Analyzing Swiggy :

Bangalore Delivery Outlet

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INTRODUCTION

The online food ordering market includes food prepared by restaurants, prepared by independent people, and groceries ordered online and then picked up or delivered. The first online food ordering service, Worldwide Waiter (now known as Waiter.com), was founded in 1995. Online food ordering is the process of ordering food from a website or other application. The product can be either ready-to-eat food or food that has not been specially prepared for direct consumption.

In the world of rising new technology and innovation, the Food industry is advancing with the role of Data Science and Analytics. Data analysis can help them to understand their business in a quite different manner and helps to improve the quality of the service by identifying the weak areas of the business. This study demonstrates how different analysis help to make better business decisions and help analyze customer trends and satisfaction, which can lead to new and better products and services. Different analyses were performed such as Exploratory Data Analysis and Descriptive Analysis on a variety of use cases to get the key insights from this data based on which business decisions will be taken.

OBJECTIVE

To get insights into the restaurant comparison of different areas in Bangalore (India). The insight includes the top restaurants by rating, cost of two persons and many more parameters. It also provides us with the leverage to select the top restaurant area-wise, rating-wise, etc.

Extract-Transform-Load Data

Visualize the gathered Insights

Get Insights

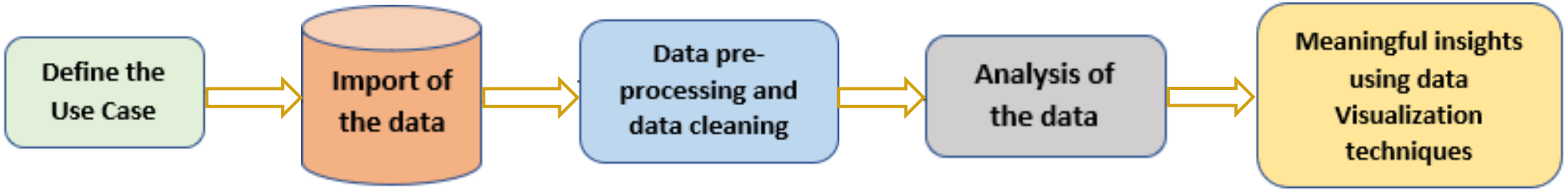
Data Sharing Agreement

- File Name: Swiggy Bangalore Outlet Details.csv
- Number of Rows: 119
- Number of columns: 5
- Column Name: Shop_Name, Cuisine, Location, Rating and Cost_for_Two
- Column Data Type: string, float and int

DATA OVERVIEW

- The Data includes a single .csv file with all examples.
- The Number of Instances: 119 for Swiggy Bangalore Outlet Details.csv
- Number of attributes – 5 attributes

ARCHITECTURE



Key Performance Indicators (KPIs)

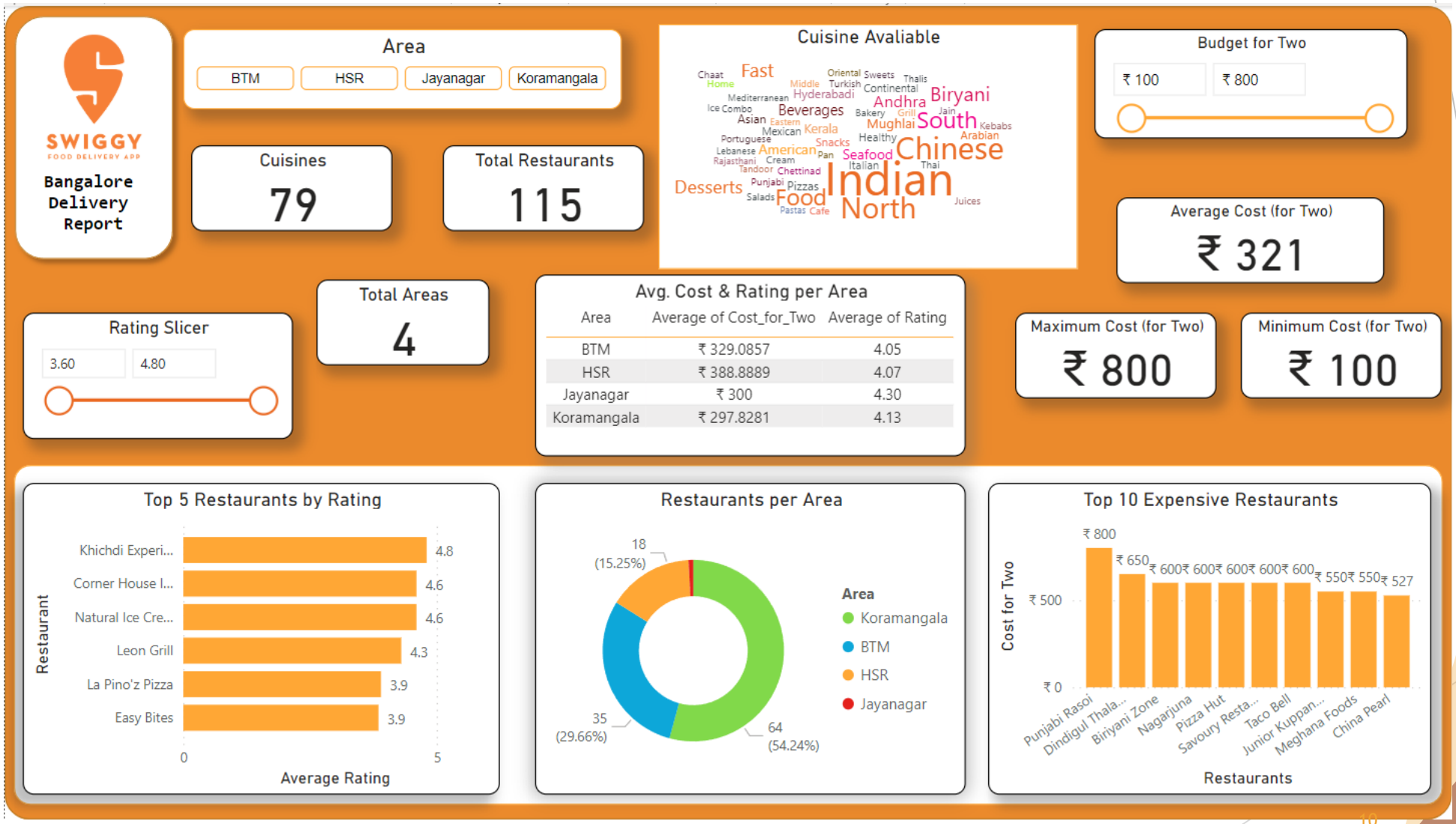
Key indicators displaying a summary of the restaurant name with cuisine, and information based on various parameters –

- Shop_Name: Name of restaurants in Bangalore.
- Cuisine: Name of cuisine corresponding to the given shop.
- Location: Location of the restaurant in Bangalore.
- Rating: Rating of the shop (Between 1 to 5).
- Cost_for_Two : Cost of food of 2 people in the respective restaurant.

INSIGHTS

- There is a total of **115** Restaurants in Bangalore with **79** different cuisines in **4** different locations.
- **Koramangala** has the most no. of restaurants i.e., **64**, **BTM** has **35** restaurants, **HSR** has **18** restaurants and **Jayanagar** has only **1** restaurant.
- **HSR** area restaurants are **more expensive** in terms of **average cost** than restaurants in other areas.
- One of the **Best** restaurants in Bangalore is **Khichdi Experiment** whose **rating** is **4.8**, **cost for 2** is about **₹200** and it is in **Koramangala** area. It offers '**Healthy Food**', '**Home Food'** and '**Indian**' cuisines.
- **Punjabi Rasoi** is the costliest restaurant in Bangalore, costing **two** as **₹800**. The restaurant is located in **HSR** and only offers 'North Indian' cuisine.
- The **average rating** of all restaurants in Bangalore is **4.09**

DASHBOARD OVERVIEW



Q & A

1. What's the source of the Dataset?

Ans.- The dataset is publicly available for research purposes. Dataset link.

2. What types of Data are present?

Ans.- The dataset consists of numerical and categorical data.

3. How do we perform data pre-processing?

Ans.- In this project data pre-processing is done using DAX in Power BI after loading the dataset.

4. What are the different ways of getting insights from data?

Ans.- We can get insights in multiple ways like performing Exploratory Data Analysis, making visualizations, and creating dashboards.

THANK YOU