STORRY TELLING

RAMESH D

EXECUTIVE SUMMARY – *"Swiggy Overall Performance"*

Storytelling Script:

"This page gives a high-level summary of Swiggy's performance — just like what a manager or stakeholder would need daily."

- Total Orders, Revenue, Delivered and Cancelled KPIs show our scale.
- Monthly trend line tells us how order volume is changing across the year.
- I included a city-wise revenue comparison to understand which markets are leading.
- Zone-level order share shows where we're strong vs weak.

🔍 **Business Insight**: "South Zone is driving 40%+ of total orders. Mumbai is lagging in revenue — maybe we need local offers?"

CUSTOMER BEHAVIOUR – *"Who Are Our Customers?"*

Storytelling Script:

"Here I analyzed customer behavior. I wanted to understand *when* customers are ordering, *who* is returning, and *who* is spending more."

- Donut chart shows most orders come during Evening and Night slots — time slot targeting possible.
- Table shows repeat orders — especially customers like Vikram Verma who order 10+ times — ideal for loyalty program.
- Bar chart shows Top 10 spenders — potential targets for premium plans.
- Line chart compares new vs returning customers over time — retention is slightly improving.

🔍 **Business Insight**: "Evening slot is a goldmine. Returning customers are increasing from July — maybe a campaign worked?"

DELIVERY PERFORMANCE – *"Is Our Delivery Fast Enough?"*

Storytelling Script:

"This page answers: How fast are we delivering? Where are we slow? Who are our best agents?"

- Avg delivery duration by zone shows West Zone is slowest.
- Best-performing agents bar chart shows Agent_21 consistently delivers under 30 mins — ideal for training others.
- On-Time % KPI (within 45 mins) is low: only 36.6%.
- Tree Map and table highlight late deliveries by area — especially Madhapur and Ameerpet.

🔍 **Business Insight**: "We can improve SLA by fixing West Zone routing and learning from top agents."

CANCELLATIONS & INSIGHTS – *"Why Are Orders Getting Cancelled?"*

Storytelling Script:

"This final page explores the biggest pain point — cancellations."

- Line chart shows cancellation spikes in February and July — maybe rain or system errors.
- Tree map reveals top reasons — Customer Cancelled and No Agent are major contributors.
- Zone-wise bar chart highlights that East Zone has highest cancellation rate.
- Time slot donut chart shows most cancellations happen in mornings — possibly due to lack of agents.

🔍 **Business Insight**: "Agent availability and scheduling needs improvement in morning shifts — especially East Zone."