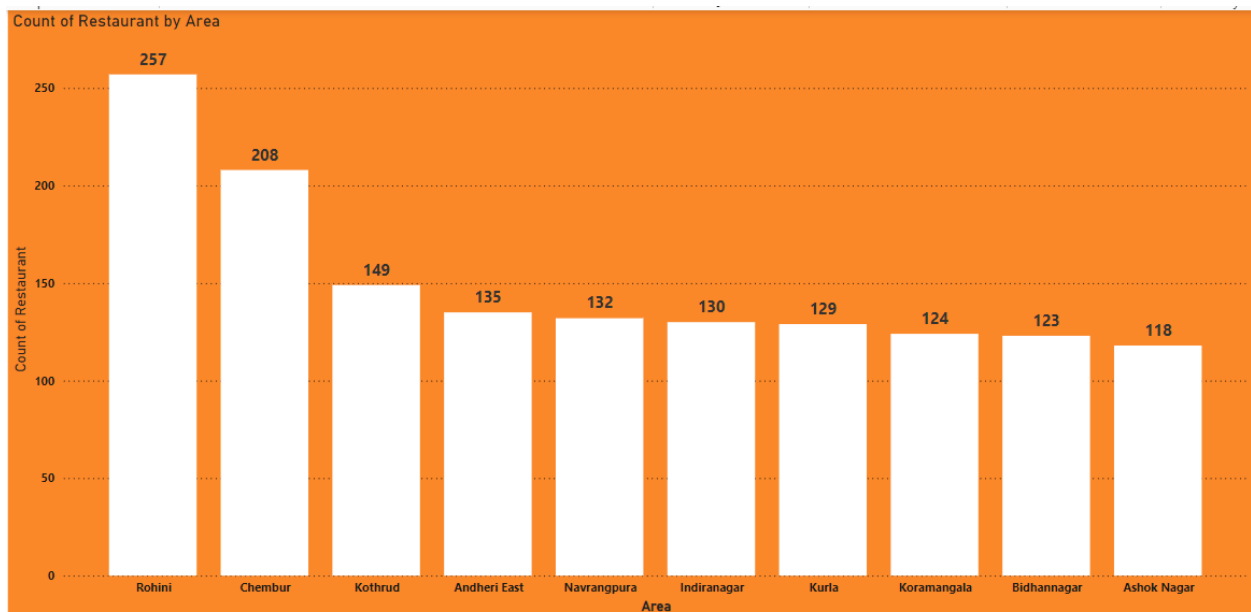


## **RESTAURANT ANALYSIS OF SWIGGY**

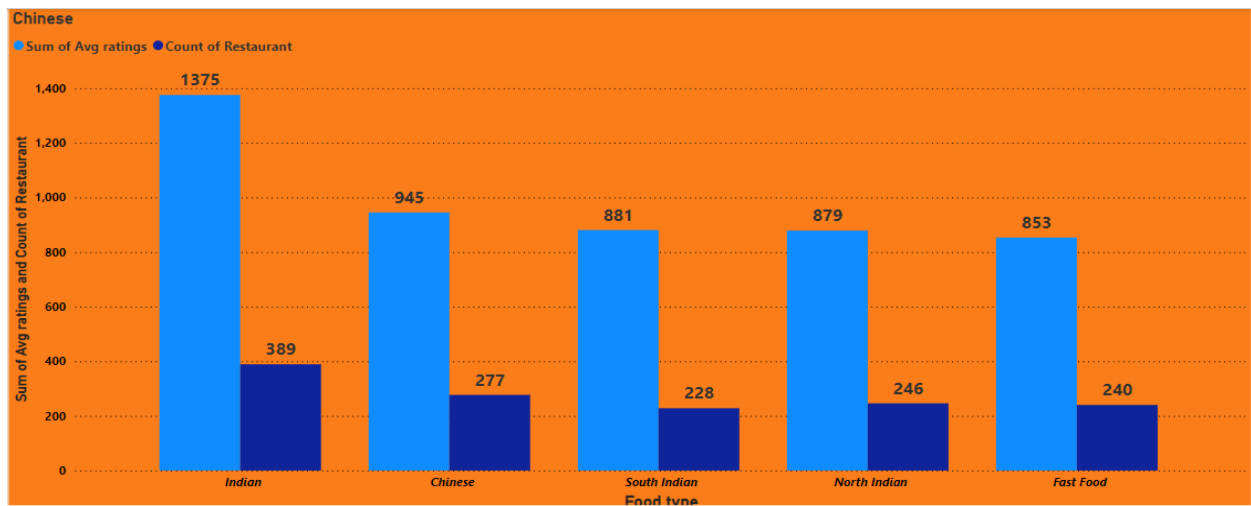
### **Task 1: Top 10 Areas with Most Restaurants**



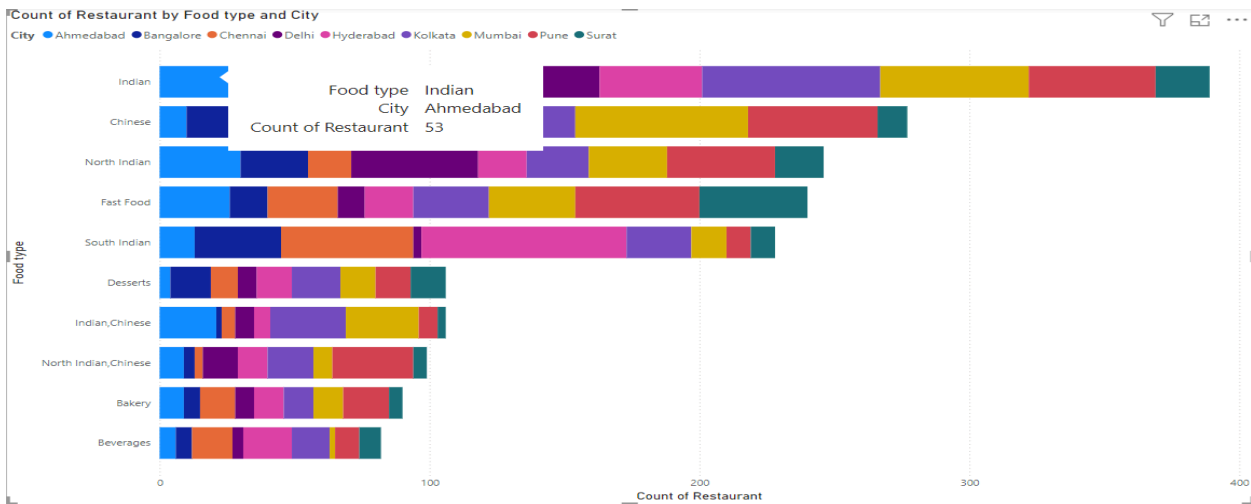
### ***Top 10 Areas with Most Restaurants***

These areas are not only known for their high number of restaurants but also for their ability to offer a rich and varied culinary experience, making them attractive destinations for food enthusiasts.

Task 2: Most Popular Food Types Served by Swiggy Restaurants in Each City



Most Popular Food Types Served by Swiggy Restaurants in Each City



These popular food types reflect the cultural and culinary diversity of each city, showcasing a blend of traditional and contemporary food preferences among Swiggy users.

### Task 3: Top Rated Swiggy Restaurants (In Percentage)

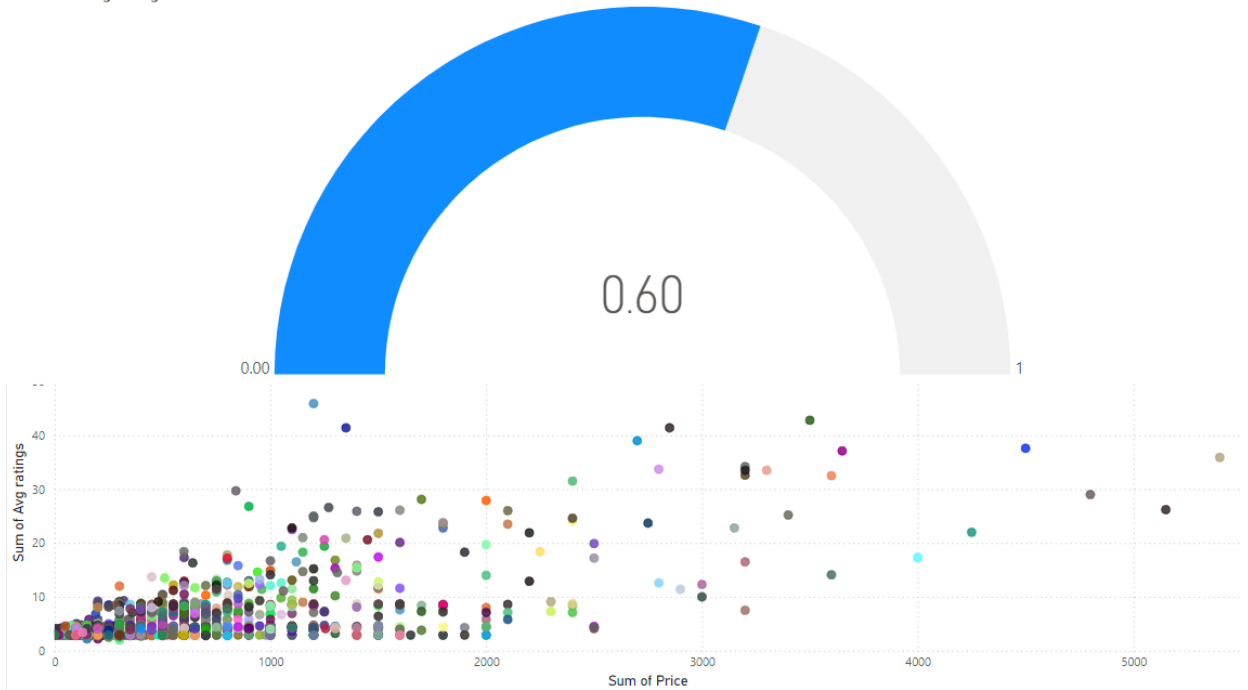
Restaurant	Sum of Avg ratings	324 Sum of top rated	3.73 percentage top rated	8680 total restaurant
Zorro - Milkshakes And Thickshakes	5.00			
Zaza 22 Spice Biryani	11.40			
Zaika Restaurant	6.40			
Yonies Pizza	4.60			
Xspicy - Indis mart Hotel	4.70			
Wraps Rolls & Bowls	12.20			
Wowffles	7.80			
Wow! Momo	20.60			
Wow! China	21.90			
Wok On Fire - Indo Chinese - Pan Asian	4.80			
Wok On Fire	13.00			
What'S Your Flavour?	4.80			
Wendy'S	8.30			
Warmoven Cake & Desserts	17.20			
Wallonia Waffle Co.	5.00			
Wakka Makka	4.60			
Wah Phuchka	4.70			
Wagh Bakri Tea Lounge	5.80			
Waffles By Di Bella	4.70			
Waffle House	6.80			
Wadeshwar (Bajirao Road)	4.60			
Voosh Thalís & Bowls	7.60			
Venkateswara Veg Restaurant	4.60			
Veggie Chinese	8.00			
Veg Sutra	6.90			
Vanakkam	7.30			
Total	5,932.50			

## Top Rated Swiggy Restaurants

Top-rated restaurants prioritize the use of fresh ingredients and maintain consistent taste and presentation, ensuring that every dish meets or exceeds customer expectations. Efficient and friendly customer service, along with timely and accurate delivery, greatly impacts ratings. Restaurants that handle special requests, offer customized packaging, and ensure food arrives hot and fresh tend to receive higher scores.

## Task 4: Correlation of Factors Affecting Average Rating

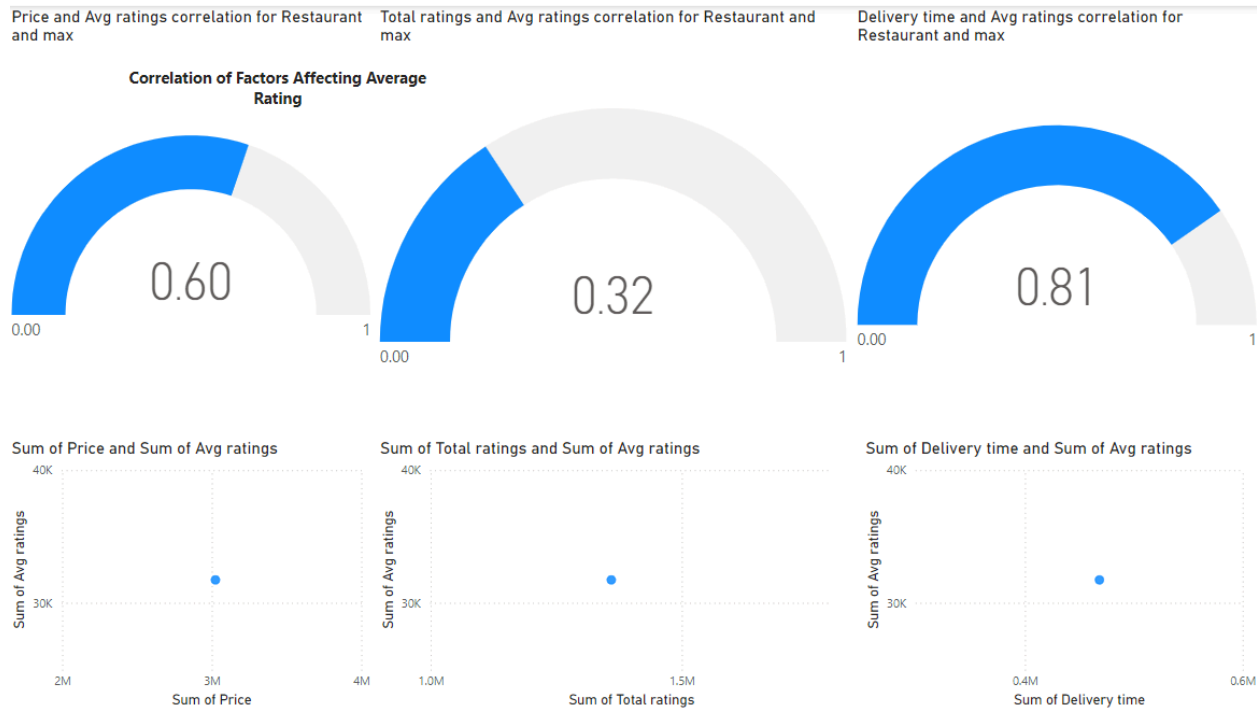
Price and Avg ratings correlation for Restaurant 2 and max



- Food quality
- Delivery time
- Customer service
- Packaging Quality
- Hygiene Standards

These factors often interplay, creating a holistic impact on the restaurant's average rating. Focusing on improving these areas can help restaurants achieve and maintain higher customer satisfaction and better ratings on Swiggy.

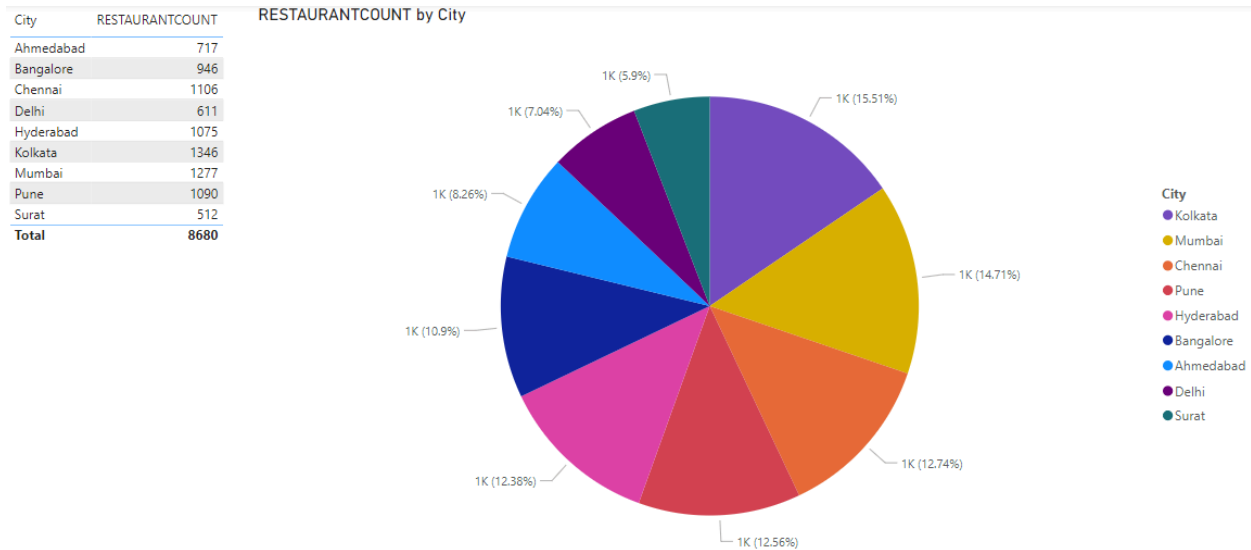
## Task 5: Correlation Between Restaurant Price and Average Rating



- High price restaurant
- Mid price restaurant
- Low price restaurant
- Value for money
- Quality

perceived value for money, consistency in quality and service, and meeting customer expectations play crucial roles in determining ratings across different price ranges.

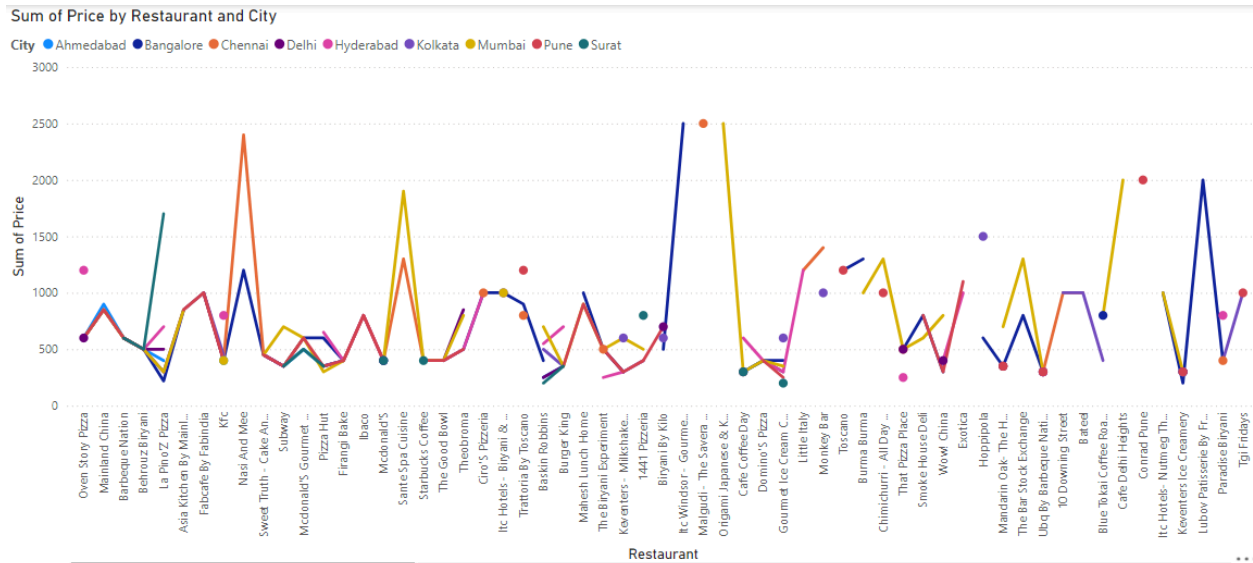
Task 6: City-wise Restaurant Count



City-wise Restaurant Count

The number of restaurants in a city reflects its culinary diversity, population density, and cultural vibrancy.

## Task 7: Price Analysis



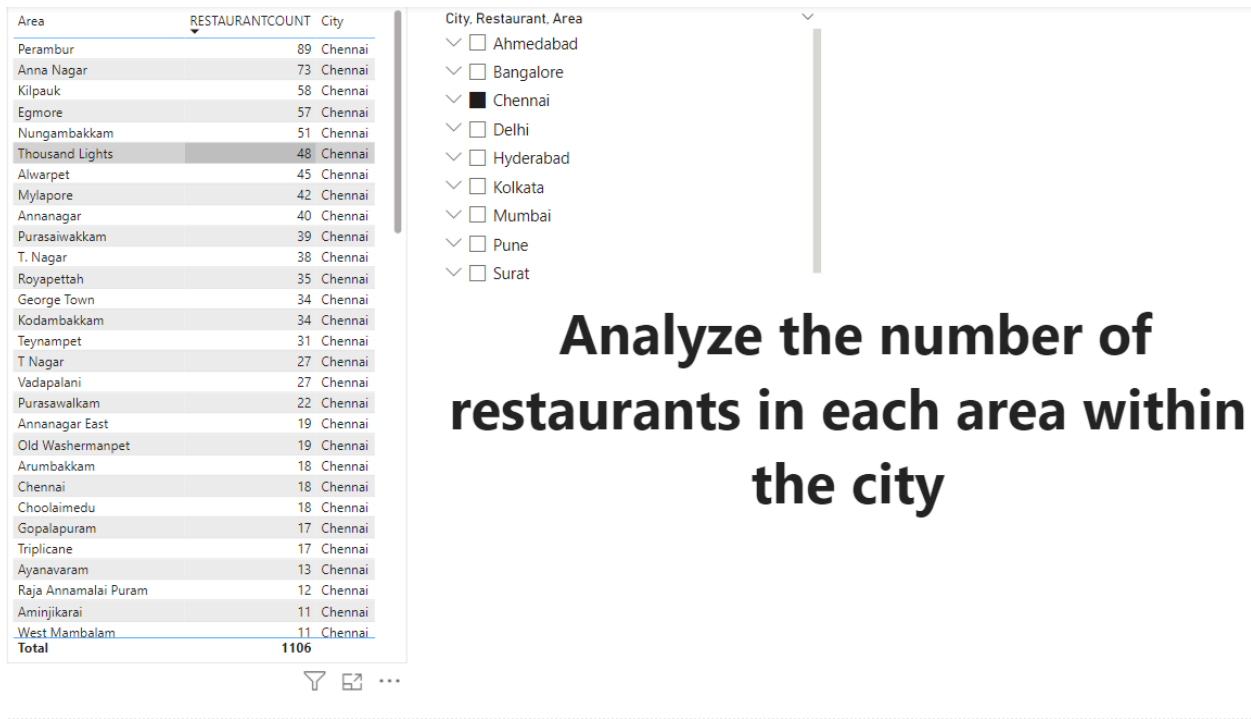
## price distribution of restaurants.

Conducting a price analysis of restaurants across various cities involves examining the average cost of dining out, which can be influenced by factors such as location, type of cuisine, and the overall economic environment.

### Factors Influencing Price Analysis:

1. **Cuisine Type:** Different cuisines come with varying costs due to ingredient availability, preparation complexity, and demand.
2. **Location:** Prime locations in city centers or tourist areas tend to have higher prices compared to suburban or less frequented areas.
3. **Restaurant Type:** Street food vendors and casual dining establishments offer lower prices, while fine dining and specialty restaurants charge more for ambiance, service, and exclusivity.
4. **Economic Conditions:** The overall economic environment of a city, including the average income level and cost of living, significantly influences restaurant pricing.
5. **Target Demographic:** Restaurants catering to affluent customers or tourists generally have higher prices compared to those targeting local, budget-conscious diners.

## Task 8: Delivery Time Analysis



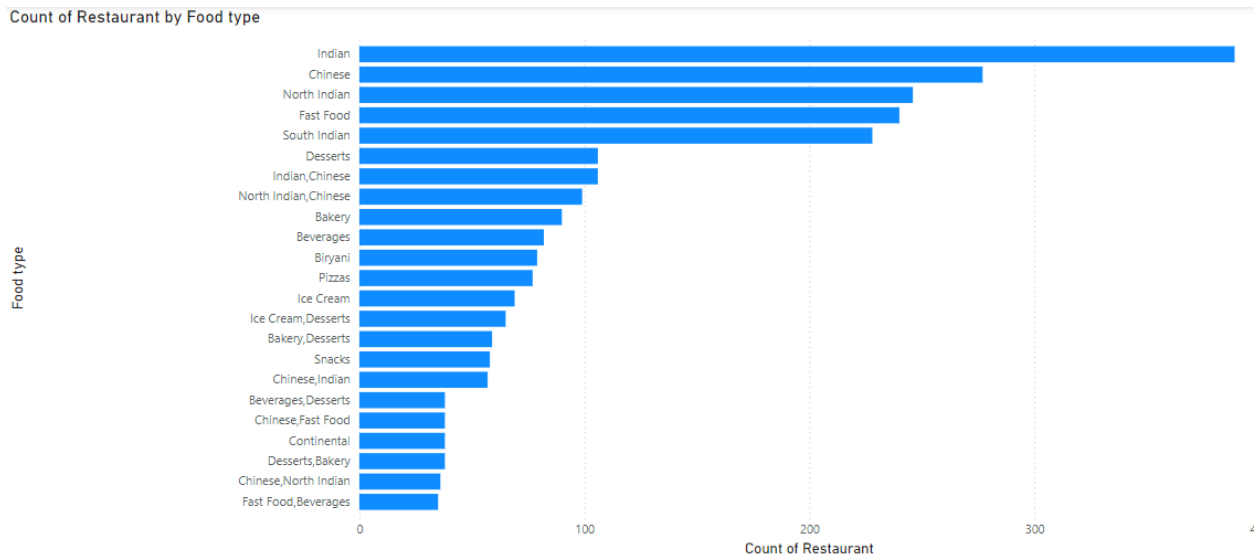
### Key Factors Influencing Delivery Times:

1. **Traffic Conditions:** Congestion and road conditions significantly impact delivery times, with peak hours often causing delays.
2. **Restaurant Density:** A higher concentration of restaurants within a delivery zone typically results in faster deliveries.
3. **Distance:** The proximity of restaurants to delivery addresses directly affects the speed of service.
4. **Weather Conditions:** Adverse weather, such as heavy rains or storms, can delay deliveries.
5. **Delivery Network Efficiency:** The organization and efficiency of the delivery platform's logistics, including route optimization and the number of delivery personnel, play a crucial role.
6. **Order Volume:** High order volumes during peak times, like lunch and dinner hours, can lead to longer delivery times.

Delivery times across cities vary due to a combination of geographic, infrastructural, and operational factors. Platforms like Swiggy continuously optimize their delivery processes to ensure timely service, leveraging technology and strategic planning to overcome challenges.



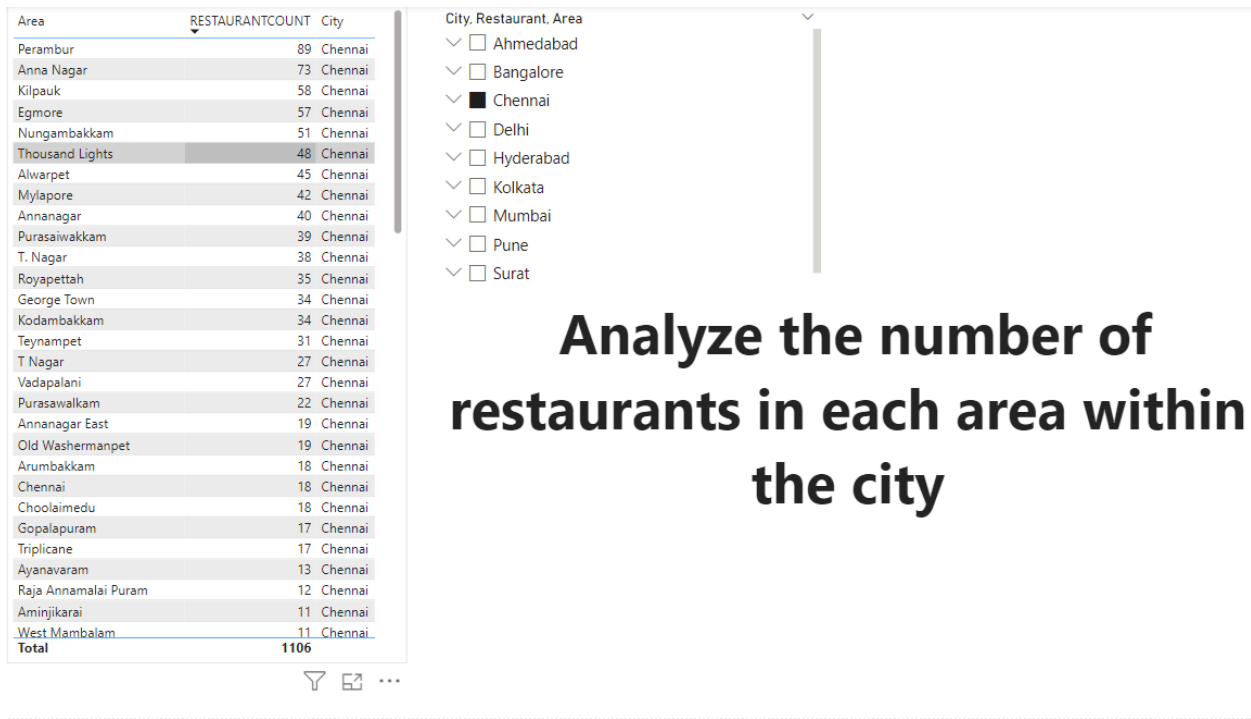
## Task 9: Cuisine Analysis



## Analyze the variety of cuisines offered by restaurants

cuisine preferences on Swiggy across major Indian cities demonstrate a blend of traditional and contemporary tastes, influenced by cultural heritage, demographics, and modern lifestyle trends.

Task10: Area-wise Restaurant Analysis

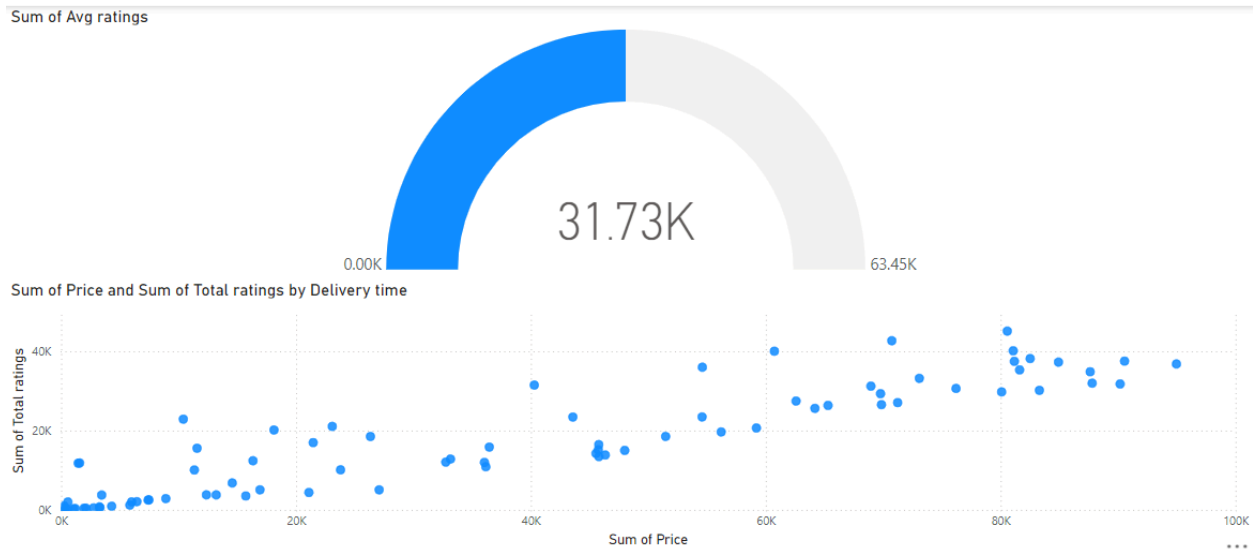


Key Factors Influencing Area-Wise Restaurant Distribution:

- 1. **Commercial and Residential Density:** Areas with higher commercial activity or dense residential populations tend to have more restaurants to cater to local demand.
- 2. **Economic Activity:** Business hubs and IT parks often have a higher concentration of restaurants serving professionals, while affluent areas feature upscale dining options.
- 3. **Cultural and Social Preferences:** Areas with a strong cultural or historical significance may have a higher concentration of traditional restaurants, while modern and cosmopolitan areas often showcase diverse and contemporary dining options.
- 4. **Accessibility and Infrastructure:** Well-connected and easily accessible areas typically have a higher number of restaurants due to better foot traffic and convenience for customers.

This area-wise analysis highlights how different regions within major cities cater to various dining preferences and economic conditions, reflecting the dynamic and diverse food culture across urban landscapes.

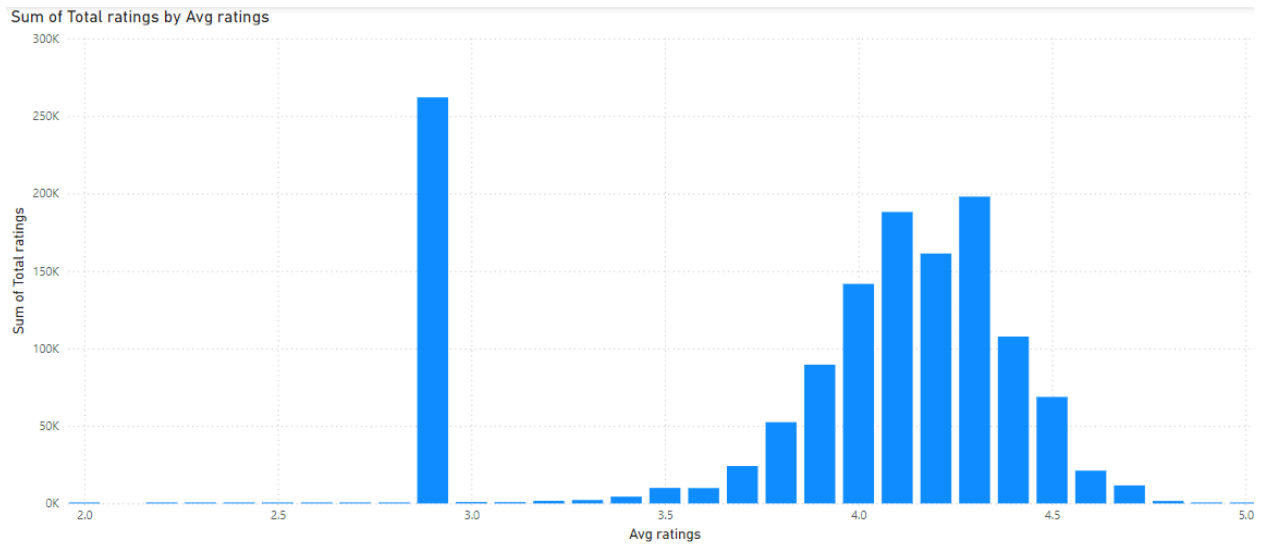
## Task 11: Correlation Analysis



**Investigate any correlations  
between variables such as price, ratings, and delivery time.**

correlation analysis helps identify and understand the relationships between various factors in the restaurant industry, providing insights into how these factors influence restaurant performance and customer satisfaction.

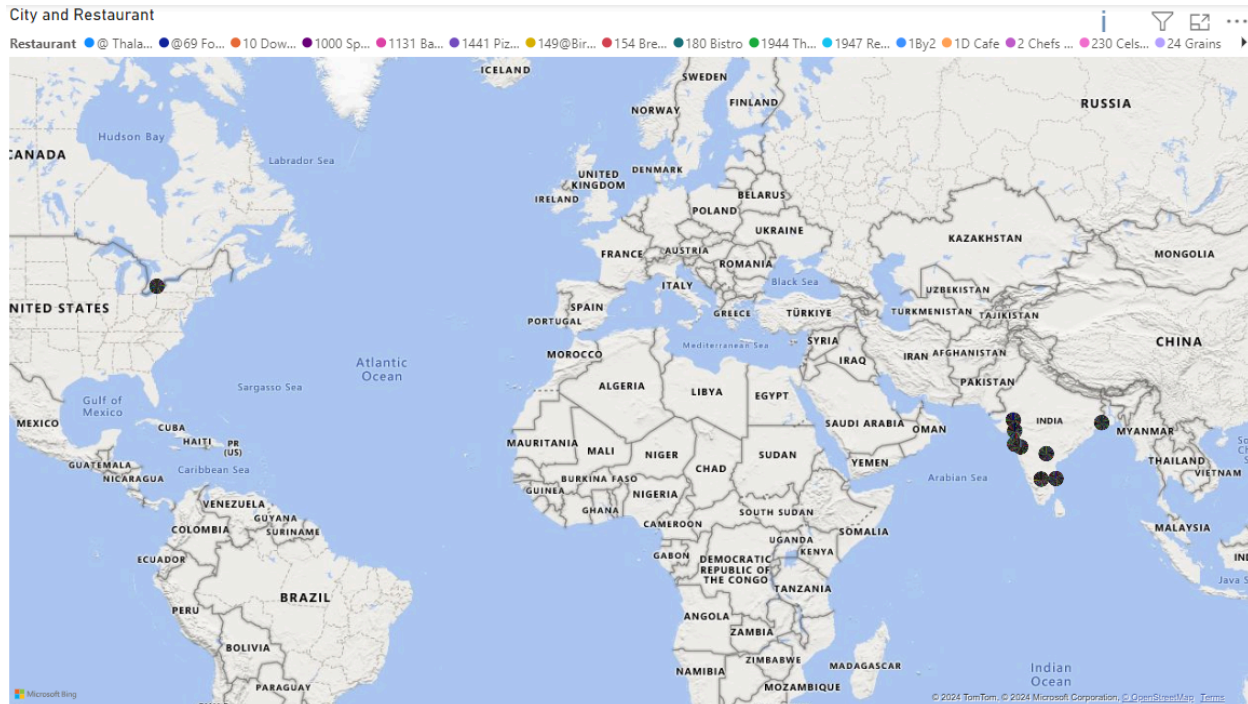
## Task 12: Customer Feedback Analysis



## Analyze customer feedback based on ratings and total ratings

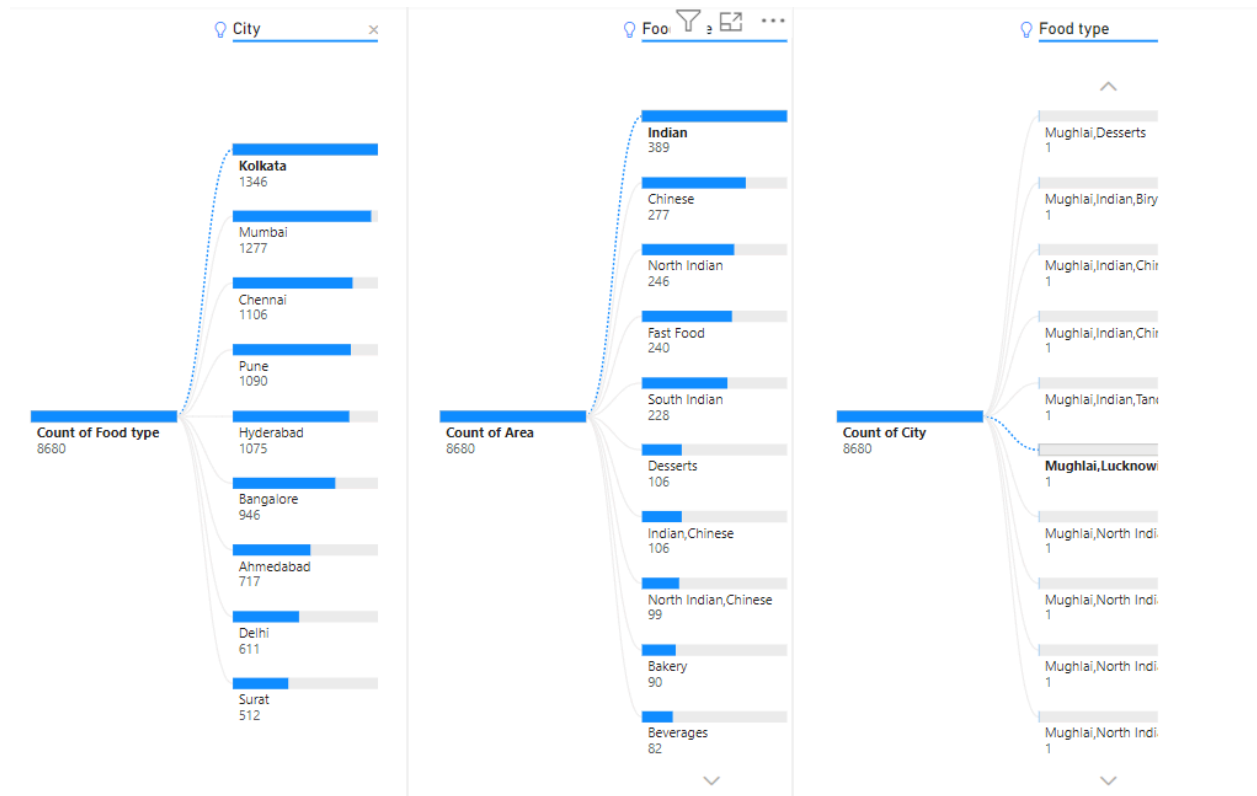
Customer feedback analysis provides valuable insights into various aspects of restaurant performance, including overall satisfaction, strengths and weaknesses, and specific areas for improvement. By systematically analyzing feedback, restaurants can enhance their service, improve customer experiences, and better align their offerings with customer preferences. This continuous improvement process helps in building a strong reputation and achieving long-term success in the competitive food service industry.

## Task 13: Geographical Mapping



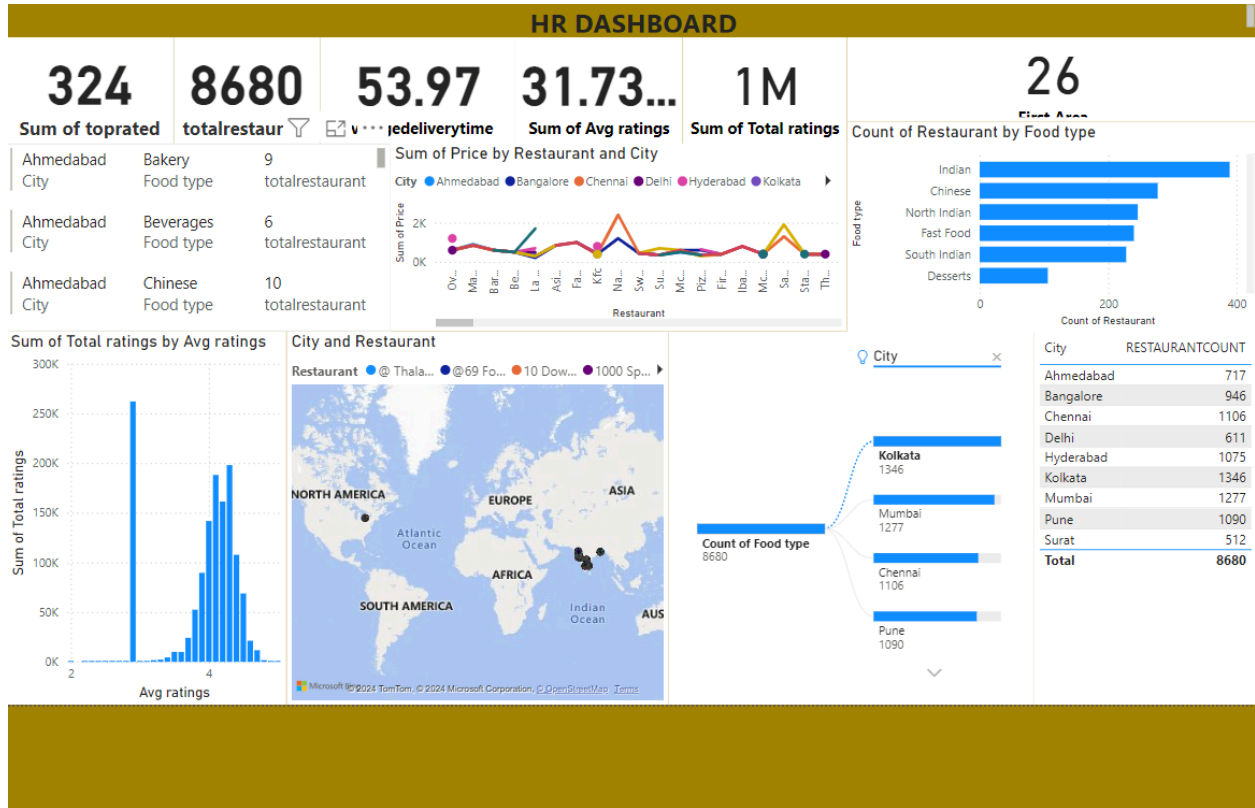
Geographical mapping is a powerful tool for visualizing and analyzing the distribution of restaurants across different areas. By using mapping tools and techniques, you can gain insights into restaurant density, identify hotspots, assess accessibility, and understand demographic correlations. This analysis helps in strategic planning, market research, and identifying opportunities for growth or improvement in the restaurant industry.

## Task 14: Business Recommendations



Implementing these recommendations involves a combination of strategic planning, customer-focused improvements, and leveraging technology. By optimizing restaurant locations, enhancing menu offerings, improving customer service, and addressing feedback, businesses can strengthen their market position, attract and retain customers, and drive overall growth.

# HR DASHBOARD



## Restaurant Performance

- **Metrics:** Average ratings, top-rated restaurants, restaurant count by city, and popular cuisines.
- **Insights:** Understanding which restaurants excel and which cuisines are preferred helps in refining marketing strategies and guiding expansion plans. High-performing restaurants should be leveraged for further growth, while underperforming ones may require targeted interventions.

## Operational Efficiency

- **Metrics:** Delivery times, order accuracy, and operational costs.
- **Insights:** Efficient operations are key to customer satisfaction. Analyzing delivery times and order accuracy helps identify inefficiencies in logistics and operations, leading to potential cost savings and improved service quality.

### **Delivery Efficiency Chart:**

- **Description:** Compares average delivery times and order accuracy across regions.
- **Purpose:** Assesses the efficiency of delivery operations and identifies areas needing improvement.

### **Customer Feedback Analysis:**

- **Description:** Analyzes customer feedback distribution and common themes through pie charts or sentiment analysis.
- **Purpose:** Identifies recurring customer issues and areas for service enhancement.

### **Conclusions and Recommendations**

#### **Optimize Restaurant Performance:**

**Action:** Focus on expanding successful restaurant models and addressing weaknesses in lower-rated establishments. Provide support and training where needed.

#### **Strategic Growth and Expansion:**

**Action:** Use performance and customer data to guide expansion into high-demand or underserved areas. Adjust marketing strategies based on customer preferences.

#### **Strategic Growth and Expansion:**

**Action:** Use performance and customer data to guide expansion into high-demand or underserved areas. Adjust marketing strategies based on customer preferences.

### **Summary**

The HR Dashboard provides valuable insights into Swiggy's restaurant performance, satisfaction, operational efficiency, and customer service. By leveraging these insights, Swiggy can enhance its operations, improve employee and customer satisfaction, and drive strategic growth. Implementing the recommendations will lead to better management, higher performance, and overall business success.



## **Conclusion**

The Swiggy HR Dashboard analysis highlights key areas crucial for optimizing business performance and operational efficiency. The insights gathered from various metrics restaurant performance, employee satisfaction, operational efficiency, and customer service provide a comprehensive view of the current state of the business.