

# 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.

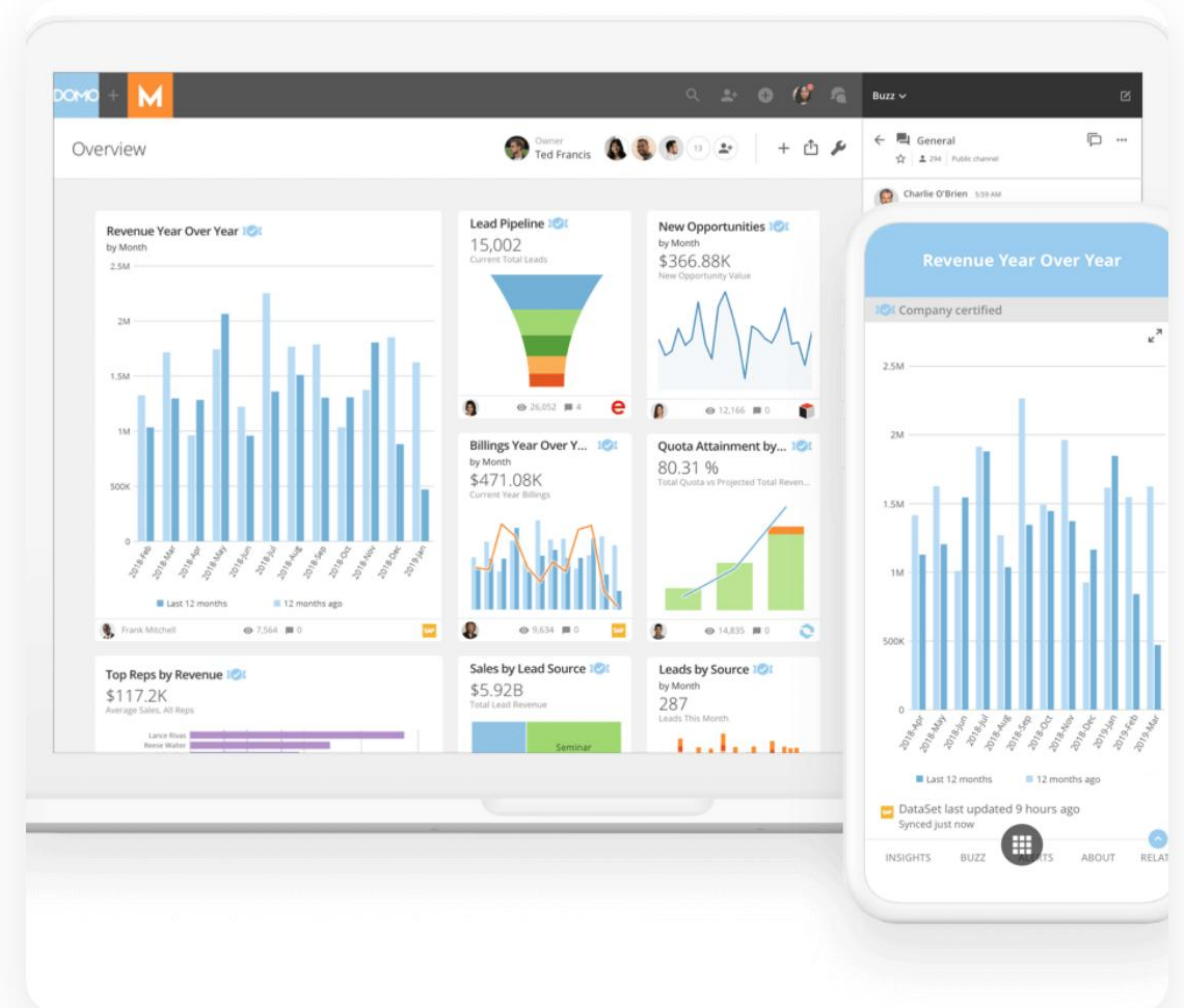


# Executive Summary

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.



Total Sales

**₹5.30 Cr**

Strong Revenue



Avg Rating

**4.34**

Out of 5.0



Rating Count

**5.59 M**

High Engagement



Total Orders

**197 K**

Consistent Demand

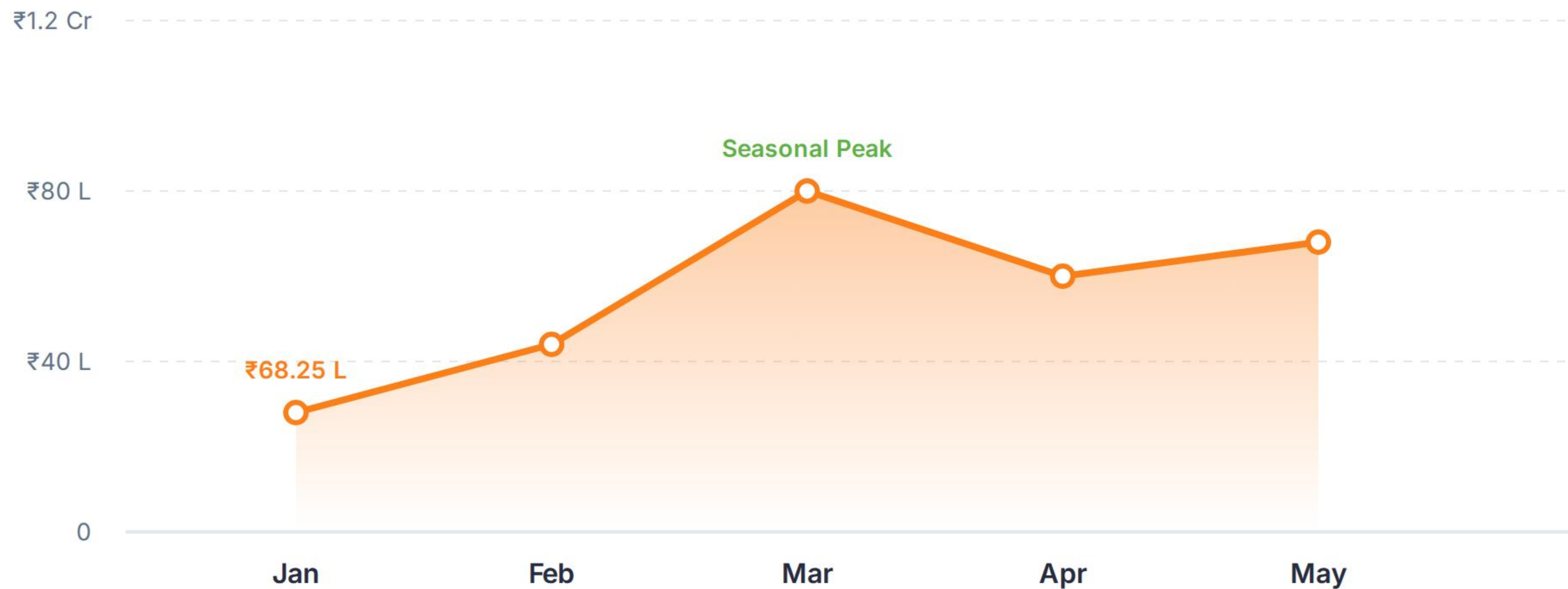


AOV

**₹268.51**

Healthy Basket

# 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

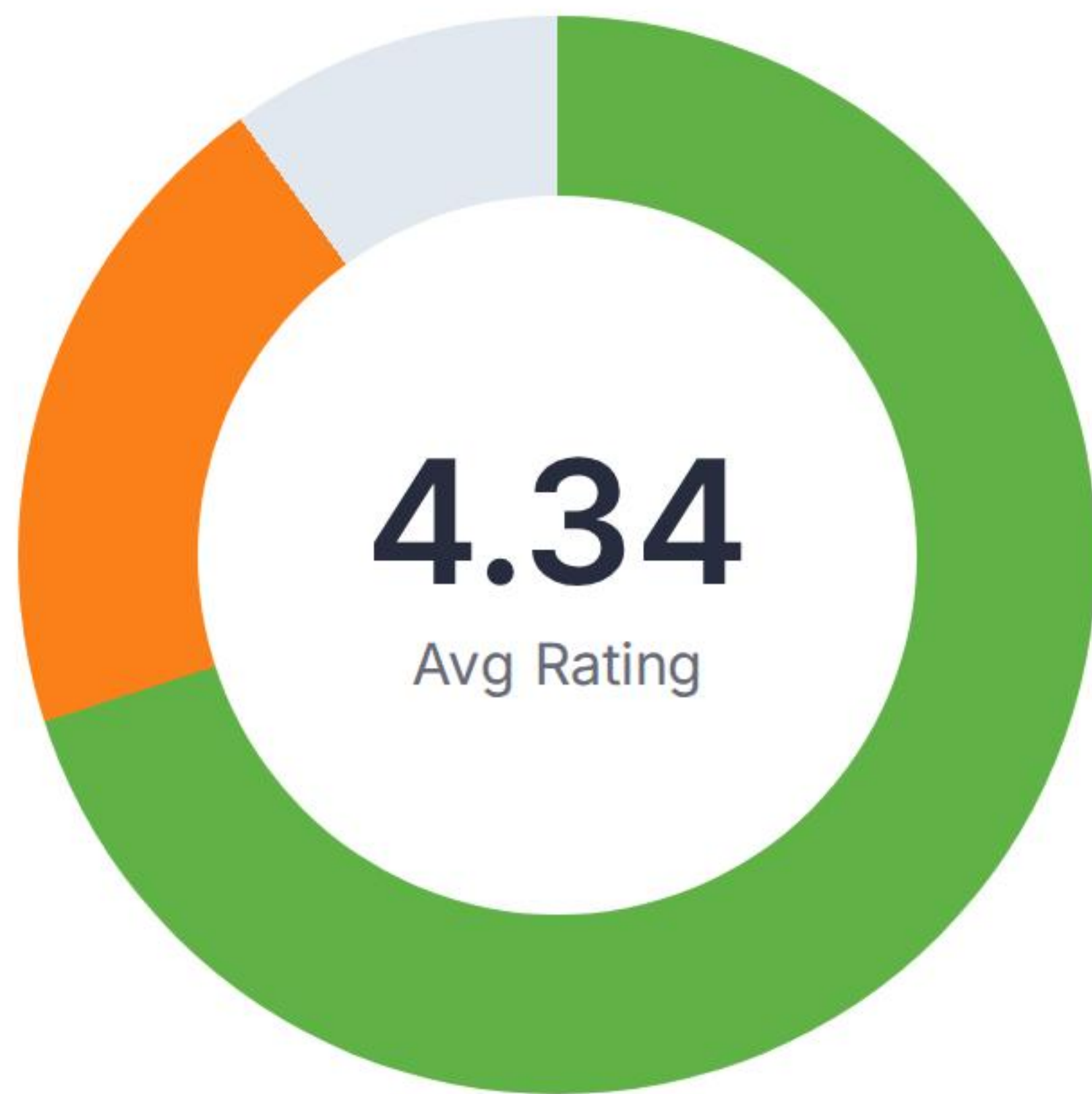
Dishes with ratings below 4.0 are dragging down the category average. Price vs. Rating analysis suggests some items are overpriced for their perceived value.

**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