Swiggy Location Engagement Analysis – Excel-Only Case Study

Project Objective

To perform an end-to-end location-level engagement analysis using Microsoft Excel, focusing on demand patterns, locality performance, and operational insights for a food delivery platform.

Task 1: Data Understanding & Profiling

- • Count total restaurants, cities, and localities
- • Classify columns into numeric and categorical
- • Identify missing and invalid values
- • Review basic statistics (min, max, average)

Task 2: Data Cleaning & Preparation

- • Remove duplicate restaurant-locality combinations
- • Handle missing ratings, prices, and delivery times
- • Standardize city and locality names
- • Ensure correct data types for all columns

Task 3: Feature Engineering

- • Create price bands (Low, Medium, High)
- • Group ratings into buckets
- • Define demand tiers using order volume or votes
- • Flag low-visibility restaurants

Task 4: Locality-Level Performance Analysis

- • Analyze demand by locality using pivot tables
- • Compare average ratings and prices by area
- • Evaluate restaurant density per locality

Task 5: Underperforming Area Identification

- • Identify low-demand localities
- • Cross-check with ratings and pricing levels
- • Create an underperformance flag

Task 6: Pricing & Rating Impact Analysis

- • Compare demand across price bands
- • Analyze correlation between ratings and demand
- • Identify price-sensitive localities

Task 7: Excel Dashboard Creation

- • Build pivot charts for key metrics
- • Add slicers for city, locality, and price band
- • Design a clean, decision-focused dashboard

Task 8: Insights & Recommendations

- • Summarize top-performing and underperforming localities
- • Highlight key demand drivers
- • Provide actionable business recommendations

This task-based structure mirrors real-world analyst workflows and provides a clear, Excel-only approach to location-level performance analysis.