This project analyzes food delivery trends across **9 different cities** using Swiggy data. The dashboard provides insights into customer feedback, delivery efficiency, pricing trends, and restaurant performance. The dataset was sourced from **Kaggle**, specifically the **"Swiggy"** dataset, containing **86,810 records**. Through data-driven analysis, this project helps identify top-rated restaurants, expensive cuisines, and city-wise food delivery patterns.

**Dashboard Insights**

The dashboard highlights key insights using interactive **cards**:  
✔ **Total Number of Feedbacks** – Displays the count of customer reviews collected.  
✔ **Overall Average Delivery Time** – Represents the average time taken for food deliveries.  
✔ **Overall Average Star Rating** – Shows the overall customer satisfaction rating.  
✔ **Overall Average Price per Dish** – Calculates the average dish price across all cities.  
✔ **Top-Rated Restaurant** – Identifies the highest-rated restaurant based on customer feedback.  
✔ **Most Expensive Restaurant** – Highlights the restaurant with the highest average dish price.  
✔ **Most Expensive Cuisine** – Displays the cuisine with the highest average pricing.

**Data Source**

* **Dataset Name**: Swiggy
* **Source**: Kaggle ([www.kaggle.com](http://www.kaggle.com))
* **Total Records**: **86,810**

**Data Cleaning & Preparation**

To ensure accurate analysis and meaningful insights, the following **data preprocessing steps** were performed:  
✅ **Remove Unnecessary Columns** – Retained only relevant attributes for analysis.  
✅ **Handle Missing & Error Values** – Identified and removed blank or incorrect entries.  
✅ **Standardize Numeric Formats** – Converted price and rating values for consistency.  
✅ **Convert Data into Tables** – Used structured tables and pivot tables for aggregation.

**Key Metrics & Visualizations**

The dashboard presents key metrics using **various visualizations**:

1. **Top 10 Spots Based on Card Attributes** – Displayed using a **Grouped Column Chart with Trendline**, showing top locations ranked by feedback, ratings, delivery time, and pricing.
2. **Top Foods Over Ratings by Price** – Represented using a **Grouped Column Chart**, comparing food items based on customer ratings and price (non-interactive).
3. **Average Star Rating Across Cities** – Visualized using a **Horizontal Bar Chart**, providing a city-wise comparison of customer ratings.
4. **Average Delivery Time by Cities** – Shown using a **Vertical Bar Chart**, analyzing which cities have the fastest and slowest delivery times.
5. **City-Wise Contribution to Average Dish Prices** – Represented using a **Pie Chart**, illustrating the proportion of each city’s dish pricing to the overall average.

**Interactive Features (Slicers)**

To enhance usability, the dashboard includes **slicers** for flexible data exploration:  
✔ **City Filter** – Allows users to analyze food delivery trends city-wise, zone-wise, or overall by clicking respective buttons.

**Formatting & Design Guidelines**

To maintain consistency and visual appeal, the dashboard was designed using specific formatting elements:

🎨 **Shapes & Layout Design**:

* **Rectangle Outline Dashes** – Set at **65% Transparency**.
* **Heading Rectangle** – Height: **2.3 cm**, Width: **33 cm**, **Cell Range Height: 5**.
* **Small Rectangle** – Height: **2.0 cm**, Width: **5.7 cm**, **Cell Range Height: 5**.
* **Mini Rectangle (Square)** – Height: **1.9 cm**, Width: **1.6 cm**.

📌 **KPI Metrics Displayed in Cards**:

* **Total Feedbacks**
* **Average Delivery Time**
* **Average Star Rating**
* **Average Dish Price**
* **Expensive Cuisine**
* **Expensive Restaurant**

📊 **Chart Formatting**:

* **Inserting Slicers** – Added slicers for dynamic filtering.
* **Inserting Charts** – **Cell Ranges Height: 15 (twice)** for better visualization.
* **Overall Page Layout** – Adjusted to **90% range** for optimal visibility.

**Insights & Business Impact**

This dashboard provides **valuable insights** into Swiggy’s food delivery trends across multiple cities, helping stakeholders understand:  
📌 **Customer preferences** – Identify high-rated restaurants and popular dishes.  
📌 **Delivery efficiency** – Analyze which cities have faster/slower delivery times.  
📌 **Pricing trends** – Compare dish prices across cities and identify premium cuisines.

These insights can be used to **optimize restaurant pricing, improve delivery logistics, and enhance customer satisfaction**.