SWIGGY POWER BI DASHBOARD

Project Overview | Data Analytics | February 2026

1. About the Project

This Power BI dashboard delivers a comprehensive analysis of Swiggy's food delivery ecosystem across Indian cities. The project consolidates four key data tables — Orders, Menu, Food, and Users — into a unified star schema data model to surface meaningful KPIs and business insights for stakeholders in operations, marketing, and product strategy.

2. Key Performance Indicators

METRIC	VALUE	NOTES
Total Orders	1,49,000	Across all cities and years
Total Users	1,00,000	Registered platform users
Top 10% Customer Sales	Rs. 724.92M	80% of total revenue
Veg Food Sales	Rs. 122M	Highest food category
Non-Veg Food Sales	Rs. 106M	7.2% below veg sales
Others Sales	Rs. 24M	Egg, beverages, etc.

3. Data Model & Tables

TABLE	ROWS	KEY COLUMNS
Orders	2,97,154	order_date, User_id, Restaurant_id, City, Value, Year
Menu	10,48,574	Menu_id, Restaurant_id, Food_id, Cuisine, Price, FoodType
Food	Lookup	Food_id, Item, Food_Type
Users	1,00,000	User_id, Name, Age, Gender, Occupation, Total_Sales

4. Top Cities by Sales Amount

RANK	CITY	SALES	PERFORMANCE
1	Tirupati	Rs. 43M	
2	Electronic City, Bangalore	Rs. 29M	
3	Baner, Pune	Rs. 27M	
4	Raipur	Rs. 23M	
5	Malviya Nagar	Rs. 17M	
6	Sultanpur	Rs. 15M	
7	Vastrapur, Ahmedabad	Rs. 13M	
8	Indirapuram	Rs. 13M	
9	Navrangpura	Rs. 12M	
10	Rohini, Delhi	Rs. 12M	

5. Dashboard Pages

• Overview Page: High-level KPIs including total orders, user count, food type breakdown (Veg / Non-Veg / Others), and year-over-year sales trends with a line chart.

• User Performance Page: Demographic analysis by age, gender, marital status, and occupation. Highlights the 21-25 student age group as the primary ordering segment.

• City Overview Page: Interactive Top N slicer (Default / Top 5 / 10 / 20 / 30 / 100) showing city-wise sales. Bar chart visualises revenue concentration by geography.

• Sales Trend Page: Time-series analysis from 2017-2020 showing the 356% boom in 2018 and subsequent moderation in sales growth.

6. Tools and Technologies

TOOL	PURPOSE
Power BI Desktop	Dashboard development, visualization, and publishing

DAX (Data Analysis Expressions)	Custom KPI measures and calculated columns
Power Query (M Language)	Data transformation, cleaning, and shaping
Star Schema Modeling	Efficient relational data model design