"Decoding the Taste of India: Swiggy Restaurant Insights Story"

Objective:

To analyze **restaurant performance, delivery efficiency, customer spending, and cuisine trends** across major cities in order to **enhance customer satisfaction and optimize operations**.

Introduction:

"Food delivery" has become an integral part of urban life, and Swiggy plays a central role in connecting restaurants to customers. But behind the convenience lies a complex system of restaurant availability, delivery times, customer spending, and cuisine preferences.

Swiggy at Scale:

-The dashboard highlights the sheer reach of Swiggy's operations across India
- o **9,000+ restaurants** listed on the platform
- o **1M+ total ratings** showcasing customer engagement
- o **₹348 average spend per order**
- o **54 minutes average delivery time**
- o **3.66 average rating** – steady but room for improvement

Delivery Speed: A Clear Strength

-Swiggy's biggest operational win lies in its fast deliveries.
- o **548 fast deliveries vs. 500 target** – target exceeded
- o Optimized logistics give Swiggy a competitive edge
- o Yet, **average customer spend (₹205)** lags behind the goal of ₹300

Customer Ratings & Demand Patterns

-Customer satisfaction trends show where Swiggy stands strong and where it needs focus.
- o Majority of restaurants cluster around **4.2–4.4 ratings**
- o Very few break into the **elite 4.8+ range**
- o **High demand continues for mid-rated restaurants**, showing price & availability Matter more than perfection

Cuisine Insights: India's Food DNA

-Cuisine distribution reveals fascinating customer preferences.
- o **Chinese leads with ~20% share**
- o **Biryani & Cafés** follow closely as customer favorites
- o **Regional variations** stand out:
  - ➤ Ahmedabad → North Indian & Chinese
  - ➤ Hyderabad & Bangalore → Biryani hubs

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The Growth Recipe Ahead:

-The dashboard points towards the next chapter in Swiggy's growth journey.

- o **Leverage strength in speed** across all metros
- o **Boost average spend** via:
  - ➢ Loyalty programs
  - ➢ Premium upselling
  - ➢ Family meals & combos
- o **Promote hyperlocal food festivals** (e.g., *Biryani Bonanza in Hyderabad*, *Chinese Week in Ahmedabad*)
- o **Onboard & promote high-rated restaurants** to lift overall platform rating

City Pulse: Regional Performance:

- o **Bangalore leads in speed & demand trends**, while other metros lag.
- o **Chennai & Hyderabad** show strong regional cuisine pull.
- o **Delivery type split**: Fast growing, but **slow orders remain an issue**.

Conclusion:

Swiggy has already mastered **scale and speed**, but the real opportunity lies in strengthening **quality and value**. By connecting deeply with local tastes, nudging higher spends, and rewarding quality partners, Swiggy can evolve into India's ultimate **food experience ecosystem**.