

Project Description: Swiggy Food Delivery Analysis Dashboard

Project Overview

This project focuses on analyzing Swiggy's food delivery dataset to understand sales performance, customer satisfaction, order behavior, and regional trends. A fully interactive dashboard was developed to visualize key business metrics and provide actionable insights for decision-making.

Business Requirements Document (BRD)

1. Key Performance Indicators (KPI's)

- **Total Sales (■):** Overall revenue generated from food orders.
- **Average Rating:** Customer satisfaction level across all restaurants.
- **Average Order Value (■):** Average revenue per order.
- **Ratings Count:** Total number of customer reviews.
- **Total Orders:** Total number of food orders received.

2. Required Charts & Visualizations

- **Monthly Sales Trend:** Shows month-by-month fluctuations in sales.
- **Daily Sales Trend:** Highlights variations in daily orders and revenue.
- **Total Sales by Food Type (Veg vs Non-Veg):** Revenue comparison by cuisine type.
- **Total Sales by State (Map Visualization):** Displays geographic revenue distribution.
- **Quarterly Performance Summary:** Combines Sales, Ratings, and Orders for each quarter.
- **Top 5 Cities by Sales:** Identifies highest revenue-contributing cities.
- **Weekly Trend Analysis:** Tracks weekly fluctuations to find consistency or peak periods.

Tools & Technologies Used

- Power BI / Excel / Tableau
- Data Cleaning & Transformation
- DAX Measures (if created in Power BI)
- Interactive Visualizations
- Data Modeling

Final Output

A fully interactive Swiggy Dashboard that:

- Monitors overall business performance
- Identifies high-performing food types and regions
- Analyzes customer satisfaction trends
- Supports data-driven decision-making