**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**

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