

Swiggy Sales & Business Growth Analysis (MS Excel Project)

Overview:

This project analyzes Swiggy restaurant and food category performance using Microsoft Excel to derive business insights and support sales growth decisions.

Objective:

To track monthly, quarterly, and yearly sales trends, evaluate restaurant and category performance, and present KPI-driven insights in a management-ready dashboard.

Tools & Techniques:

Microsoft Excel, Pivot Tables, Pivot Charts, Slicers, Advanced Formulas, KPI Indicators, Conditional Formatting, Interactive Dashboard Design.

Key Analysis:

- Period-wise sales reporting (Monthly / Quarterly / Yearly)
- Restaurant-wise performance comparison
- Food category trend and demand analysis
- KPI tracking for growth and performance monitoring

Dashboard Features:

Interactive Excel dashboard with slicers, dynamic charts, KPI cards, and visual trend analysis for quick decision-making.

Business Insights:

Identified high-performing restaurants, fast-growing food categories, seasonal demand patterns, and sales fluctuation trends to support strategic planning.

Outcome:

Delivered a BRD-style Excel dashboard that converts raw data into actionable insights, demonstrating strong Excel, analytical, and business understanding skills.