

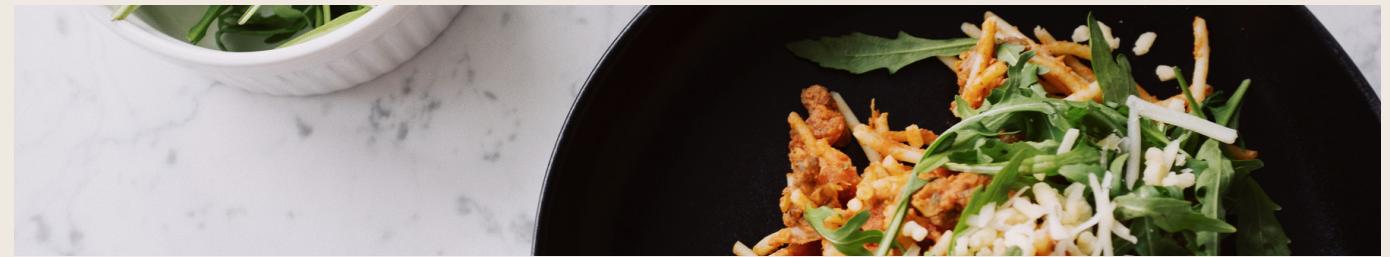


27/06/2023

# Food Delivery Project

# Introduction

We are thrilled to present a data-driven project focused on food delivery and restaurant analysis. We scraped data from Swiggy, a popular food delivery platform, to gain insights into restaurants, their offerings, and customer reviews. The objective was to provide valuable recommendations to a consultancy firm's client interested in opening a remote kitchen in Bangalore. Let's explore the process, analysis, and interactive dashboard we created, along with our key recommendations.



# Our Team Members



**Arghya Kharna**



**Nitin Chandra**



**Somya Gupta**



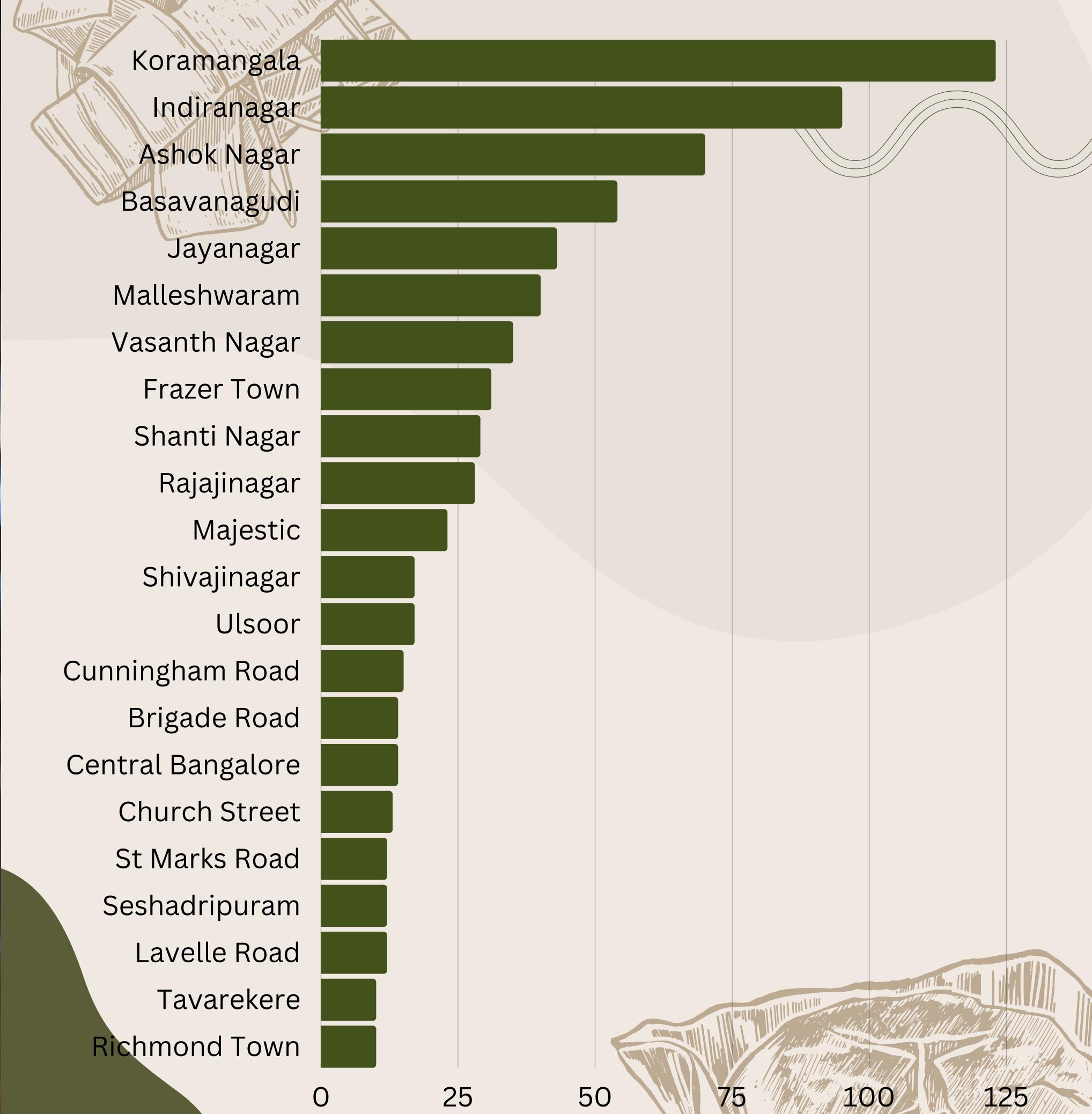
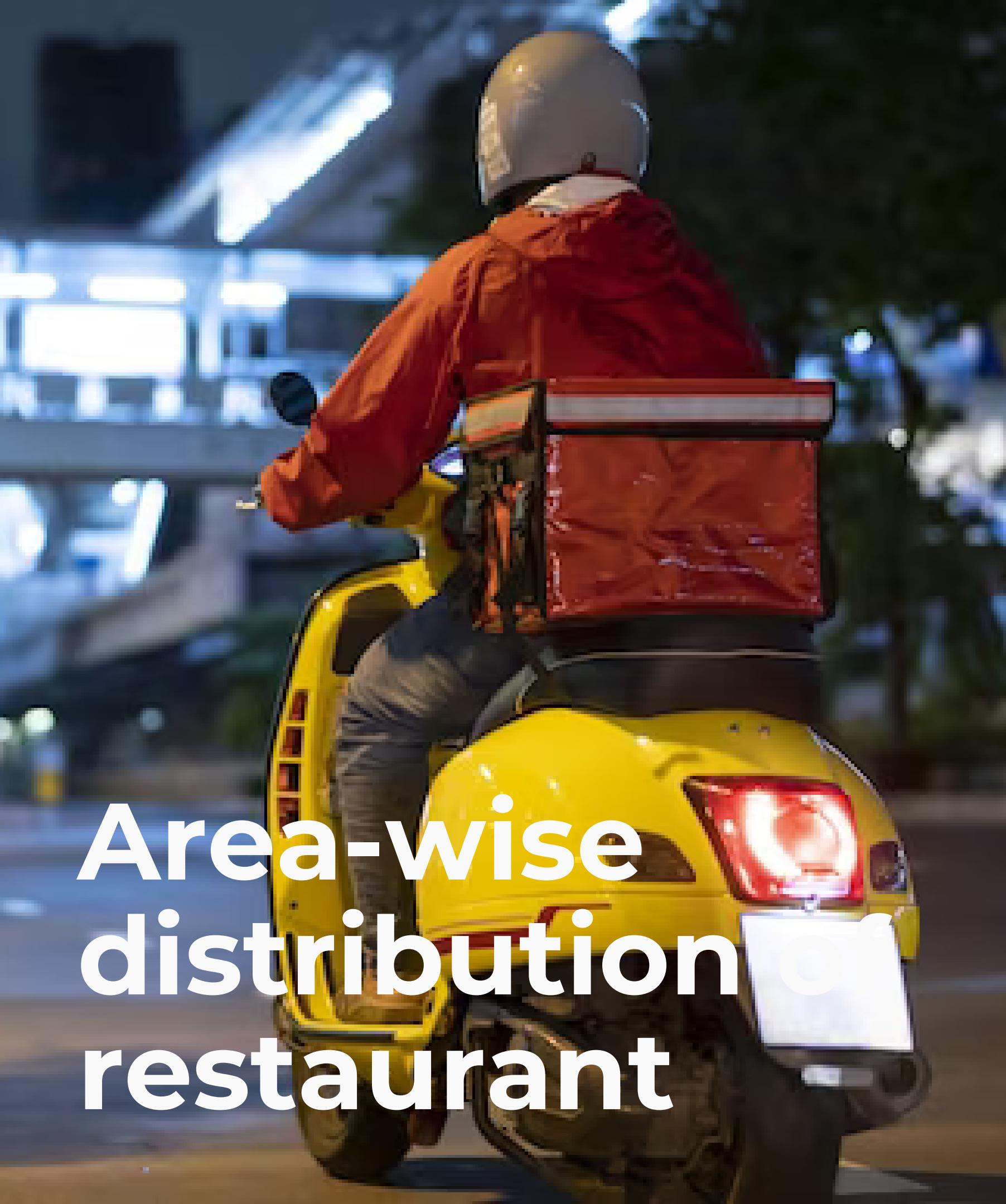
**Sanskrutee Dudhe**

# Objective

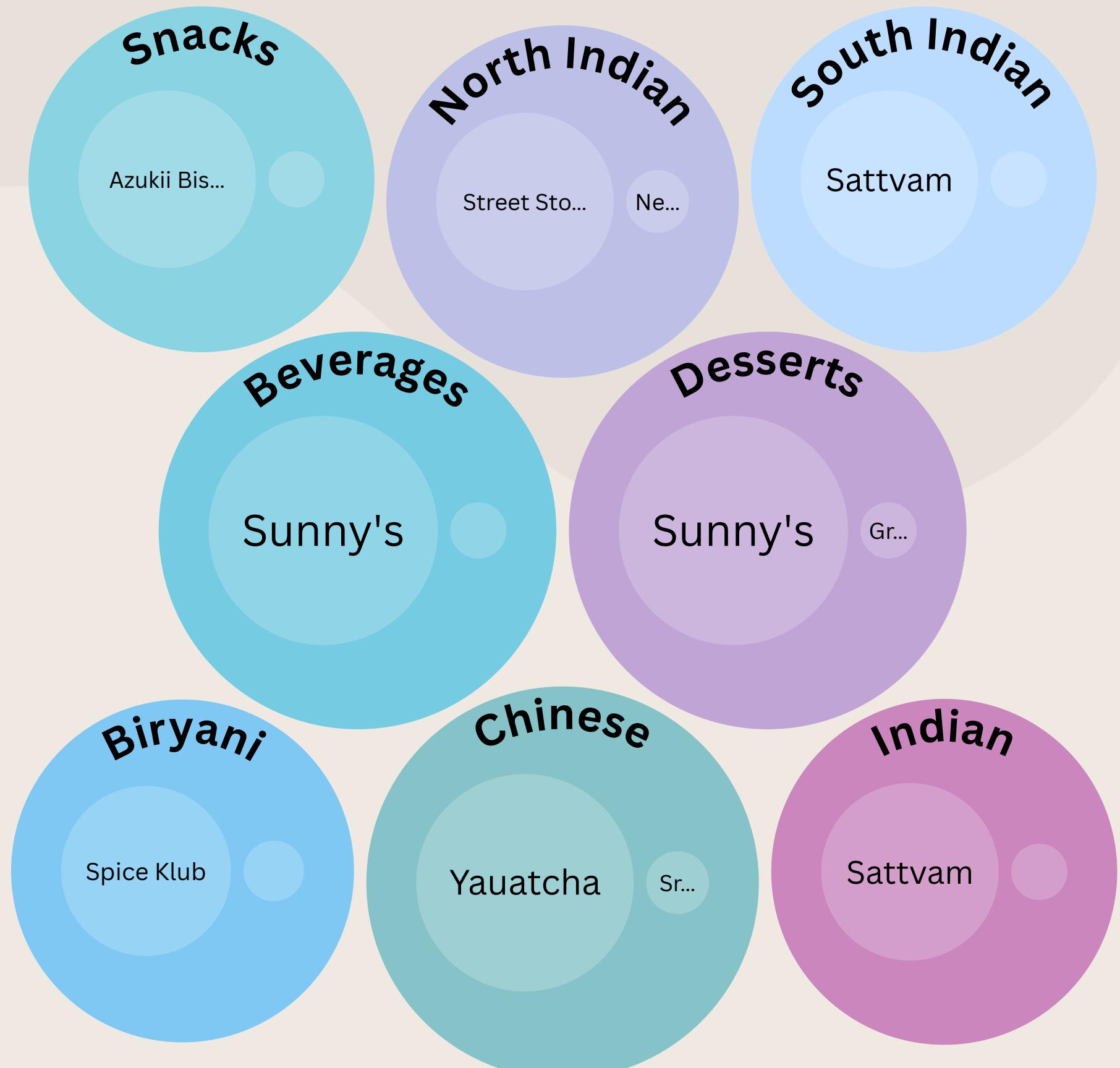
- **Conduct data extraction from a prominent online food delivery platform, Swiggy, to gather relevant information.**
- **Perform comprehensive data analysis on various dimensions, including regional restaurant profiles, available cuisines, pricing structures, and customer ratings.**
- **Derive valuable insights from the data, aiding in the identification of potential opportunities for new market entrants and the development of future strategies.**
- **Establish a scalable data framework to facilitate real-time analysis, enhancing the accuracy of predictions and enabling more robust decision-making processes.**



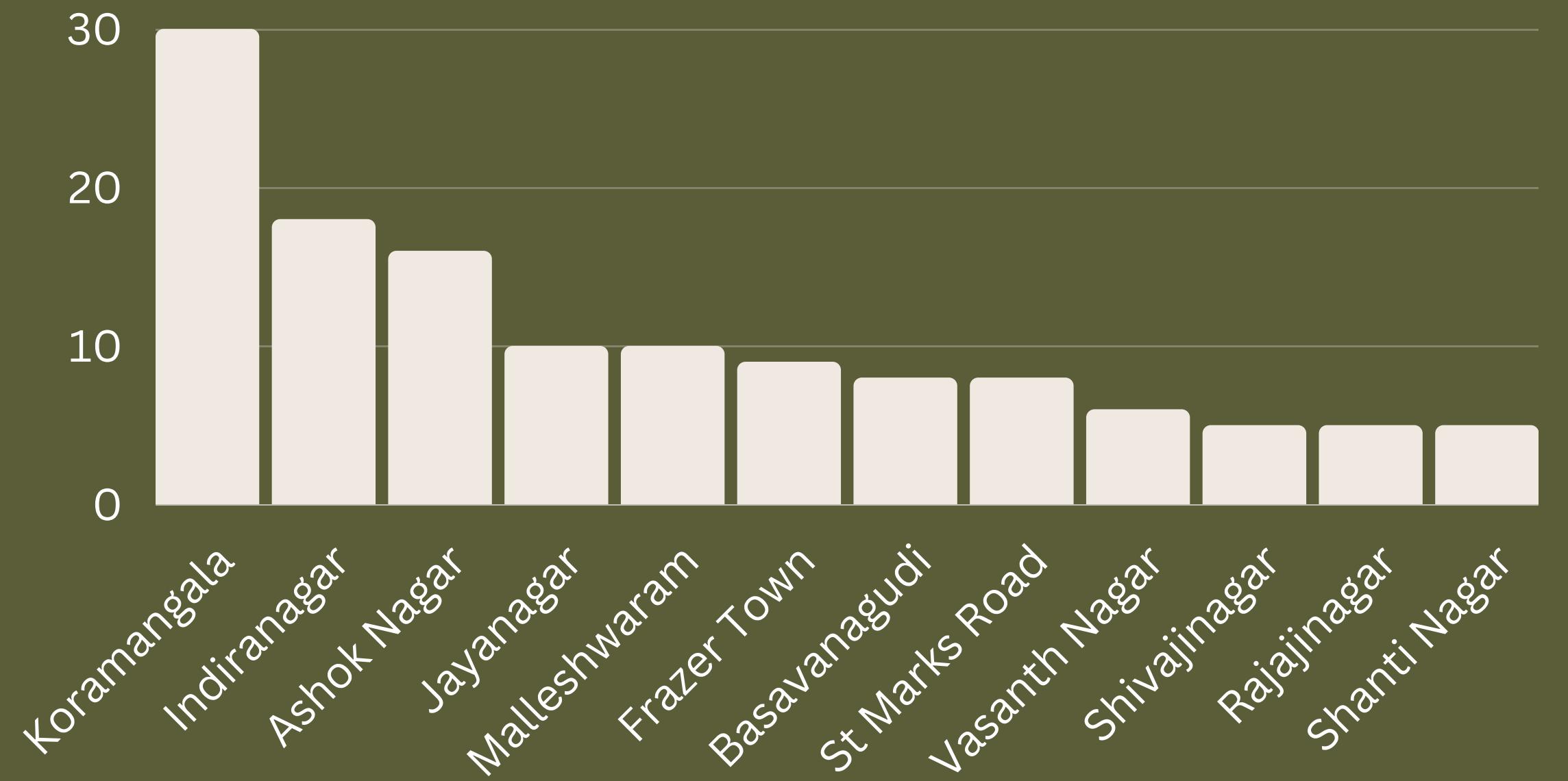
# Area-wise distribution of restaurant



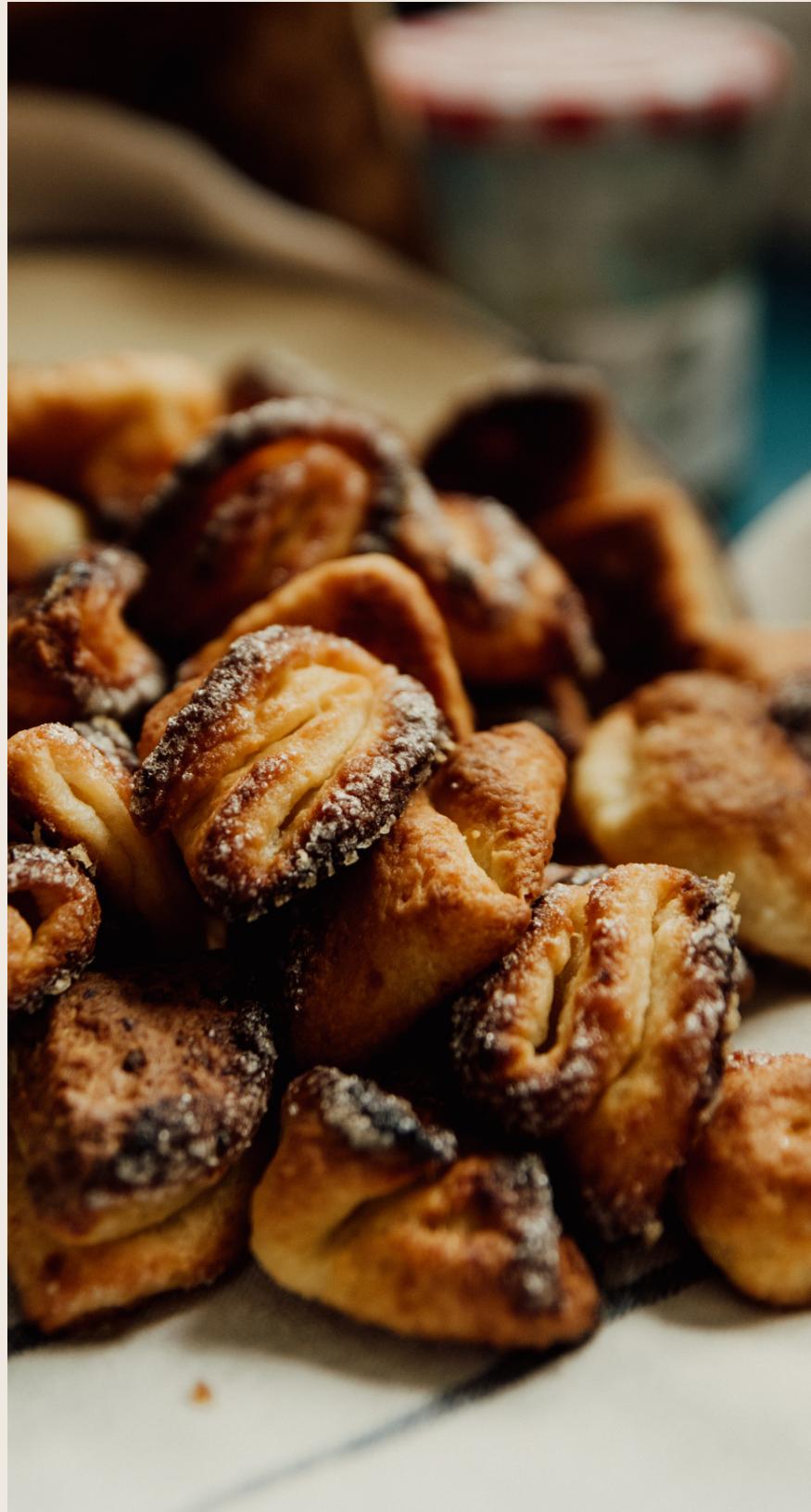
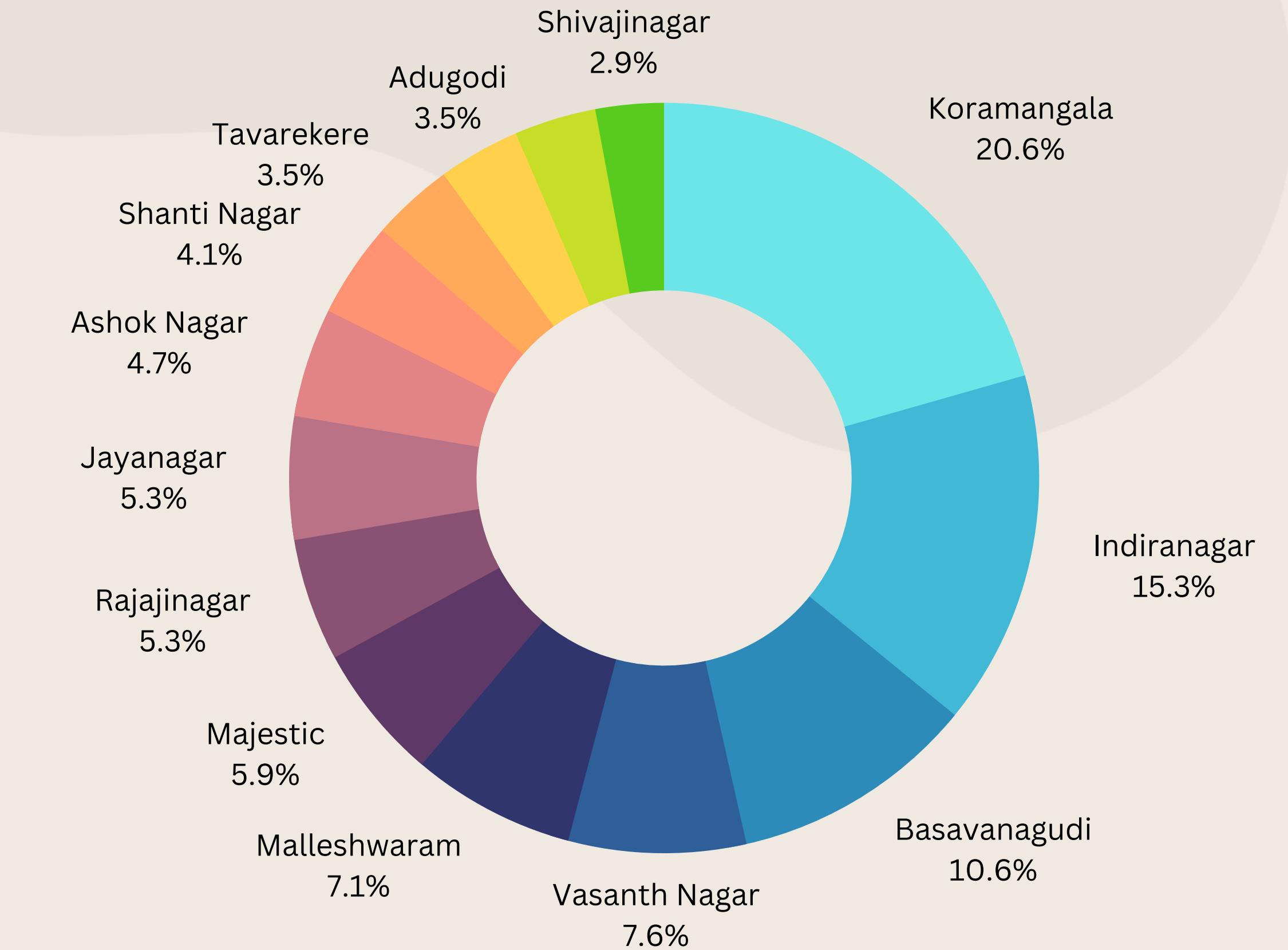
# Cheapest and expensive restaurant for each types of cuisine



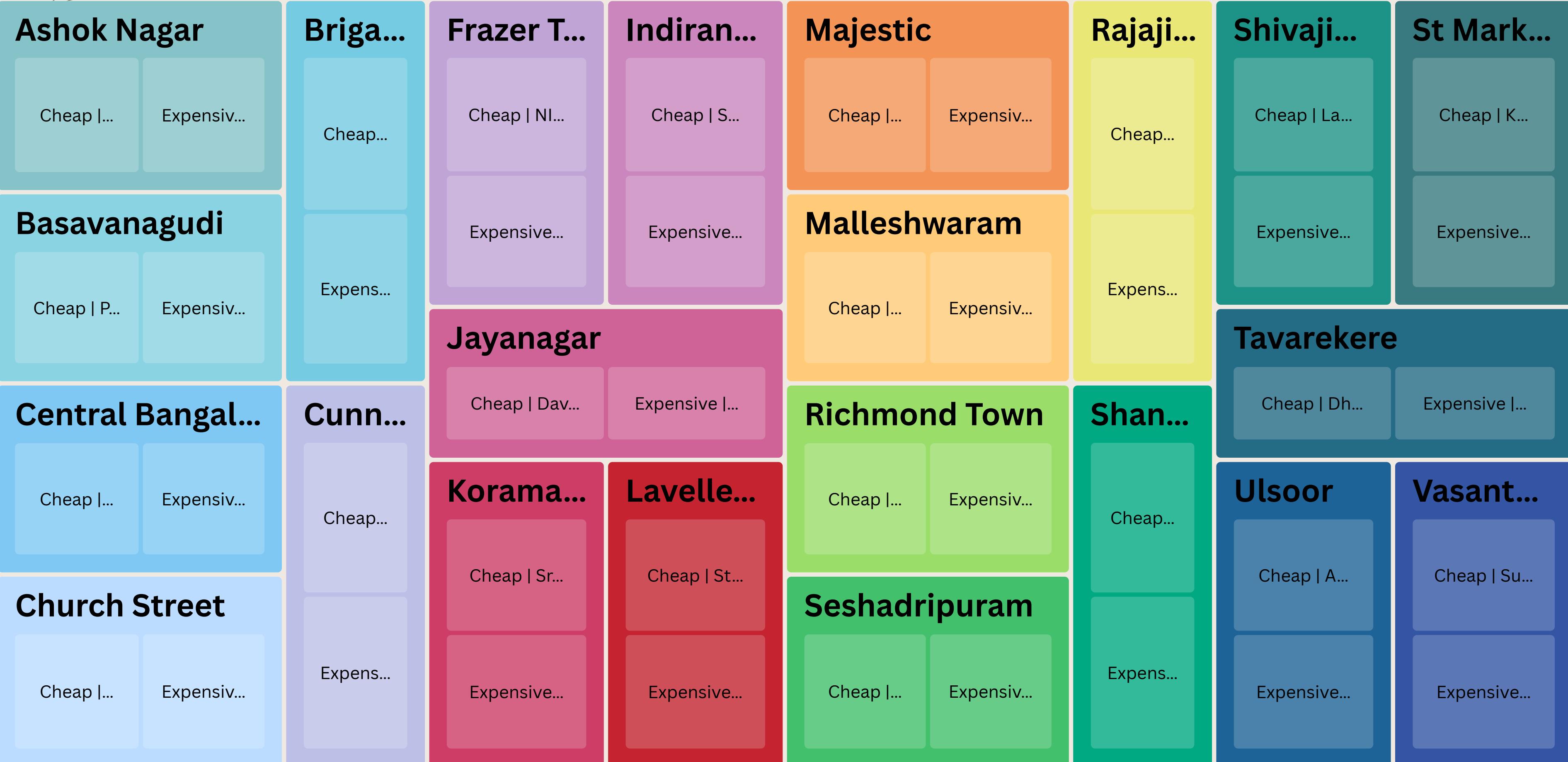
# Location with maximum number of restaurant where the delivery review number is greater than 1000.



# Location where the maximum number of restaurant with rating is less than 4



# Area wise cheap and expensive restaurant



# Number of restaurant for top cuisine



INDIAN

---

433



DESSERTS

---

265



CHINESE

---

257



NORTH INDIAN

---

250



BEVERAGES

---

219



SOUTH INDIAN

---

176

# Insights

- There is hardly any correlation between delivery time and customer ratings but approximately 30 mins is the average delivery time for top-rated restaurants.
- There is also a marginal correlation between price and customer ratings.



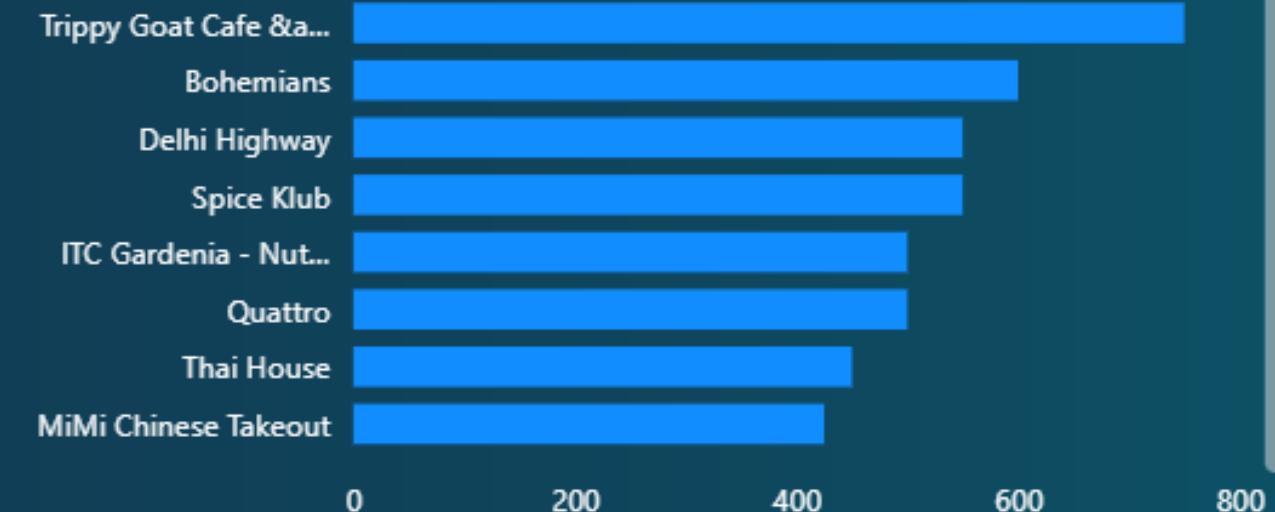
# Swiggy Performance Dashboard

**295**

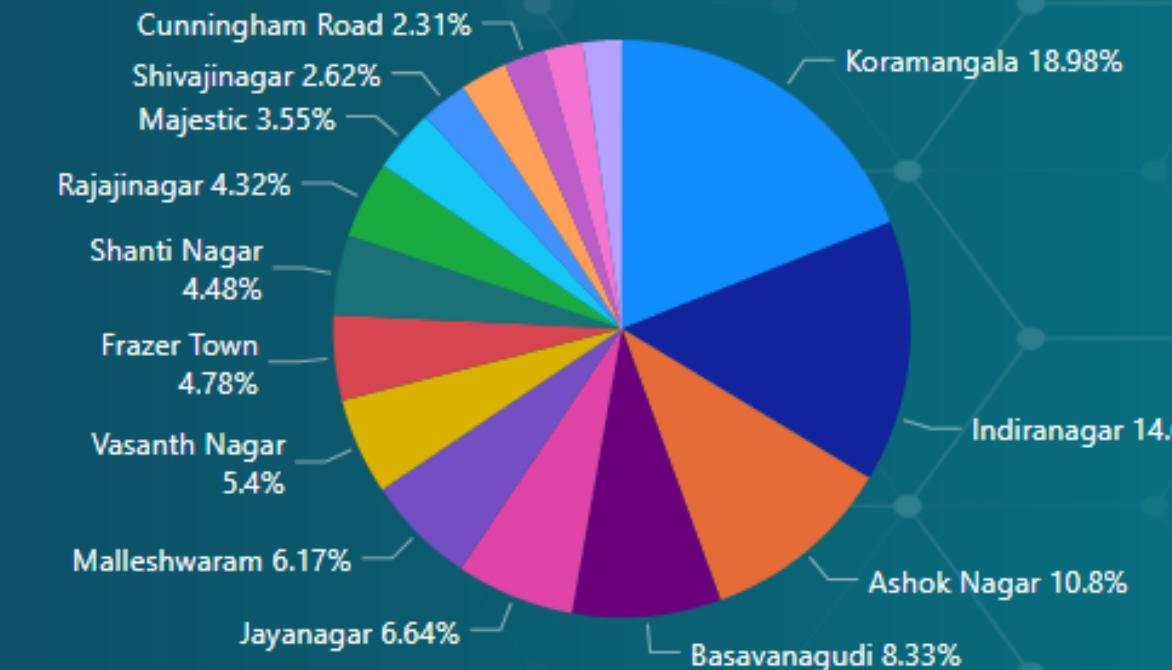
Count of Restaurant



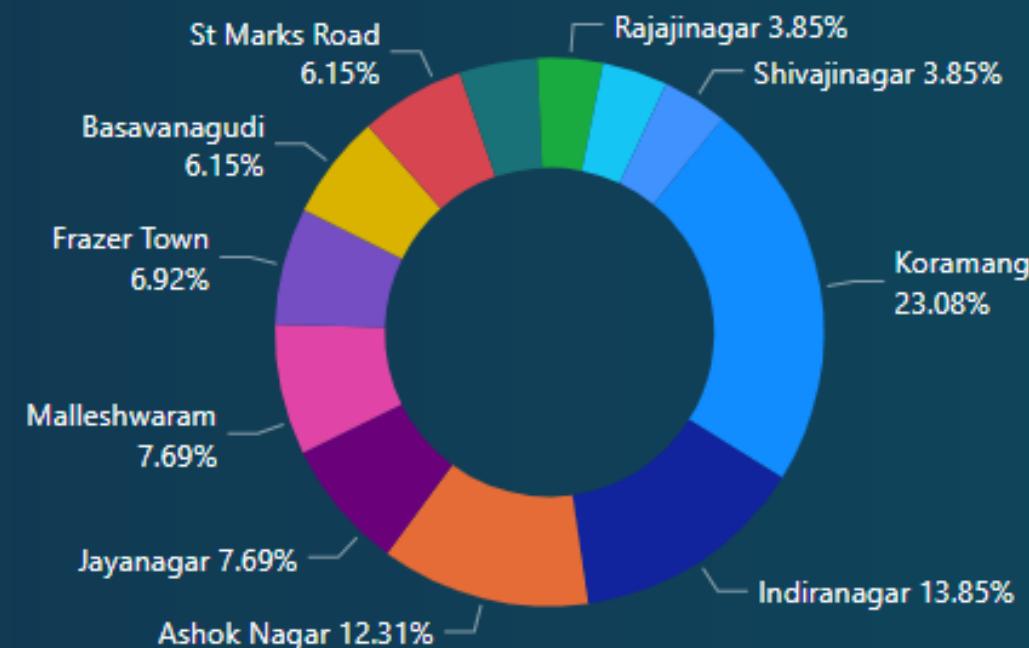
Area wise Restauran & Avg Price



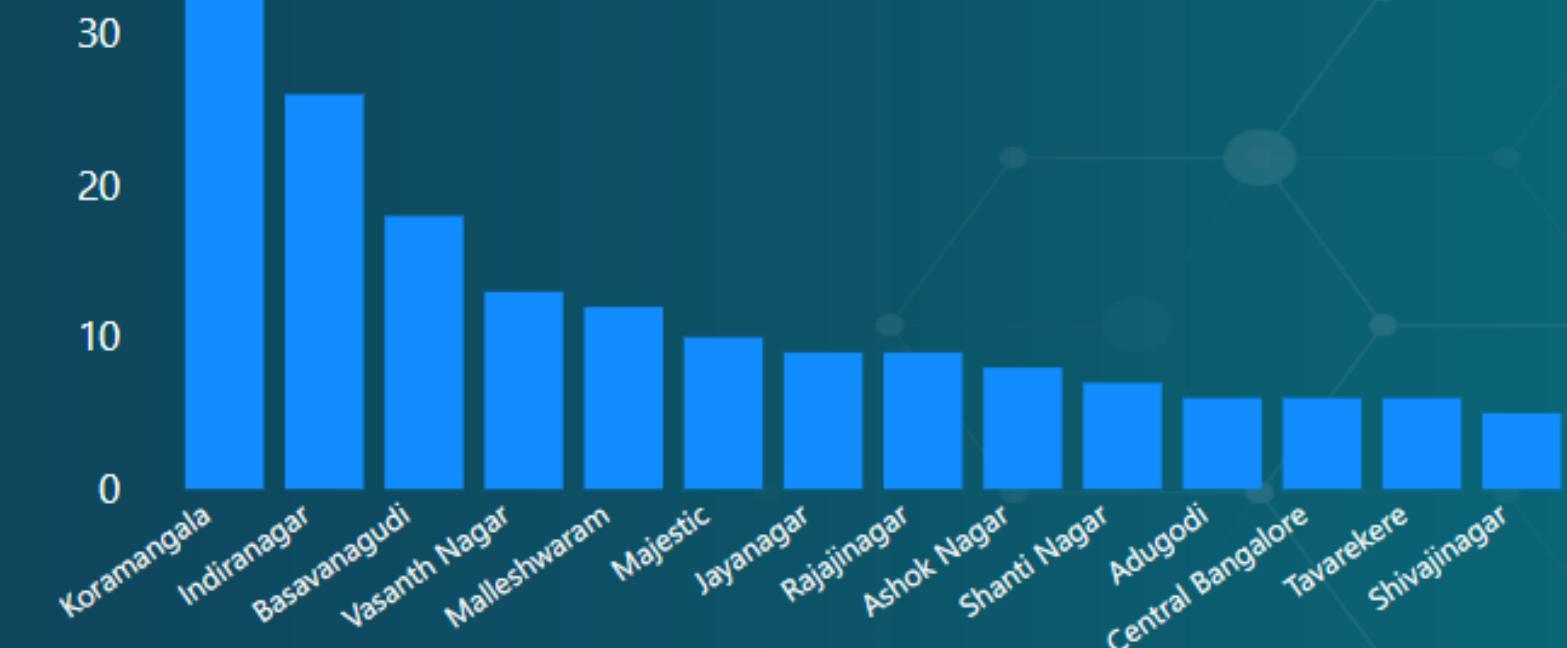
Sum of restaurants Number by Location



Restaurant where the delivery review no. is > 1000.



Area wise least rated restaurant



Location

- Adugodi
- Ashok Nagar
- Austin Town
- Bannerghatta ...
- Basavanagudi
- Brigade Road
- Btm Layout
- Central Bangal...
- Chikpete

# Future Scope

---

## *Optimal Location for a Remote Kitchen*

**Introduction:** In today's competitive food delivery market, finding the ideal location for a remote kitchen is crucial to ensure efficient operations and maximize customer reach. This project explores the strategic advantages of establishing a remote kitchen in a location that strategically bridges the highly-populated areas of Koramangala, Indiranagar, and Ashok Nagar. By leveraging the proximity to these high-demand areas, we can capitalize on the abundant customer base and optimize delivery services.

- **Market Opportunity:** Koramangala, Indiranagar, and Ashok Nagar have the highest customer concentration in our market research, offering substantial revenue potential for food delivery services.
- **Expanded Customer Reach:** A central location allows us to serve a wider geographical area, attracting customers from all three areas and increasing brand visibility.
- **Improved Delivery Times:** By minimizing travel distances, we can significantly reduce delivery times, enhancing customer satisfaction and fostering loyalty.

- **Operational Efficiency:** A strategically positioned remote kitchen enables streamlined operations, optimized resources, and cost savings through efficient delivery route planning.
- **Market Balance:** Serving customers from all three areas ensures a balanced market presence, minimizing the risk of losing customers to competitors located exclusively in one area.

**Conclusion:** By strategically locating our remote kitchen between Koramangala, Indiranagar, and Ashok Nagar, we can leverage the high-demand areas to maximize customer reach, minimize delivery times, and optimize operational efficiency. This targeted approach will position us for success in the competitive food delivery market while delivering exceptional customer experiences.



# Thank You

