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About Us

Established in 2014 and headquartered in Bengaluru, Swiggy is India's leading on-demand delivery platform. With operations in over 600 cities, it offers seamless services across food delivery, quick commerce (Instamart), and convenience deliveries (Swiggy Genie), driven by speed, reliability, and customer-centric innovation.





Agenda

- Customer Analysis.
- Restaurant Performance Metrics.
- Delivery Operations.
- Location-Based Analysis.
- Order Timeline.



Customer Analysis



➤ Customers with ≥ 1 order.

```
SELECT  
    customers.customer_id,  
    customers.name AS full_name,  
    COUNT(orders.order_id) AS total_orders  
FROM  
    customers  
    INNER JOIN  
    orders ON customers.customer_id = orders.customer_id  
GROUP BY 1 , 2;
```

	customer_id	full_name	total_orders
▶	1	Amit Sharma	2
	2	Rohini Verma	3
	3	Rajesh Gupta	3
	4	Sneha Mehta	2
	5	Manish Kumar	4
	6	Priya Singh	3
	7	Vikas Reddy	3
	8	Anjali Patel	3
	9	Suresh Nair	1
	10	Kavita Deshmukh	2

➤ Orders per customer.

```
SELECT  
    customers.customer_id,  
    customers.name AS full_name,  
    COUNT(orders.order_id) AS total_orders  
FROM  
    customers  
    LEFT JOIN  
    orders ON customers.customer_id = orders.customer_id  
GROUP BY 1 , 2;
```

	customer_id	full_name	total_orders
▶	24	Sonal Kaur	0
	25	Vivek Malhotra	0
	26	Divya Iyer	0
	27	Rakesh Yadav	0
	28	Mona Sharma	0
	29	Sudha Pillai	0
	30	Gaurav Khanna	0
	9	Suresh Nair	1
	17	Karan Kapoor	1
	1	Amit Sharma	2
	4	Sneha Mehta	2
	10	Kavita Deshmukh	2
	11	Vivek Bhatt	2
	12	Meera Joshi	2



➤ Customers with 0 orders.

```
SELECT
  *
FROM
  customers
WHERE
  customer_id NOT IN (SELECT
    customer_id
  FROM
    orders);
```

	customer_id	name	email	phone_number	city	address
▶	24	Sonal Kaur	sonal.kaur@gmail.com	NULL	Amritsar	S-19, Ranjit Avenue
	25	Vivek Malhotra	vivek.malhotra@hotmail.com	9812789012	Thane	NULL
	26	Divya Iyer	NULL	9823890123	Bangalore	T-20, Indiranagar
	27	Rakesh Yadav	rakesh.yadav@gmail.com	9834901234	Varanasi	U-31, Lanka
	28	Mona Sharma	mona.sharma@yahoo.com	9845012345	Ranchi	NULL
	29	Sudha Pillai	sudha.pillai@gmail.com	9856123789	Kozhikode	V-42, Mavoor Road
	30	Gaurav Khanna	NULL	9867238901	Gwalior	W-53, City Centre

➤ Customers with orders on exactly 3 unique days.

```
SELECT
  customers.customer_id,
  name AS full_name,
  COUNT(DISTINCT DATE(order_date)) AS unique_order_days
FROM
  orders
  INNER JOIN
  customers ON orders.customer_id = customers.customer_id
GROUP BY 1 , 2
HAVING unique_order_days = 3;
```

	customer_id	full_name	unique_order_days
▶	2	Rohini Verma	3
	6	Priya Singh	3
	8	Anjali Patel	3
	14	Nidhi Saxena	3
	15	Ashok Kumar	3
	18	Sonali Mishra	3

➤ Same-city customers who ordered at same restaurants on different dates.

```
SELECT
    c1.customer_id AS c1_id, c2.customer_id AS c2_id,
    c1.name AS c1_full_name, c2.name AS c2_full_name,
    c1.city, o1.restaurant_id, o1.order_date AS c1_order_date,
    o2.order_date AS c2_order_date
FROM
    customers c1 JOIN customers c2
    ON c1.city = c2.city
        AND c1.customer_id < c2.customer_id
    JOIN orders o1
    ON o1.customer_id = c1.customer_id
    JOIN orders o2
    ON o2.customer_id = c2.customer_id
        AND o1.restaurant_id = o2.restaurant_id
        AND DATE(o1.order_date) <> DATE(o2.order_date);
```

	c1_id	c2_id	c1_full_name	c2_full_name	city	restaurant_id	c1_order_date	c2_order_date
▶	5	18	Manish Kumar	Sonali Mishra	Delhi	3	2024-08-04 00:00:00	2024-08-05 00:00:00
	19	23	Arjun Desai	Ravi Singh	Mumbai	8	2024-08-03 00:00:00	2024-08-09 00:00:00
	5	18	Manish Kumar	Sonali Mishra	Delhi	3	2024-08-07 00:00:00	2024-08-05 00:00:00

Customer Insights & Strategic Suggestions

Observation	Strategic Suggestion
➤ Several customers have placed at least one order.	➤ Focus retention campaigns on existing active users to improve frequency.
➤ Order counts vary across customers.	➤ Implement loyalty tiers based on order frequency.
➤ Some customers haven't placed any orders.	➤ Target these users with personalized offers or onboarding nudges.
➤ A segment of customers orders on exactly 3 unique days.	➤ Identify common patterns—use this segment for experimenting with engagement timing.
➤ Customers in the same city ordered at the same restaurants on different days.	➤ Promote group ordering, referral incentives, or "friend eats here too" suggestions.

Restaurant Performance Metrics

➤ Avg. rating of Mumbai restaurants.

```
SELECT  
    ROUND(AVG(COALESCE(rating, 0)), 2) AS average_rating  
FROM  
    restaurants  
WHERE  
    city = 'Mumbai';
```

average_rating
3.23

➤ Revenue per restaurant. 💰💰

```
SELECT  
    restaurants.restaurant_id,  
    restaurants.name,  
    COALESCE(SUM(orders.total_amount), 0) AS total_revenue  
FROM  
    restaurants  
    LEFT JOIN  
    orders ON orders.restaurant_id = restaurants.restaurant_id  
GROUP BY 1 , 2;
```

	restaurant_id	name	total_revenue
▶	1	Spice of India	1100.00
	2	Tandoori Flames	1200.00
	3	Biryani House	5300.00
	4	Curry Pot	3200.00
	5	Taste of Punjab	600.00
	6	Royal Biryani	650.00
	7	Coastal Delight	2100.00
	8	Veggie Delight	1600.00
	9	Gujarat Express	2550.00
	10	Andhra Spice	4050.00



➤ Top 5 restaurants by average customer rating (incl. ties).

```
WITH restaurant_avg_ratings AS (
    SELECT
        RESTAURANTS.restaurant_id, RESTAURANTS.name,
        ROUND(AVG(FEEDBACK.rating), 2) AS average_customer_rating
    FROM RESTAURANTS INNER JOIN ORDERS
        ON RESTAURANTS.restaurant_id = ORDERS.restaurant_id
    INNER JOIN FEEDBACK
        ON ORDERS.order_id = FEEDBACK.order_id
    GROUP BY 1, 2),

top_rated_restaurants AS (
    SELECT *,
        DENSE_RANK() OVER (ORDER BY average_customer_rating DESC) AS rating_rank
    FROM restaurant_avg_ratings)

SELECT * FROM top_rated_restaurants WHERE rating_rank <= 5;
```

	restaurant_id	name	average_customer_rating	rating_rank
▶	2	Tandoori Flames	5.00	1
	13	South Treat	5.00	1
	15	Rajasthani Rasoi	5.00	1
	17	Chaat Junction	5.00	1
	7	Coastal Delight	4.50	2
	9	Gujarat Express	4.50	2
	3	Biryani House	4.00	3
	5	Taste of Punjab	4.00	3
	11	Punjabi Tadka	4.00	3
	12	Flavours of Bengal	4.00	3
	14	The Great Indian ...	4.00	3
	19	Awadhi Zaika	4.00	3
	8	Veggie Delight	3.50	4
	1	Spice of India	3.00	5
	10	Andhra Spice	3.00	5

Restaurant Performance Insights & Suggestions

Observation

➤ Mumbai restaurants show varying average ratings.

➤ Some restaurants generate significantly more revenue.

➤ Top 5 restaurants (by rating) stand out.

Strategic Suggestion

➤ Promote high-rated ones; investigate and improve those with consistently poor ratings.

➤ Prioritize top performers in visibility and explore why others underperform.

➤ Feature them in "Editor's Pick" or highlight them during peak hours.

Delivery Operations

- Delivery partners with >1 completed delivery.

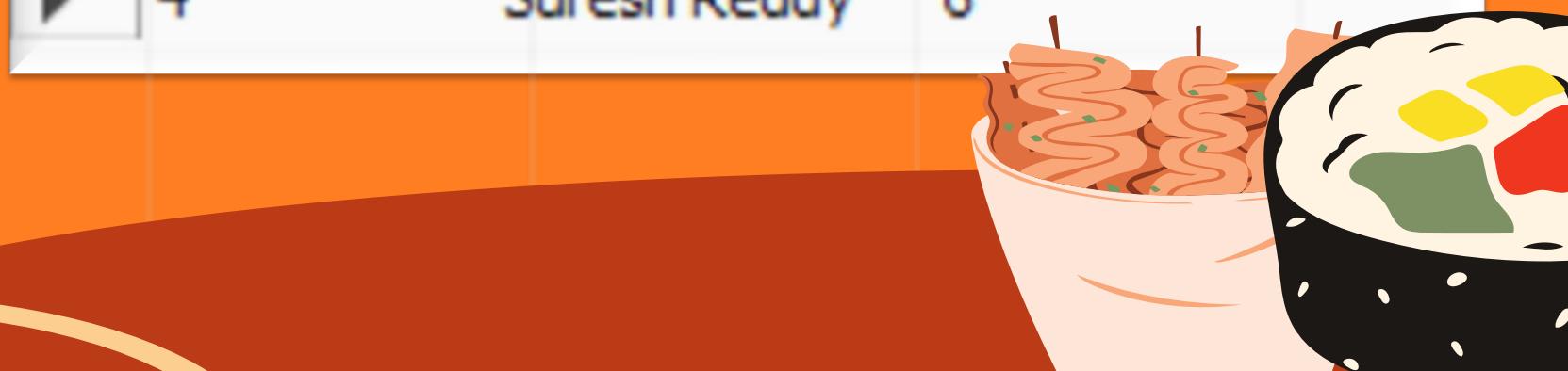
```
SELECT
    deliverypartners.partner_id,
    deliverypartners.name AS full_name,
    orders.status,
    COUNT(orders.order_id) AS delivery_count
FROM
    deliverypartners
    INNER JOIN
    orderdelivery ON deliverypartners.partner_id = orderdelivery.partner_id
    INNER JOIN
    orders ON orders.order_id = orderdelivery.order_id
WHERE
    orders.status = 'completed'
GROUP BY 1 , 2 , 3
HAVING delivery_count > 1;
```

	partner_id	full_name	status	delivery_count
▶	4	Suresh Reddy	Completed	4
	5	Anita Desai	Completed	4
	6	Rajesh Gupta	Completed	2
	3	Priya Patel	Completed	3
	1	Amit Sharma	Completed	2
	7	Sonia Agarwal	Completed	3
	2	Ravi Kumar	Completed	3
	8	Vikram Singh	Completed	2
	13	Mohit Saini	Completed	2

- Partner with the most unique customers.

```
SELECT
    deliverypartners.partner_id,
    deliverypartners.name AS full_name,
    COUNT(DISTINCT orders.customer_id) AS unique_customers
FROM
    deliverypartners
    INNER JOIN
    orderdelivery ON deliverypartners.partner_id = orderdelivery.partner_id
    INNER JOIN
    orders ON orders.order_id = orderdelivery.order_id
GROUP BY 1 , 2
ORDER BY unique_customers DESC
LIMIT 1;
```

	partner_id	full_name	unique_customers
▶	4	Suresh Reddy	6



Delivery Operations Insights & Suggestions



Observation

- Some delivery partners have multiple successful deliveries.
- A few partners serve more unique customers.

Strategic Suggestion

- Reward reliable partners and optimize their routes.
- Consider these high-performers for premium customer orders or pilot new features with them.



📍 Location-Based Analysis

➤ Customers in Delhi.

```
SELECT
  *
FROM
  customers
WHERE
  city = 'Delhi';
```

customer_id	name	email	phone_number	city	address
2	Rohini Verma	rohini.verma@yahoo.com	9823456789	Delhi	B-23, Saket
5	Manish Kumar	NULL	9834567890	Delhi	D-45, Lajpat Nagar
18	Sonali Mishra	NULL	9878345678	Delhi	N-54, Karol Bagh

➤ Orders per Mumbai-based customer.

```
SELECT
  customers.customer_id,
  customers.name AS full_name,
  customers.city,
  COUNT(orders.order_id) AS order_count
FROM
  customers
  LEFT JOIN
  orders ON customers.customer_id = orders.customer_id
WHERE
  customers.city = 'Mumbai'
GROUP BY 1 , 2 , 3;
```

	customer_id	full_name	city	order_count
▶	1	Amit Sharma	Mumbai	2
	3	Rajesh Gupta	Mumbai	3
	19	Arjun Desai	Mumbai	2
	23	Ravi Singh	Mumbai	2





Geo Insights & Strategic Recommendations

Observation

- Active user base present in Delhi.
- Mumbai customers show diverse ordering frequency.

Strategic Suggestion

- Launch localized marketing campaigns and events.
- Customize offers based on customer activity tiers (high/medium/low frequency).



Order Timeline: Insights & Suggestions

- Orders from the last 10 days.

```
SELECT
*
FROM
orders
WHERE
order_date BETWEEN '2024-08-01' AND '2024-08-10';
```

order_id	customer_id	restaurant_id	order_date	total_amount	status
1	1	3	2024-08-01 00:00:00	750.00	Completed
2	2	5	2024-08-02 00:00:00	600.00	Completed
3	3	1	2024-08-04 00:00:00	0.00	Cancelled
4	4	7	2024-08-01 00:00:00	850.00	Completed
5	5	2	2024-08-03 00:00:00	1200.00	Completed
6	1	4	2024-08-06 00:00:00	500.00	Processing
7	6	8	2024-08-03 00:00:00	950.00	Completed
8	7	9	2024-08-08 00:00:00	700.00	Completed
9	8	6	2024-08-02 00:00:00	650.00	Completed
10	9	11	2024-08-09 00:00:00	0.00	Cancelled

Observation

- Orders have been placed in the last 10 days.



Strategic
Suggestion

- Monitor peak times, optimize delivery logistics, and push flash deals during high-traffic windows.





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