Swiggy Sales Performance Dashboard

Title: " Order Trends & Revenue Analysis"

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Project Overview

Purpose of the Report:

This dashboard analyzes Swiggy's order trends, revenue generation, and customer purchase patterns across different cities, cuisines, and payment modes, enabling data-driven decisions to improve delivery operations and strategic planning.

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 Hour of Order

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.

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, transformation, and formula usage.
- ✓ Dashboard layout structuring and visual design for clarity.
- ✓ Trend and categorical analysis for actionable business insights.
- ✓ Enhanced ability to interpret large datasets for business decisions.