

BUSINESS PROBLEM STATEMENT

Swiggy Analytics | Food Delivery Intelligence Project | 2026

Executive Summary

Swiggy, one of India's leading food delivery platforms, operates across hundreds of cities with millions of transactions. Despite significant scale, the business lacks a unified, real-time view of performance across cities, user segments, and food categories. Decision-makers struggle to identify where to prioritise marketing spend, how to engage high-value customers, and which geographies hold the greatest growth potential. This analytics project addresses these gaps through a structured Power BI dashboard.

Core Business Problems

P1

Lack of City-Level Visibility

Operations teams have no centralised view of which cities are driving the most revenue. Without this, resource allocation and restaurant partner prioritisation remain guesswork.

P2

Customer Revenue Concentration Risk

The top 10% of customers generate 80% of sales (Rs. 724.92M). This extreme concentration poses a significant churn risk with no loyalty or VIP programme currently in place.

P3

Demographic Blind Spot

No segmentation existed for age, gender, or occupation-based ordering patterns, making targeted marketing campaigns impossible to design and measure.

P4

Sales Volatility and Trend Gaps

Sales surged 356% in 2018 but dropped 17% in 2019. Without trend analysis, leadership cannot diagnose the root cause or prepare for future dips.

P5

Food Category Strategy

The distribution between Veg (Rs. 122M), Non-Veg (Rs. 106M), and Others (Rs. 24M) is not being leveraged to guide restaurant onboarding or menu recommendations.

Recommended Solutions and Actions

S1

Top N City Slicer

Interactive Top 5/10/20/30/100 city slicer enables operations to dynamically analyse city performance without fixed reports. Supports agile decision-making.

S2

VIP Customer Programme

Implement exclusive discounts and perks for top 10% users. Use Power BI's user ranking data to identify and segment these customers automatically.

S3

Targeted Youth Marketing

Students aged 21-25 are the highest-ordering demographic. Launch campus-specific promotions, referral codes, and bundle offers tailored to this group.

S4

Gender Parity Incentives

Male customers generate higher revenue currently. Introduce female-specific discount campaigns to broaden the customer base and balance revenue concentration.

S5

Category-Led Restaurant Onboarding

With Veg outperforming Non-Veg by 7.2%, prioritise onboarding more vegetarian-forward restaurants in Tier-2 cities to capture untapped demand.

Success Metrics

METRIC	CURRENT BASELINE	TARGET
Top Customer Churn Rate	Unknown	< 5% annually

Female Customer Revenue	Below male average	+15% YoY
City Coverage	Top 10 = 60%+ revenue	Expand to 15 cities
Student Order Frequency	Highest by age group	+20% frequency
Veg Category Growth	Rs. 122M	Rs. 145M (+18%)