SWIGGY SALES REPORT

Project Overview :

This project analyzes Swiggy's sales, customer behavior and restaurant performance using key metrics such as total sales, order volumes, ratings, food preferences, and regional performance. The dashboard consolidates trends at monthly, weekly, state-level, and city-level to help identify business growth patterns and operational improvement areas.

Objective :

The main objectives of this analysis are:

- To assess Swiggy's overall sales performance across different time periods.
- To identify high-contributing food categories, states, and cities.
- To understand order patterns (daily/weekly/monthly).
- To evaluate customer sentiment using ratings.
- To generate insights for improving revenue, customer experience, and regional reach.
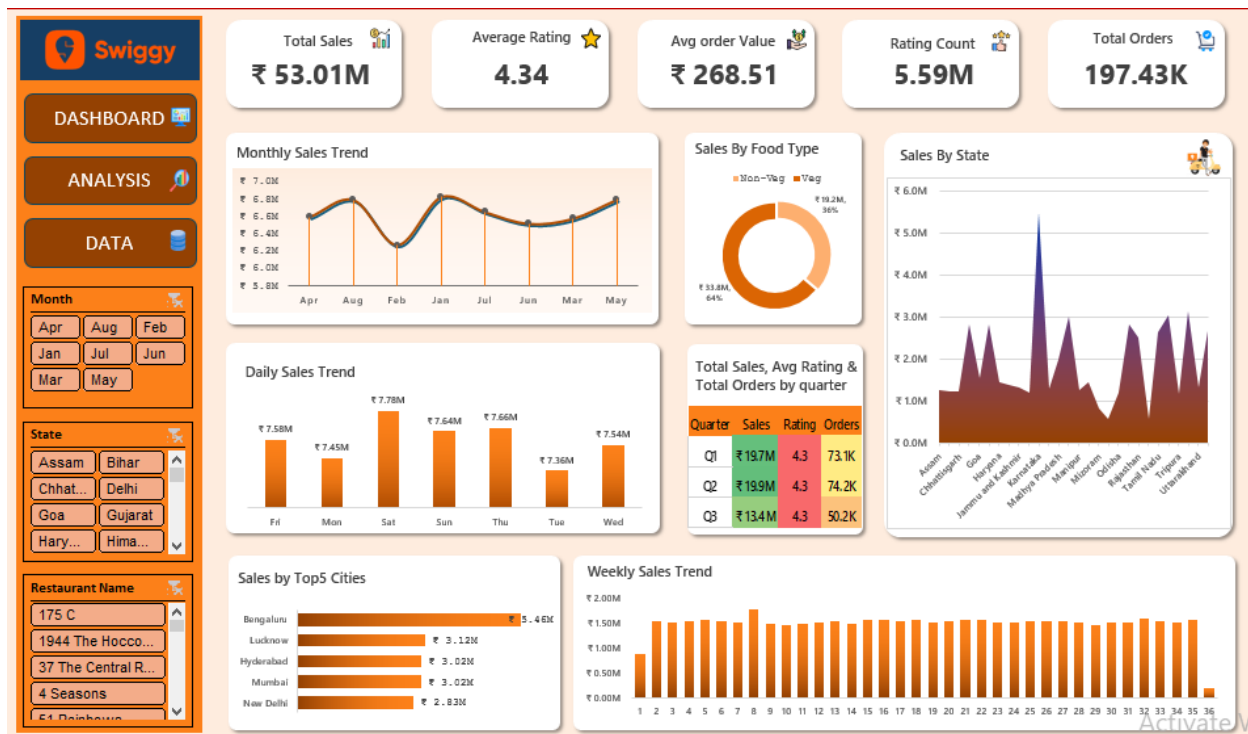
Tools :

Excel / CSV – Data pre-processing and Exploratory data analysis.

Steps And Workflow :

1. Data Cleaning and modeling

2. EDA (Exploratory Data Analysis)

Key Findings and Insights :

Swiggy Dashboard

DASHBOARD

ANALYSIS

DATA

Total Sales ₹ 53.01M | **Average Rating** 4.34 | **Avg order Value** ₹ 268.51 | **Rating Count** 5.59M | **Total Orders** 197.43K

Month: Apr, Aug, Feb, Jan, Jul, Jun, Mar, May

State: Assam, Bihar, Chhat..., Delhi, Goa, Gujarat, Hary..., Hima...

Restaurant Name: 175 C, 1944 The Hocco..., 37 The Central R..., 4 Seasons, 51 Rainbow...

Monthly Sales Trend (Apr, Aug, Feb, Jan, Jul, Jun, Mar, May)

Daily Sales Trend: Fri ₹7.58M, Mon ₹7.45M, Sat ₹7.78M, Sun ₹7.64M, Thu ₹7.66M, Tue ₹7.36M, Wed ₹7.54M

Sales By Food Type: Non-Veg ₹33.4M, 64%; Veg ₹19.2M, 36%

Total Sales, Avg Rating & Total Orders by quarter

Quarter	Sales	Rating	Orders
Q1	₹19.7M	4.3	73.1K
Q2	₹19.9M	4.3	74.2K
Q3	₹13.4M	4.3	50.2K

Sales By State (Assam, Chhattisgarh, Goa, Haryana, Jammu and Kashmir, Karnataka, Madhya Pradesh, Manipur, Mizoram, Odisha, Rajasthan, Tamil Nadu, Tripura, Uttarakhand)

Sales by Top5 Cities: Bengaluru ₹5.46M, Lucknow ₹3.12M, Hyderabad ₹3.02M, Mumbai ₹3.02M, New Delhi ₹2.83M

Weekly Sales Trend (1–36)

1. Overall Performance

- Total Sales: ₹53.01M

- Total Orders: 197.43K

- Avg Order Value: ₹268.51

- Average Rating: 4.34

- Rating Count: 5.59M

- Indicates strong customer engagement and healthy revenue.

2. Monthly Sales Trend

- Sales show a consistent upward trend, with noticeable peaks around August, October, and February.

- Slight dip around December, possibly seasonal.

3. Daily Sales Trend

- Highest daily revenue on Saturday (~₹7.78M).

- Friday & Sunday also perform well → weekends are Swiggy's strongest business period.

- Tuesday shows the lowest revenue (~₹7.36M).

4. Food Type Preference

- Veg: ₹12.3M (36%)

- Non-Veg: ₹33.8M (64%)

- Non-veg categories dominate Swiggy's order mix.

5. Sales by State

- Significant variation across states.

- Major contributors include:

  -Maharashtra, Karnataka, Telangana, and Delhi-NCR

- States with low contribution present expansion potential.

6. Top 5 Cities

- Bengaluru leads with the highest sales (~₹5.46M).

- Followed by Lucknow, Hyderabad, Mumbai, and New Delhi.

- Tier-1 cities drive bulk of Swiggy's revenue.

7. Weekly Sales Trend

- Weekly sales remain largely stable, with minor fluctuations.

- Indicates consistent customer demand throughout the month.

8. Quarterly Summary

- **Q1**: ₹197M, Rating 4.3, 73.1K orders

- **Q2:** ₹199M, Rating 4.3, 74.2K orders

- **Q3:** ₹134M, Rating 4.3, 50.2K orders

 -Q3 suggests either seasonality or reduced demand.

Recommendations :

 1. **Business Strategy**

-Expand promotional campaigns in low-performing states to increase market penetration.

-Strengthen operations in high-demand Tier-1 cities to increase delivery capacity and reduce delays.

2. Menu Optimization

-Increase non-veg offerings since they generate 64% of sales.

-Promote veg combos during festivals or vegetarian seasons to uplift that segment.

3. Improve Weekday Sales

-Offer special Tuesday, Thursday discounts to boost mid-week orders.

4. Enhance Customer Experience

-Focus on improving delivery time and quality in top cities to maintain rating levels.

5. Partner Management

-Provide performance insights to restaurants to optimize their menu pricing and bestsellers.

Future Work :

- Include peak hour analysis for better resource allocation.

- Build an interactive geospatial map for regional insights.

Conclusion :

The Swiggy Sales Dashboard provides a strong overview of business performance, highlighting growth opportunities and areas for operational improvement. Sales are healthy, customer ratings are consistently positive, and top cities/states significantly drive revenue. With targeted strategies, Swiggy can further enhance customer satisfaction, grow in under-performing regions, and optimize menu offerings to increase profitability.