High Level Design

Analyzing Swiggy: Bangalore delivery outlet data

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Version : 1.0

2   HIGH LEVEL DESIGN

Abstract

The online food ordering market includes foods prepared by restaurants, prepared by independent people, and groceries being ordered online and then picked up or delivered. The first online food ordering service, World Wide 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 direction consumption. In the world of rising new technology and innovation, Food industry is advancing with the role of Data Science and Analytics. Data analysis can help them to understand their business in a quiet different manner and helps to improve the quality of the service by identifying the weak areas of the business. This study demonstrates the 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 analysis performed such as Exploratory Data Analysis and Descriptive Analysis on variety of use cases to get the key insights from this data based on which business decisions will be taken.

❖ **Scope:**

The HLD documentation presents the structure of the system, such as the database architecture, application architecture (layers), application flow (Navigation), and technology architecture. The HLD uses non-technical to mildly-technical terms which should be understandable to the administrators of the system.

❖ **Problem Statement:**

The online food ordering market includes foods prepared by restaurants, prepared by independent people, and groceries being ordered online and then picked up or delivered. The first online food ordering service, World Wide 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 direction consumption.

Do ETL : Extract-Transform-Load the dataset and find for me some information from this large data. This is form of data mining.

What all information can be achieved by mining this data, would be explained in class by the trainer

Find key metrics and factors and show the meaningful relationships between attributes.

Do your own research and come up with your findings.

❖ **Architecture**:
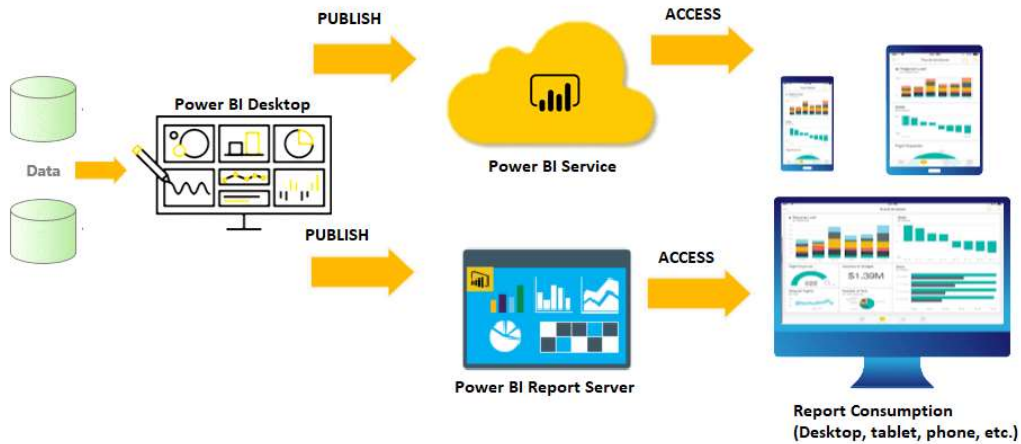
❖ **Tools Used:**

- I have used Business Intelligence tools like MS Excel and Power BI for making analysis and visualization.

- MS Excel is used to for data.

- Power BI is used to prepare data and make graphs and charts according to selected data and make dashboards using the charts
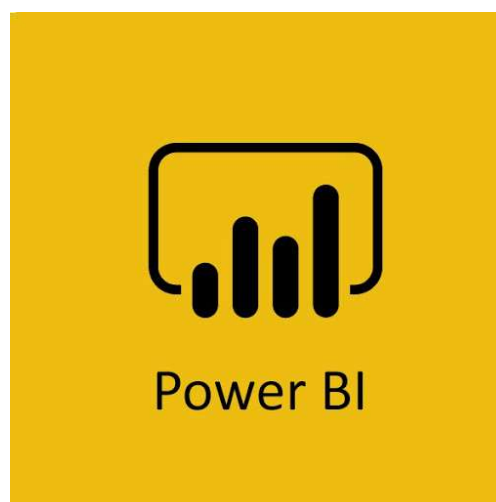
❖ **KPIs (Key Performance Indicators):**

- Dashboards will be implemented to display and indicate certain KPIs and relevant indicators.

- As and when, the system starts to capture the historical/periodic data for a user, the dashboards will be included to display charts over time with progress on various indicators or factors.

- Key Indicators displaying top entertainers:
    - Affordable restaurant
    - Expensive restaurant
    - Expensive area
    - High available food item
    - High Rated Restaurent

❖ Deployment

- Any company or organization wants analyse data and visual data for better understating. For that, companies are already using the best business intelligence technologies for better data analysis and visualization and Power BI is one of them.

- Power BI has its various services. One can use Power BI for making good visuals because Power BI Desktop is free of cost, anyone can use it and it will deployed on its own Power BI Services, from there any one can see your work, dashboards etc. You can also share the sharable link for those who want to see your work