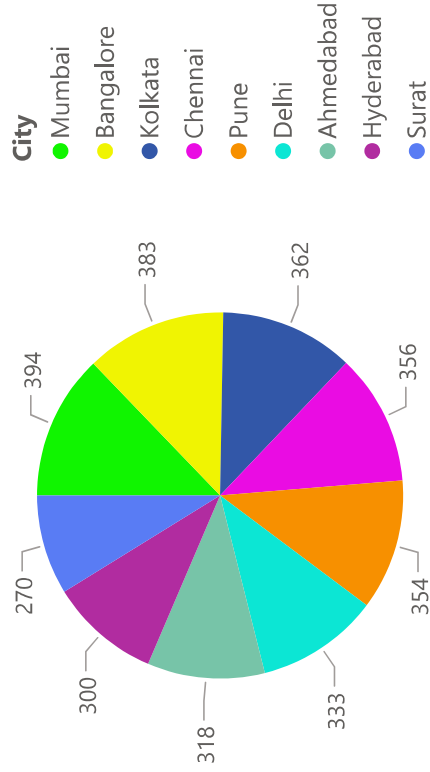
Sum of Price of Top-10 Food types

Sum of Price

- 0.4M
- 0.2M
- 0.0M

Cuisine Type: North Indian, Chinese, Indian, Fast Food, Biryani, South Indian, Desserts, Pizzas, Bakery, Beverages

Average of Price by City

City
- Mumbai
- Bangalore
- Kolkata
- Chennai
- Pune
- Delhi
- Ahmedabad
- Hyderabad
- Surat

394, 383, 362, 356, 354, 333, 318, 300, 270
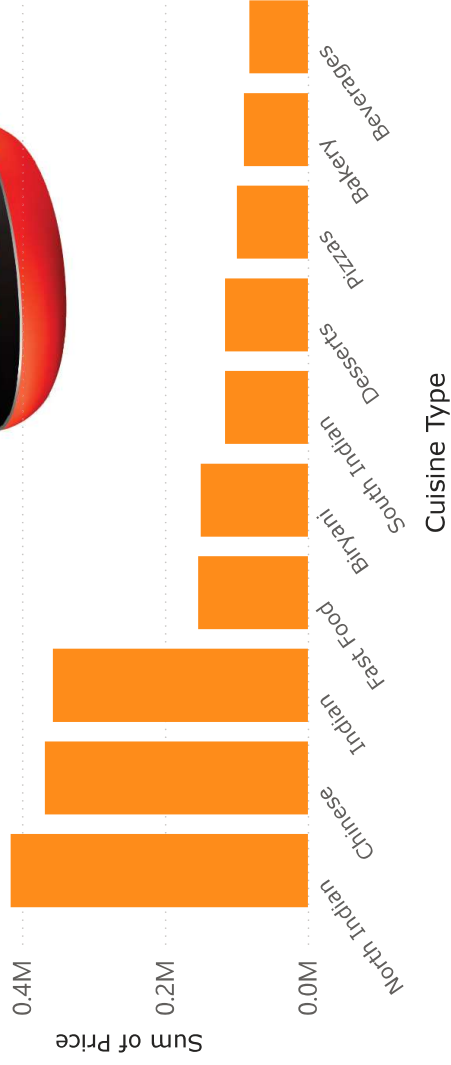
Delivery Time Analysis

Count of Total Ratings	Average Ratings	Minimum Delivery Time	Maximum Delivery Time
8680	3.66	20	109

Delivery Time affecting the Ratings among Restaurants
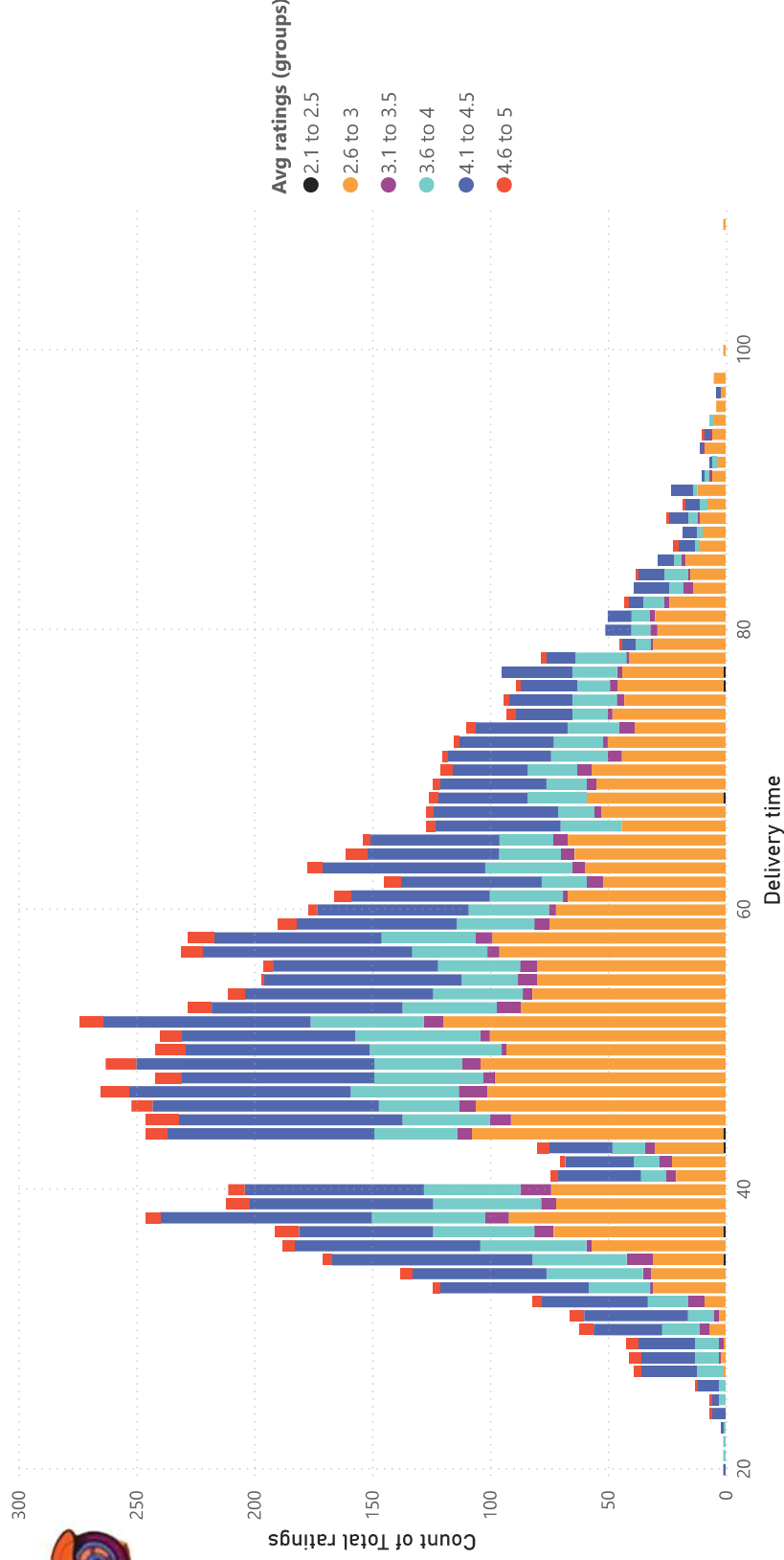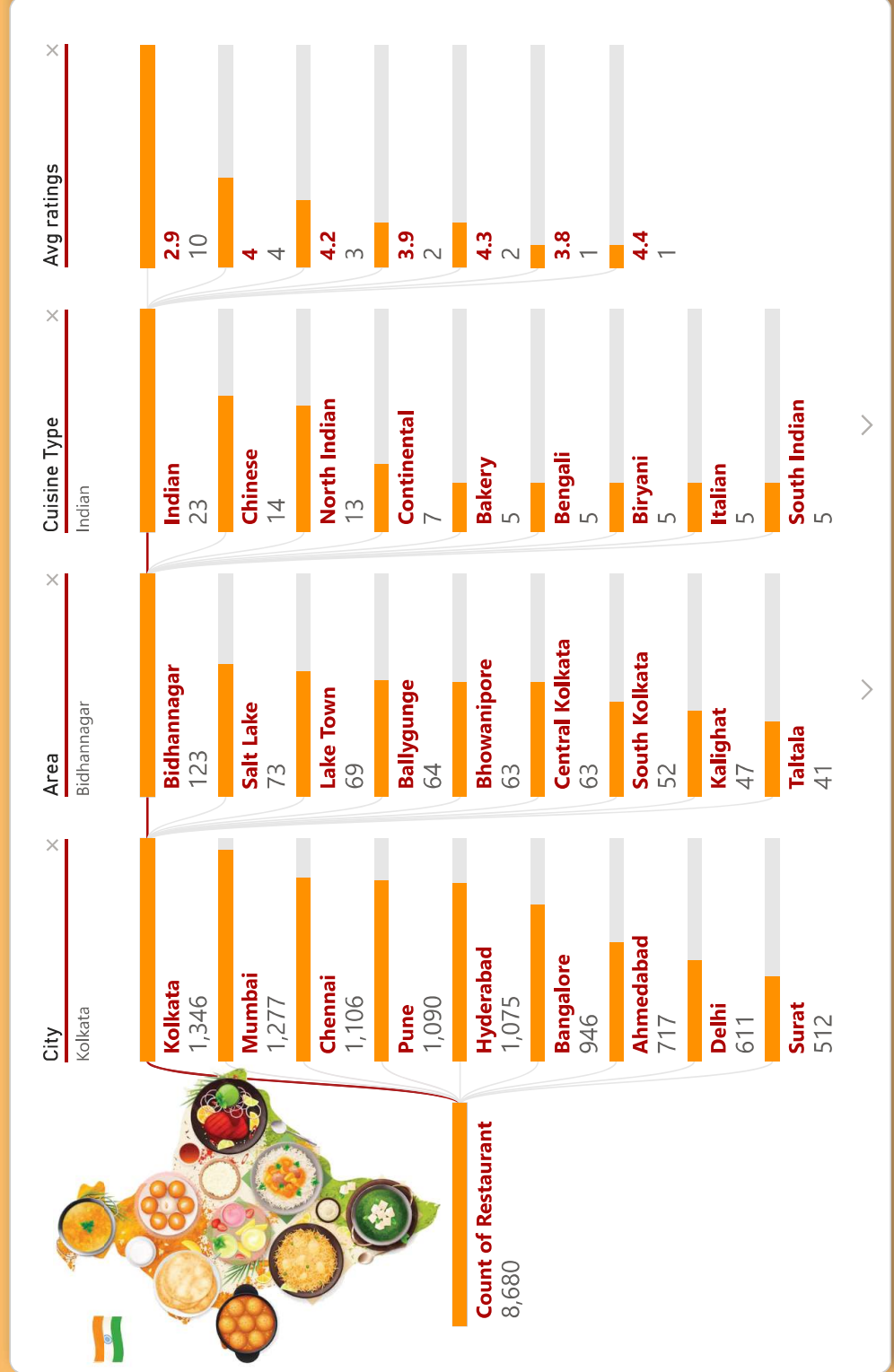
Avg ratings (groups)
- 2.1 to 2.5
- 2.6 to 3
- 3.1 to 3.5
- 3.6 to 4
- 4.1 to 4.5
- 4.6 to 5

Count of Total ratings

Delivery time

City
- Select all
- Ahmedabad
- Bangalore
- Chennai
- Delhi
- Hyderabad
- Kolkata
- Mumbai
- Pune
- Surat

Home

Restaurant and Cuisine Analysis

City

Select all

Ahmedabad

Bangalore

Chennai

Delhi

Hyderabad

Kolkata

Mumbai

Pune

Surat

Count of Restaurants

8680

Most Popular Food Type

Chinese

Count of Area

833

Count of Food Type

18

City
Kolkata

	Count of Restaurant
	8,680
Kolkata	1,346
Mumbai	1,277
Chennai	1,106
Pune	1,090
Hyderabad	1,075
Bangalore	946
Ahmedabad	717
Delhi	611
Surat	512

Area
Bidhannagar

Area	
Bidhannagar	123
Salt Lake	73
Lake Town	69
Ballygunge	64
Bhowanipore	63
Central Kolkata	63
South Kolkata	52
Kalighat	47
Taltala	41

Cuisine Type
Indian

Cuisine Type	
Indian	23
Chinese	14
North Indian	13
Continental	7
Bakery	5
Bengali	5
Biryani	5
Italian	5
South Indian	5

Avg ratings

	Avg ratings
	2.9
	10
	4
	4
	4.2
	3
	3.9
	2
	4.3
	2
	3.8
	1
	4.4
	1

Customer Feedback Analysis

Home

Max. Rating
5.00

Min. Rating
2.00

Count of Total Ratings
8680

City

Select all | Ahmedabad | Bangalore | Chennai | Delhi
Hyderabad | Kolkata | Mumbai | Pune | Surat

Areas

Select all	--
26	3Rd Block Jayanagar
A Unit Of M/S Cohort Ruby Area	A.S. Rao Nagar & Sainikpuri
Abids	Abids & Koti
Acher	Adajan
Adajan Gam	Adajan Patiya
Adarsh Nagar	Adikmet
Adugodi	Afzal Gunj
Agarkar Nagar	Ahiritola
Ahmedabad	Akhbar Nagar Circle
Aliabad	Alipore
Althan	Alwarpet
Amarpalli	Ambavadi
Ambawadi	Ambegaon

Count of Total ratings by Avg ratings

Count of Total ratings

3,500
3,000
2,500
2,000
1,500
1,000
500
0

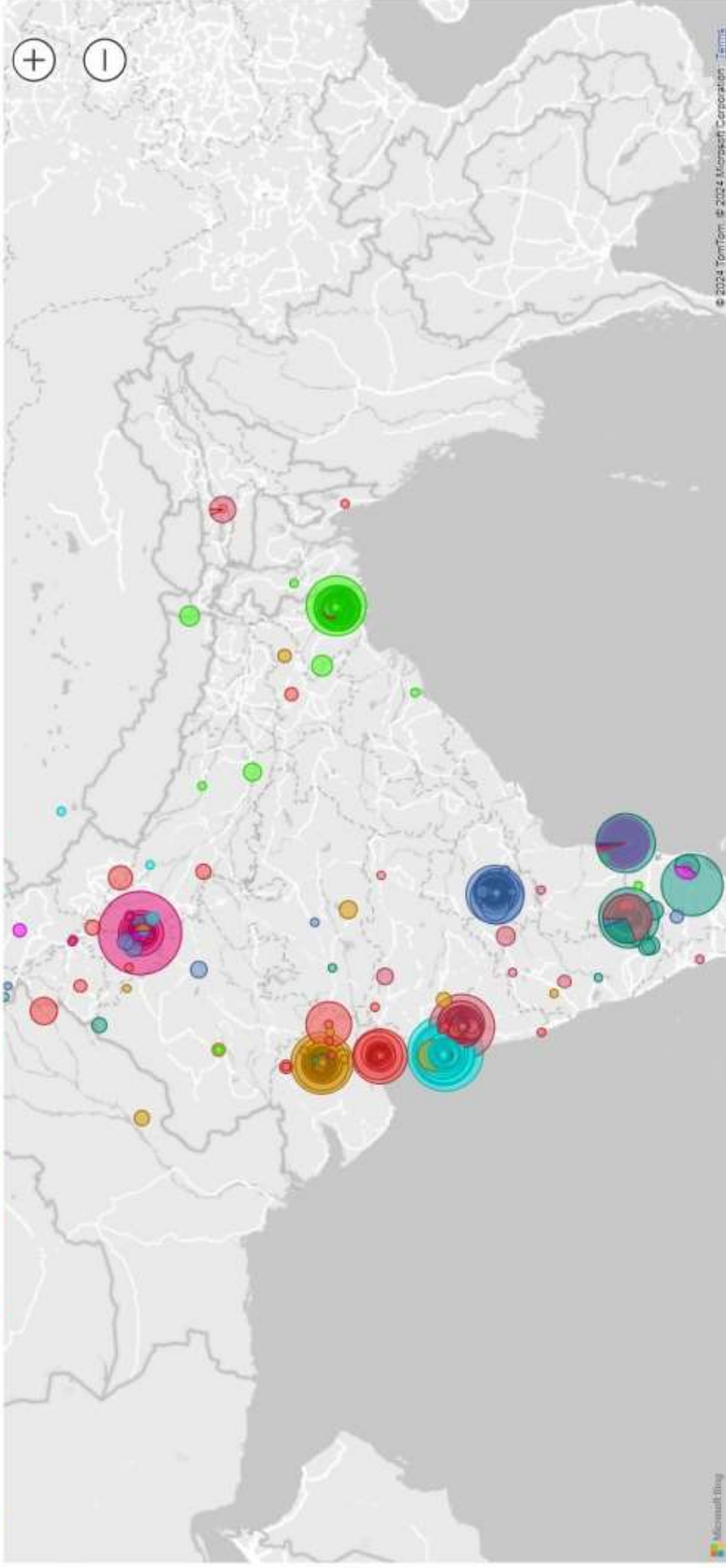2.0   2.5   3.0   3.5   4.0   4.5   5.0

Avg ratings

Geographical Mapping of Restaurants

City ● Ahmedabad ● Bangalore ● Chennai ● Delhi ● Hyderabad ● Kolkata ● Mumbai ● Pune ● Surat

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 restaurants** 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.