

# Swiggy Dashboard Review

Operational Performance, Sales Insights & Growth Strategy

# Meeting Agenda

## Performance Review

- ✓ KPI Summary: Sales, Ratings, & Order Volume.
- ✓ Monthly Sales: Trend analysis & Seasonality.
- ✓ Product Insights: Top Dishes & Improvement areas.
- ✓ Customer Behavior: Rating trends & Feedback.

## Strategy & Action

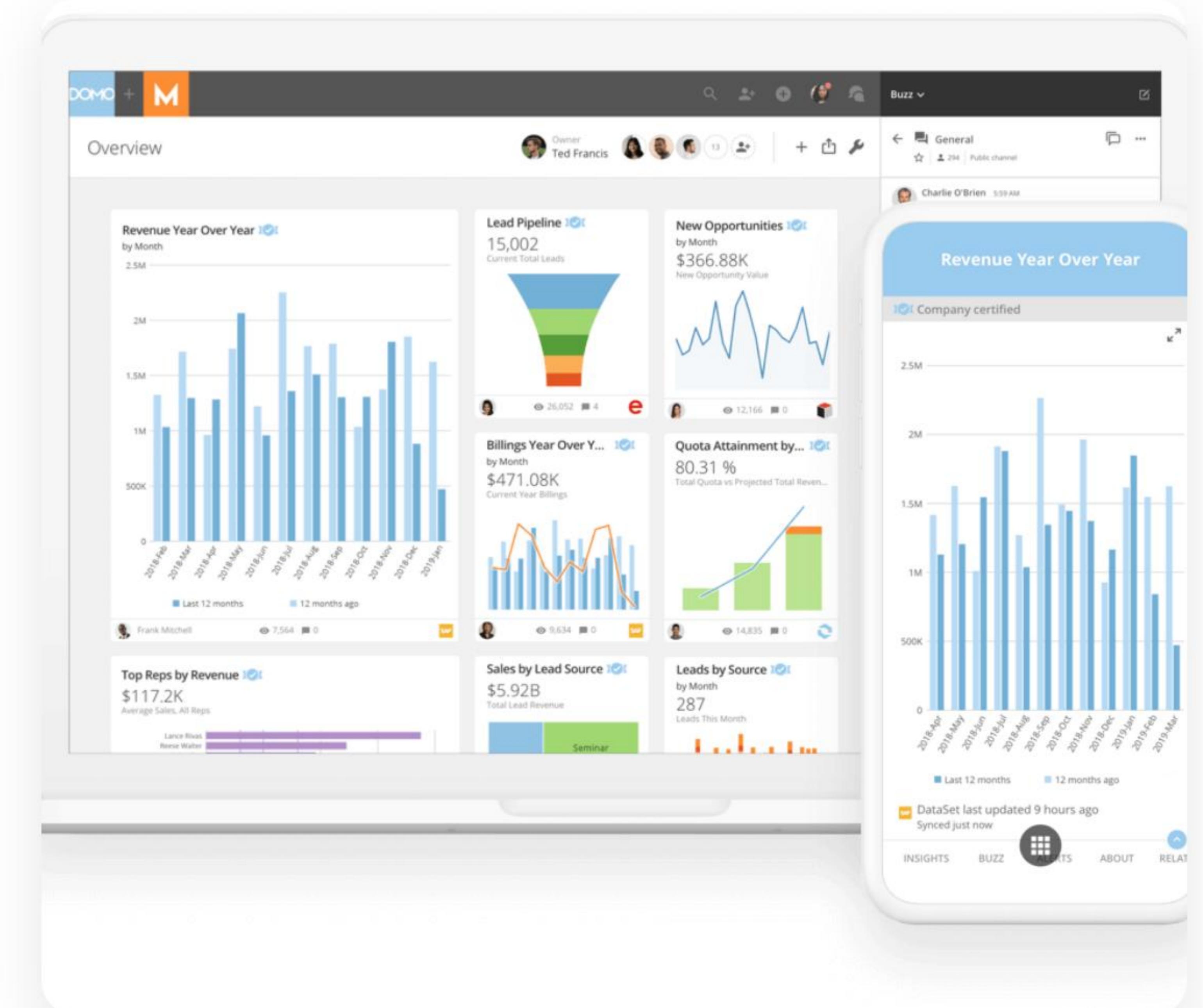
- ✓ Operational Insights: AOV & Order distribution.
- ✓ Key Observations: Summary of findings.
- ✓ Recommendations: Growth & Retention.
- ✓ Q&A: Discussion & Next Steps.

# Executive Summary

The Swiggy dashboard provides a comprehensive health check of our delivery ecosystem. The current period shows strong revenue performance driven by high order volume and consistent customer engagement.

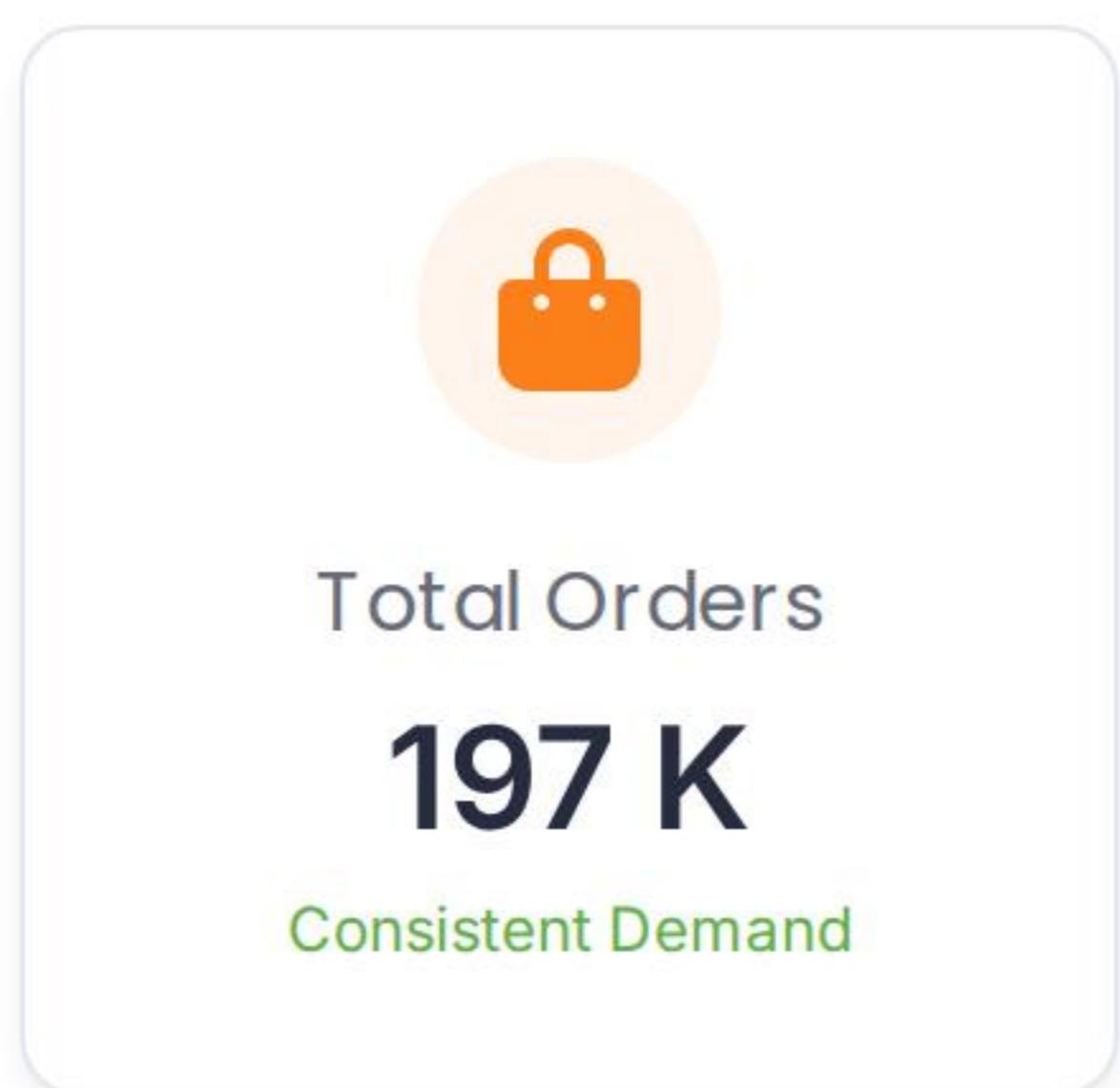
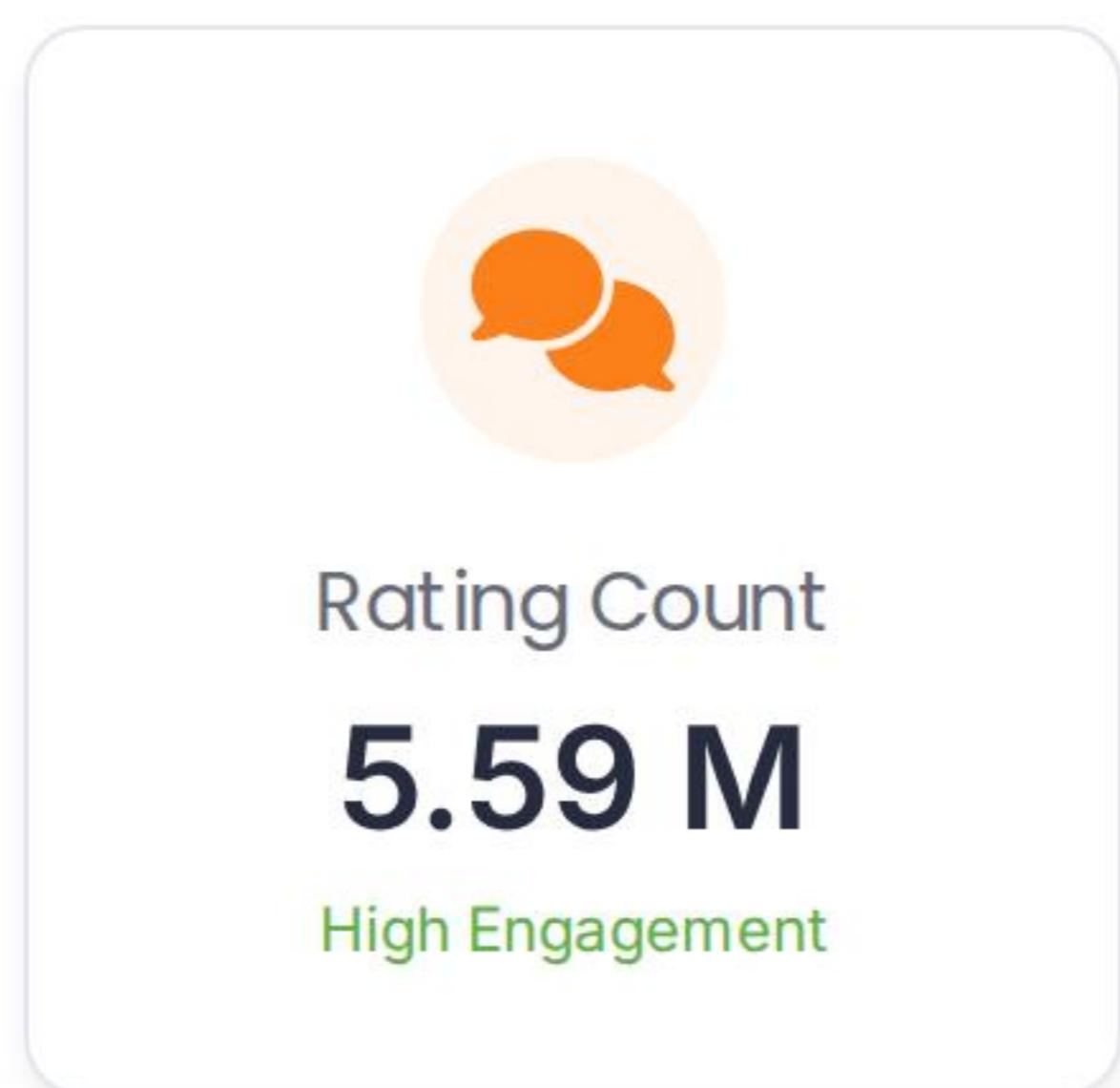
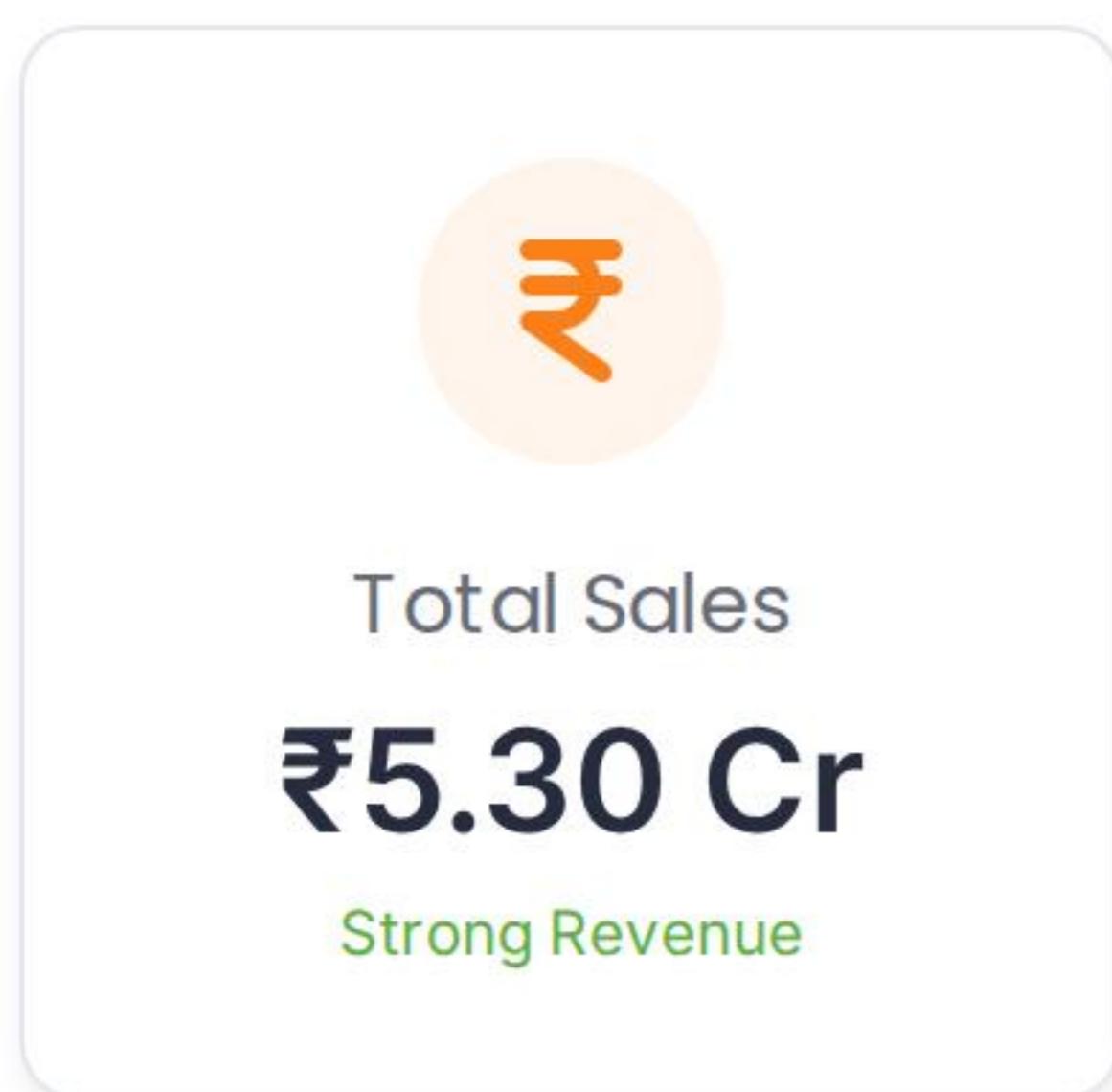
## Key Highlights:

- ✓ **Revenue:** Strong sales across multiple months showing market dominance.
- ✓ **Satisfaction:** High average rating (4.34) indicates excellent service quality.
- ✓ **Reliability:** Over 5.5 Million ratings confirm robust feedback loops.

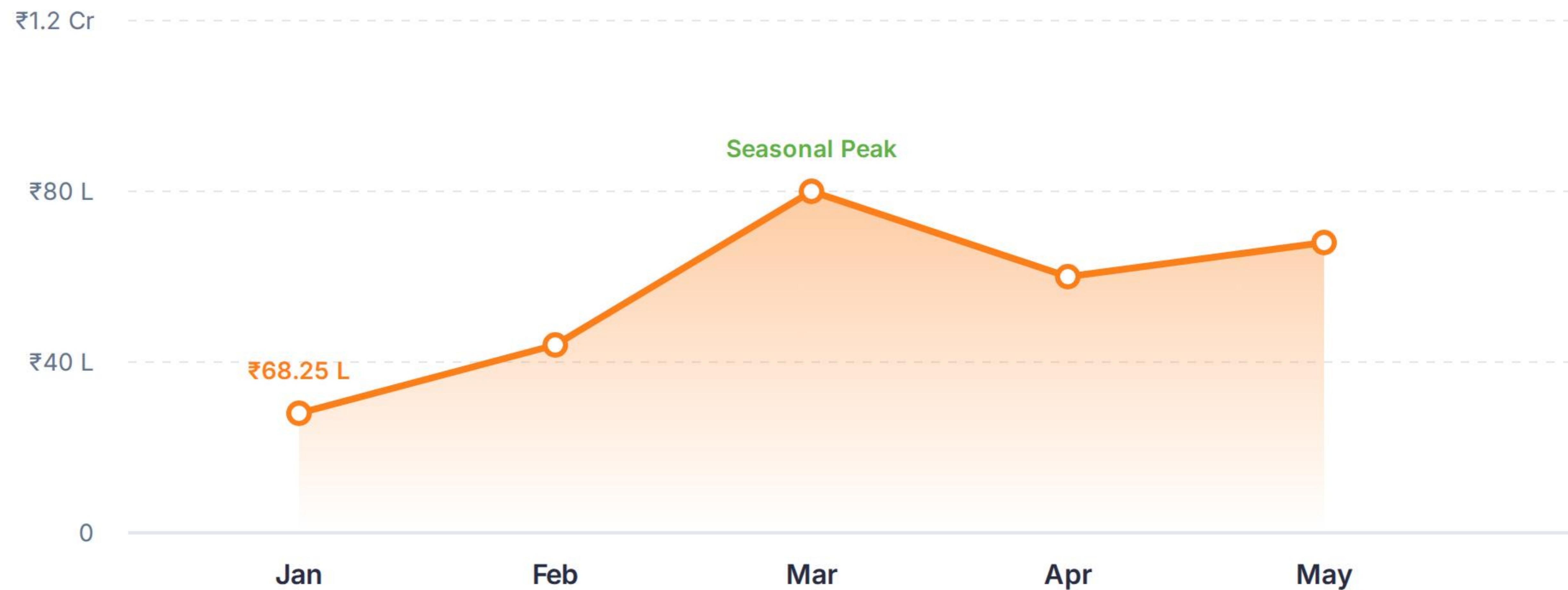


# KPI Scorecard

A snapshot of the core metrics driving our business performance.



# Monthly Sales Trends



January started strong at ₹68.25L. Volatility in subsequent months suggests impact from festivals and seasonal demand.

# Product & Category Insights

## Revenue Drivers

Our top-performing dishes correlate directly with high ratings (4.5+). These "Anchor Dishes" drive 60% of repeat orders.

## Areas for Improvement

Dishes with ratings below 4.0 are dragging down the category average. Price vs. Rating analysis suggests some items are overpriced for their perceived value.

**Strategy:** Focus marketing on best-sellers while auditing quality of low-performing items.



# Customer Satisfaction Profile



## Trust & Engagement

5.59 Million Ratings indicate a highly engaged user base.

- ✓ **70% Positive (4-5 Stars):** Majority of customers are highly satisfied.
- ✓ **20% Neutral (3 Stars):** Opportunity to convert to promoters.
- ✓ **Impact:** High ratings are a leading indicator of our stable 197K order volume.

# Operational Metrics: AOV



## Analysis

Our Average Order Value of ₹268.51 is healthy and sits above the industry average. The order volume of 197,430 demonstrates that this pricing strategy is well-accepted by the market.

# Key Observations



## Strong Revenue Base

₹5.3 Cr in sales validates the current product-market fit. High order volumes are compensating for competitive pricing pressures.



## Customer Loyalty

The 4.34 average rating across 5.5M interactions proves that quality and delivery speed are meeting customer expectations.



## Seasonal Volatility

Monthly fluctuations (e.g., Jan at ₹68L) indicate a need for stronger marketing pushes during non-festival months.

# Strategic Recommendations



## Menu Optimization

Audit dishes rated <4.0. Revise recipes or remove to protect brand reputation.



## Upsell Strategy

Push higher-margin combos at checkout to increase AOV from ₹268 to ₹300.



## Price Optimization

Re-evaluate pricing for low-rated items to ensure value matches cost.



## Retention

Gamify loyalty for the top 20% of users to maintain the 197K order volume.

# Q&A

Thank you for your attention.

Swiggy Dashboard Review Team