Swiggy Sales Performance Dashboard

Title: "🚚 Order Trends & Revenue Analysis"

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CONTENT

Project Overview

Purpose of the Report:

This project provides a comprehensive analysis of Swiggy order trends, revenue generation, and customer purchase patterns across various cities, cuisine types, payment modes, and time dimensions to support data-driven operational and strategic decision-making. It showcases the complete end-to-end data analytics workflow, beginning with data cleaning and preprocessing, followed by the calculation of key performance indicators, trend and categorical analysis, and culminating in the development of interactive, visually engaging dashboards. Using Excel, Power BI, and Tableau, this project highlights the ability to transform raw transactional data into actionable insights through clear, intuitive visualizations and slicer-enabled interactivity. Each tool demonstrates different layers of the analysis, with Excel providing foundational KPI tracking and pivot-based visual summaries, Power BI offering advanced interactive dashboards with drill-down capabilities and DAX-based calculations, and Tableau enabling clean, story-driven dashboards with dynamic charts and map-based visualizations. Collectively, this project illustrates the capability to extract meaningful business insights from complex datasets while showcasing proficiency in industry-standard data visualization tools, aligning with real-world business intelligence practices for portfolio readiness.

Dataset Summary

- **Source:** Simulated Swiggy Orders Dataset
- **Number of Records:** ~5,000 orders
- **Number of Features:** 14
- **Key Columns:** OrderID, City, CuisineType, OrderValue, PaymentMode, OrderDatetime
- **Preprocessing:**
  - ✓ Removed duplicates.
  - ✓ Handled missing payment modes.
  - ✓ Derived `TotalAmount`.
  - ✓ Extracted `Order Hour` and `Order Day` for time analysis.

Objectives

✅ Track total orders and revenue generation across cities and cuisines.
✅ Identify peak ordering times to optimize delivery resources.
✅ Analyze payment mode preferences for business strategy.
✅ Understand order value distributions and discount impacts.

Tools Used

Tool	Purpose
Excel	Data cleaning, KPI calculations, pivot charts, dashboard structuring.
Power BI	Advanced interactive dashboards, drill-down analysis, KPI cards, slicer filtering.
Tableau	Visually engaging dashboards, donut charts, maps, trends for storytelling.

Key KPIs

✅ **Total Orders:** Total count of orders during the analysis period.
✅ **Total Revenue:** Total income generated.
✅ **Average Order Value:** Calculated as Total Revenue / Total Orders.
✅ **Total Discounts Applied:** Sum of discounts utilized across orders.

Visuals Implemented

	Visual	Purpose
1.	Line Chart	To visualize revenue trends over time.
2.	Bar Chart	To compare orders by city and cuisine.
3.	Pie Chart	To display payment mode distribution.
4.	Stacked Column Chart	To analyze order volume across payment methods.
5.	Histogram	To show order value distribution.

Filters and Interactivity

✅ City filter for location-based insights.
✅ Cuisine type filter to analyze food preferences.
✅ Payment mode filter to understand customer payment behavior.
✅ Date range slicer to analyze trends over specific periods.

Insights & Analysis

✅ Revenue and orders peak during weekends and evenings.
✅ North Indian and fast foods are the most ordered cuisines.
✅ UPI and cash are the most preferred payment modes.
✅ Discounts significantly increase order volume during low-demand hours.

Recommendations

✅ Provide targeted discounts during off-peak hours to increase orders.
✅ Optimize delivery resources for peak hours, especially evenings and weekends.
✅ Focus marketing on top cuisines in high-order cities.
✅ Leverage payment preference insights to improve transaction processing.

Learnings & Skills Applied

✅ **Excel:**

- Advanced data cleaning, formulas, pivot analysis, and dashboard layout.

✅ **Power BI:**

- KPI card creation, slicer filtering, advanced DAX, drill-down interactivity.

✅ **Tableau:**

- Donut and map visuals, interactive filtering, and story-driven dashboards.

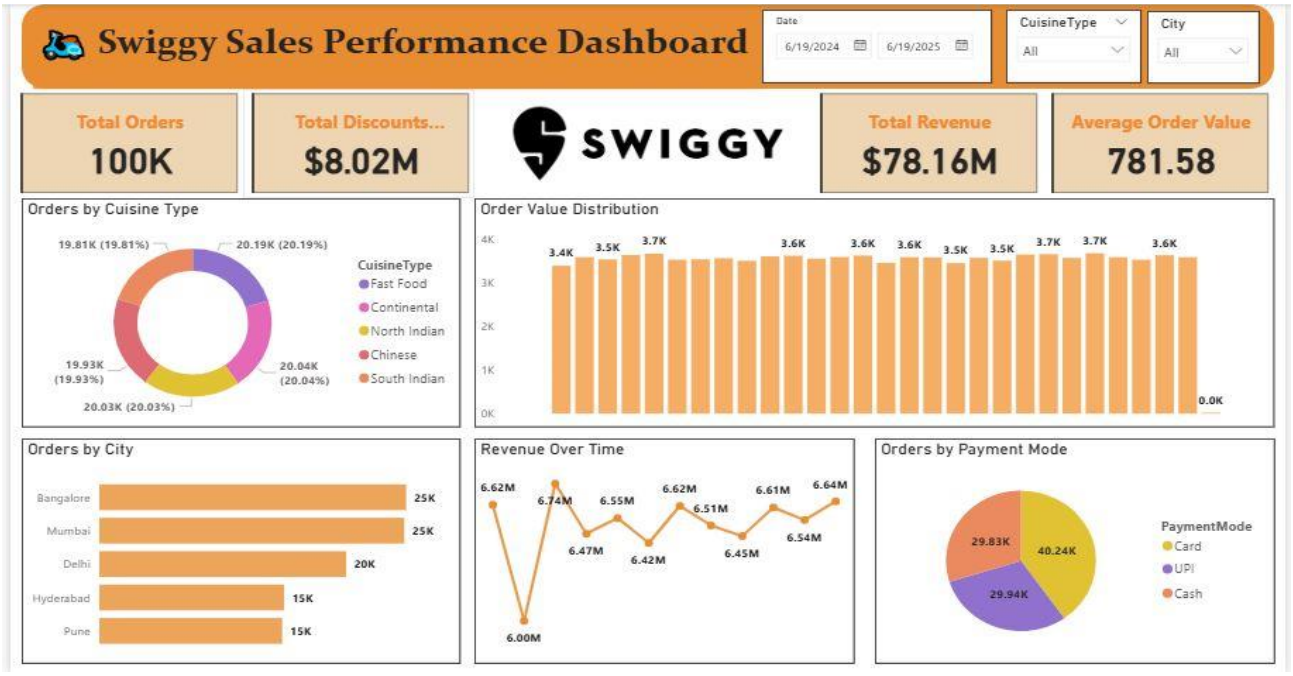
✅ **General:**

- Business storytelling using data.
- Trend, categorical, and operational analysis for decision-making.
- Enhanced interpretation of large datasets into actionable insights.

Dashboard Preview

1. Excel Dashboard: Swiggy Sales Performance

2. Power BI Dashboard: Swiggy Sales Performance



3. Tableau Dashboard: Swiggy Sales Performance