

SWIGGY SALES DASHBOARD ANALYSIS

EXCEL|DATA ANALYTICS PROJECT

Business Problem Statement

A leading online food delivery platform aims to gain deeper insights into customer food ordering behavior to improve revenue growth, customer satisfaction, and partner restaurant performance. The management team has observed variations in sales performance across cities, food categories (Veg vs Non-Veg), order values, and customer ratings. These variations impact overall platform performance, customer retention, and restaurant partner success.

The company is particularly interested in understanding which factors—such as order frequency, average order value (AOV), customer ratings, food type preferences, and regional demand patterns—drive customer purchasing decisions and overall sales performance.

You are tasked with analyzing the food delivery dataset to answer the following overarching business question:

“How can the company leverage food ordering data to identify trends, improve customer experience, and optimize pricing and restaurant performance across regions?”

Deliverables

1. **Data Preparation & Cleaning (Excel):**
Clean and preprocess the raw Swiggy dataset using Microsoft Excel by handling missing values, removing duplicates, standardizing formats, and creating calculated columns required for KPI analysis.
2. **Data Analysis (Excel):**
Perform descriptive and exploratory analysis using Excel formulas and functions to compute key business metrics such as Total Sales, Total Orders, Average Rating, Average Order Value (AOV), and Ratings Count.
3. **Pivot Tables & Interactive Filters (Excel):**
Build Pivot Tables to summarize performance by city, state, food type (Veg vs Non-Veg), and time period (daily, weekly, monthly, quarterly). Implement slicers to enable interactive filtering and dynamic comparisons.
4. **Dashboard Creation (Excel):**
Design an interactive Excel dashboard using charts, Pivot Charts, KPI cards, conditional formatting, and slicers to visualize trends in sales performance, top-performing cities, regional distribution, and food category performance.
5. **Report & Documentation:**
Prepare a concise project report summarizing the data analysis approach, key insights derived from the dashboard, and actionable business recommendations to support strategic and operational decision-making.