

# Comprehensive Report- SwiggyAnalysis



## Project Overview

The project Swiggy Food Delivery Analysis, which delves into food delivery and restaurant analysis with a focus on Swiggy, a prominent food delivery platform. Our project involved data extraction, comprehensive data analysis, and the creation of an interactive dashboard. Let's explore the project's process, analysis, key findings, and recommendations.

## Aim/Objectives

Our project aimed to:

1. Data Extraction Excellence: data extraction from a prominent online food delivery platform, Swiggy, to gather relevant information.
2. Comprehensive Data Analysis: Perform comprehensive data analysis on various dimensions, including regional restaurant profiles, available cuisines, pricing structures, and customer ratings.
3. Strategic Insights Derivation: Derive valuable insights from the data, aiding in the identification of potential opportunities for new market entrants and the development of

future strategies.

4. Real-time Data Framework: Establish a scalable data framework to facilitate real-time analysis, enhancing the accuracy of predictions and enabling more robust decision-making processes for the food delivery industry.

## Problem Statement

Our project addressed the following key challenges:

- Extracting and organizing extensive data from Swiggy.
- Restaurants have specific operating hours, which affects data collection.
- Analyzing restaurant profiles, cuisines, pricing, and customer ratings.
- Deriving actionable insights for market entrants and future strategies.
- Establishing real-time data capabilities for swift decision-making.

## Data Cleaning 🧹

In the data cleaning phase, Power Query was utilized to refine the extracted dataset from Swiggy, ensuring its accuracy and consistency for further analysis. Several key cleaning processes were implemented:

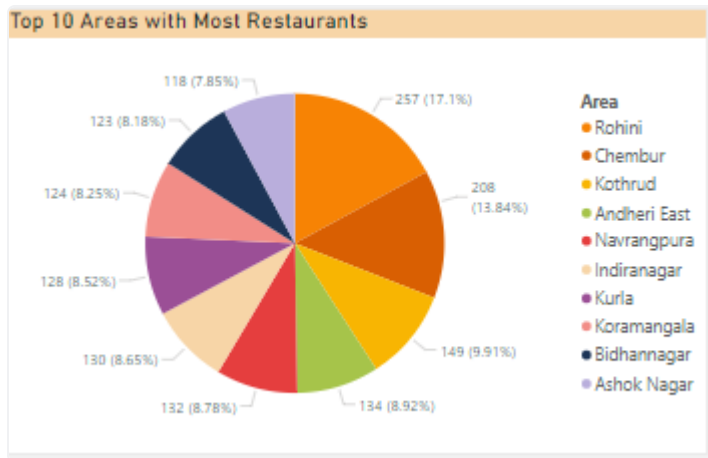
1. Cleaning Duplicate Data: Duplicate records within the dataset were identified and eliminated using Power Query. Removing duplicates ensured that each entry was unique, preventing any distortions in the analysis due to redundant information.

Removing Null Values: Null or missing values in the dataset were identified and removed to enhance data completeness. Power Query allowed for the easy identification and filtering out of these null values, ensuring that the dataset was comprehensive and reliable for subsequent analysis.

## 💡 Primary Insights

Our analysis yielded the following key insights:

### **Top 10 Areas with Most Restaurants**



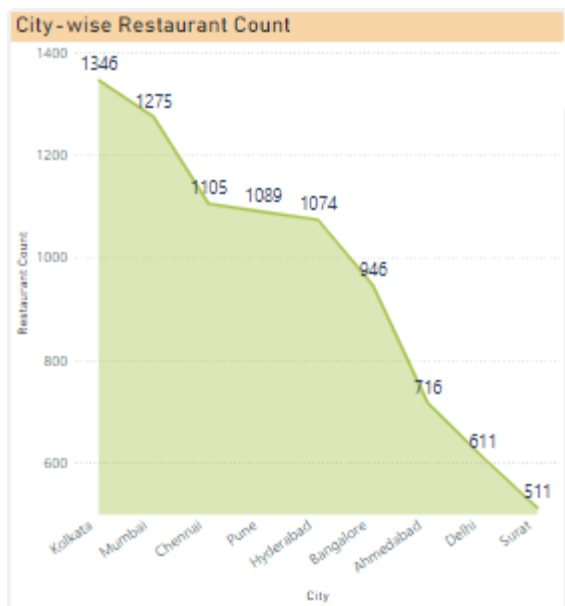
## Average Delivery Time:



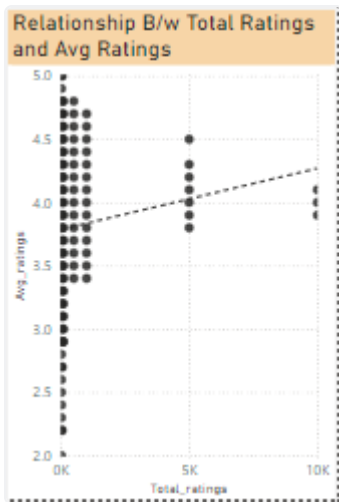
## Top Rated Restaurants Average



## City Wise Restaurant



## Relation Ship Between Total ratings and Avg ratings



### 📌 Delivery Time and Customer Ratings

- There is a limited correlation between delivery time and customer ratings. However, it's noteworthy that top-rated restaurants typically maintain an average delivery time of around 53 minutes.

### 📌 Strategic Location:

- The project's recommendation to establish a remote kitchen strategically located between Koramangala, Indiranagar, and Ashok Nagar capitalizes on high customer concentration in these areas. This central location reduces delivery times, enhances operational efficiency, and fosters customer loyalty.

### 📌 Market Balance

- Serving customers from all three areas ensures a balanced market presence, mitigating the risk of losing customers to competitors exclusively located in one area.

These insights are valuable for optimizing restaurant strategies and enhancing customer experiences in the food delivery market.

### 📌 Learnings

- Delivery time has limited impact on customer ratings, with top-rated restaurants averaging around 53 minutes.
- Pricing strategies marginally influence customer satisfaction.
- Strategic location is vital for efficient operations and customer loyalty.
- Serving multiple areas maintains market balance and competitiveness.

## Insights & Recommendation

### Restaurant Market Saturation and Expansion Opportunities

**Insight:** Areas with the highest concentration of restaurants show market saturation, while underserved regions present growth opportunities.

**Recommendation:** Focus on expanding into regions with fewer restaurants and optimize delivery zones for high-density areas.

## **Delivery Efficiency and Operational Improvements**

- **Insight:** Delivery time significantly impacts customer satisfaction and ratings.
- **Recommendation:** Optimize delivery logistics by analyzing time patterns and improve operational efficiency through better route planning and partnerships.

## **Restaurant Performance and Customer Ratings**

- **Insight:** A correlation between high ratings and customer satisfaction factors such as price, delivery time, and total ratings.
- **Recommendation:** Invest in improving delivery times and food quality, while adjusting prices based on customer feedback to enhance overall restaurant ratings.