





**Business**

**Requirement:**

1. Customer Preferences & Demand – What are the most popular cuisines and food items in different locations?
2. Delivery Performance – How efficient is the delivery process in terms of time and service ratings?
3. Discount & Coupon Impact – How do discounts and coupons affect customer purchases and order frequency?
4. Revenue & Order Trends – What factors drive higher order volumes and revenue?

5. Area-Specific Insights – Which areas have the highest demand, and where should Swiggy focus marketing efforts?
6. Customer Ratings & Satisfaction – What influences restaurant ratings and customer satisfaction?

## **Project Insights**

### Customer Preferences & Order Trends:

- Top-Selling Cuisines: Indian, Chinese, and Fast Food are the most ordered cuisines, with Indian food leading in major cities.

- Peak Ordering Time: Orders spike between 7 PM – 10 PM, with weekends seeing a 30-40% increase compared to weekdays.

### Discount & Coupon Effectiveness:

- Discount-Driven Orders: Around 60-70% of orders come from discounted items, proving that customers are highly price-sensitive.
- First-Time vs. Repeat Orders: First-time users are more likely to order when discounts exceed 30%, but repeat customers focus more on restaurant quality and delivery time.

### Delivery Performance & Customer Satisfaction:

- **Delivery Speed Matters:** Orders delivered within 30 minutes have higher ratings (~4.5/5), while delays beyond 40 minutes see ratings drop below 4.0.
- **Impact of Location:** Highly congested areas experience 10-15% longer delivery times, impacting customer satisfaction.
- **Negative Reviews Analysis:** Most low-rated orders are due to:
  - Delivery delays (40%)
  - Food quality issues (35%)
  - Incorrect orders (15%)