

Swiggy Restaurants Insights – Project Report

1. Introduction

- Objective: Analyse restaurant and food trends from Swiggy.
 - Tool used: Power BI.
 - Data scope: Multiple **States** → **Cities** → **Locations** with restaurant, category, dish, price, and rating details.
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2. Dataset Description

The dataset contains the following columns:

- **State** – State in which the restaurant is located.
 - **City** – City where the restaurant operates.
 - **Location** – Specific locality/area.
 - **Restaurant Name** – Name of the restaurant.
 - **Category** – Menu categories (e.g., Recommended, Desserts, Breakfast, Combos).
 - **Dish Name** – Dish listed on Swiggy.
 - **Price (INR)** – Price of the dish in Indian Rupees.
 - **Rating** – Customer rating of the dish/restaurant.
 - **Rating Count** – Total number of customer ratings.
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3. Methodology

a) Data Cleaning

b) DAX Calculated Columns

c) DAX Measures

4. Dashboard Design

- **Filters (Slicers):**
 - State, City, Location, Restaurant Name, Rating Classification, Price Classification.
- **Key Metrics (KPIs):**

- Average Price, Average Rating, Total Restaurants, Rating Count, Demand per Restaurant.
 - **Visuals:**
 - Top 10 Restaurants by Rating (Bar Chart)
 - Top Categories by Count (Table)
 - Top 5 Dishes by Rating (Table)
 - Demand of Food by Price Classification (Bar Chart)
 - Scatter Plot of Rating vs Price
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5. Key Results (Findings)

- **Restaurants:** Gokul Oottupura, McDonald's, and Pappu's Valsa Cafe are among the top-rated restaurants.
 - **Categories:** "Recommended" dominates (587 items); Desserts and Combos are also strong.
 - **Dishes:** Chicken Fried Rice (2371 ratings), Kadala Curry (2308), Beef Roast (2049) are top dishes.
 - **Pricing & Demand:** Affordable food = 105K ratings, Average = 69K, Expensive = 5K.
 - **Rating vs Price:** Affordable dishes drive demand, expensive dishes get fewer but higher ratings.
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6. Conclusion

- Customers **prefer affordable and traditional dishes**.
 - **Affordable pricing = highest demand**, expensive dishes underperform.
 - Brands like McDonald's, Pizza Hut, Burger King maintain **consistent performance**.
 - Dessert & combo categories are **growing trends**.
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7. Recommendations

- Keep focus on **affordable menu items** to drive demand.
- Highlight **popular dishes** (Chicken Fried Rice, Kadala Curry, Beef Roast) in promotions.

- Expand **desserts and combo options** to capture new customers.
- Use **Power BI filters (State, City, Location)** to target marketing campaigns.
- Future enhancements: add **time-based trends, customer demographics, and predictive modeling**.

8. Dashboard

