

Project 8: Swiggy Food Delivery Sales & Performance Analysis

1. Project Objective The goal of this project was to analyze transactional data for Swiggy to evaluate revenue generation, regional performance, and customer ordering habits across India. The objective was to build a comprehensive, interactive dashboard that allows stakeholders to identify peak demand periods, popular food categories, and top-performing cities to optimize logistics and marketing efforts.

2. Technical Skills Demonstrated

- **Geospatial Visualization:** Integrated a dynamic map chart to visualize sales density across Indian states, providing an immediate geographic understanding of market penetration.
- **Custom UI Navigation:** Engineered a custom sidebar menu with clickable buttons (Dashboard, Analysis, Data) to create a seamless, app-like user experience within Excel.
- **Comprehensive Trend Analysis:** Utilized multiple time-series charts to track sales on a monthly, weekly, and daily basis, identifying micro and macro seasonal trends.
- **KPI Matrix:** Built a cross-tabular summary to evaluate Sales, Rating, and Orders strictly by Quarter (Q1, Q2, Q3) to track sustained business growth.

3. Key Business Insights

- **Dietary Preferences:** Non-vegetarian food heavily dominates the platform's revenue, accounting for **66%** of total sales (₹34.7M), nearly double the revenue of vegetarian orders (34%, ₹18.3M).
- **Peak Ordering Days:** Customer behavior strongly favors weekend ordering. Friday, Saturday, and Sunday are the highest-grossing days, peaking on Saturday at ₹7.78M. Conversely, Tuesday sees the lowest weekly revenue (₹7.36M).
- **Top Geographic Markets:** **Bengaluru** is the undisputed top-performing city, generating ₹5.46M in sales—far outpacing the second-highest city, Lucknow (₹3.12M).
- **Overall Health Metrics:** The platform maintains a high order volume (197.43K total orders) with an impressive average customer rating of **4.34 out of 5** across 5.59M rating counts, indicating high customer satisfaction alongside strong revenue (₹53.01M total).

4. Strategic Recommendations

- **Mid-Week Revenue Boosts:** To combat the sales dip on Tuesdays and Wednesdays, introduce targeted "mid-week cravings" promotions, discounted delivery fees, or limited-time combo meals.
- **Regional Optimization:** With Bengaluru generating massively disproportionate revenue compared to mega-cities like Mumbai and New Delhi, conduct a market analysis to replicate Bengaluru's vendor onboarding and delivery success in those underperforming Tier-1 cities.
- **Logistics Scaling:** Ensure delivery fleet availability is scaled up significantly starting Friday afternoon and peaking on Saturday night to match the data's clear weekend demand spikes, preventing delayed orders and protecting the strong 4.34 average rating.