SWIGGY

DASHBOARD

ANALYSIS

Total Sales 📊	Average Rating ⭐	Average Order Value 💰	Rating Count 👍	N0.Of Order 🛒
₹ 53.01M	4.34	₹ 268.51	5.59M	197.43K

Months

Jan	Feb	Mar
Apr	May	Jun
Jul	Aug	Sep
Oct	Nov	Dec

Category

Desi Gh...	(Chinese)
(Pasta)	(Roll)
(Sides)	*New* ...
New ...	[750Gra...

Restaurant Name

- 175 C
- 1944 The Hocco kitchen
- 37 The Central Restaur...
- 4 Seasons
- 51 Rainbow
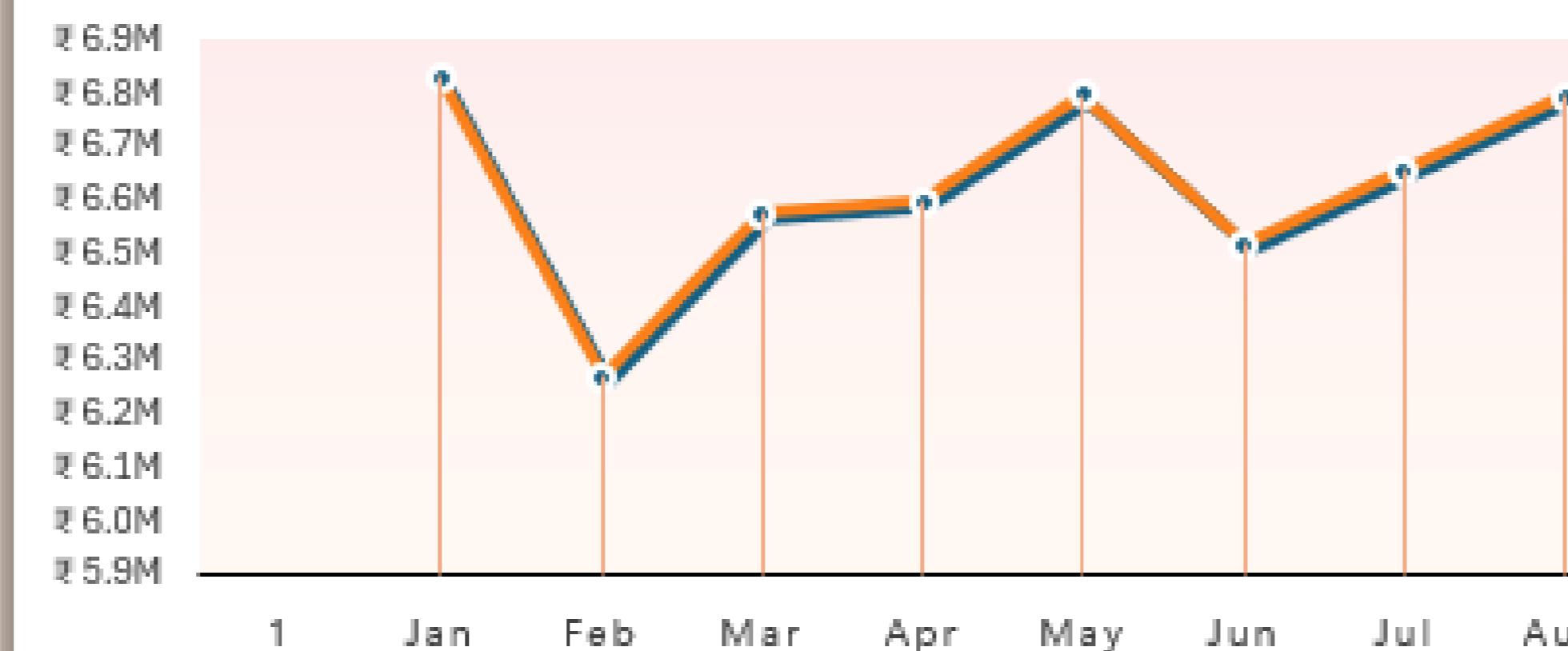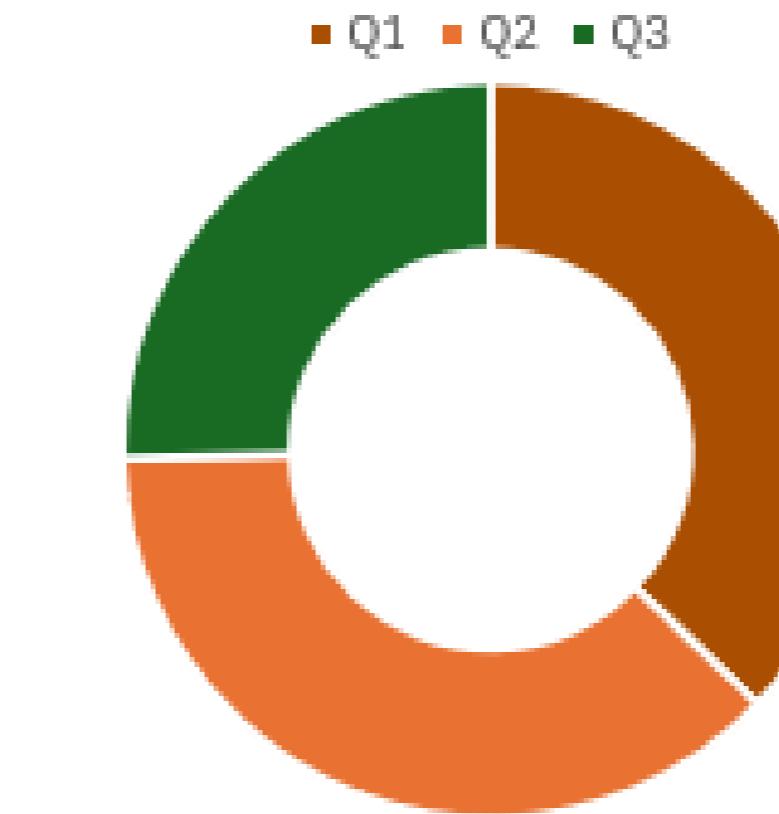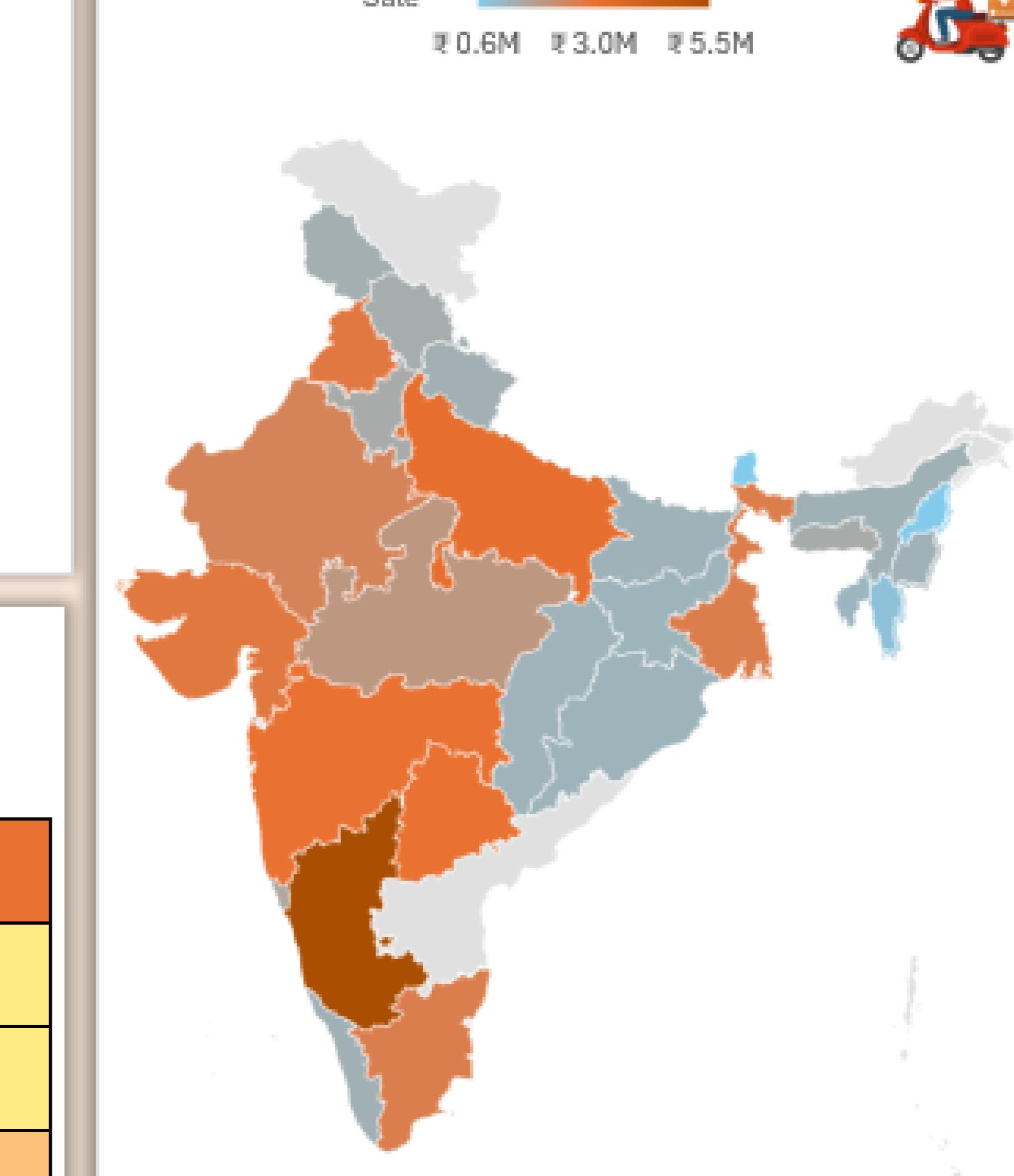
Monthly Sales Trend

Sales By Quarter

Q1 Q2 Q3

Sales By State

Sale ₹0.6M ₹3.0M ₹5.5M

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Daily Sales Trend

₹ 7.64M ₹ 7.45M ₹ 7.36M ₹ 7.54M ₹ 7.66M ₹ 7.58M ₹ 7.78M

Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday
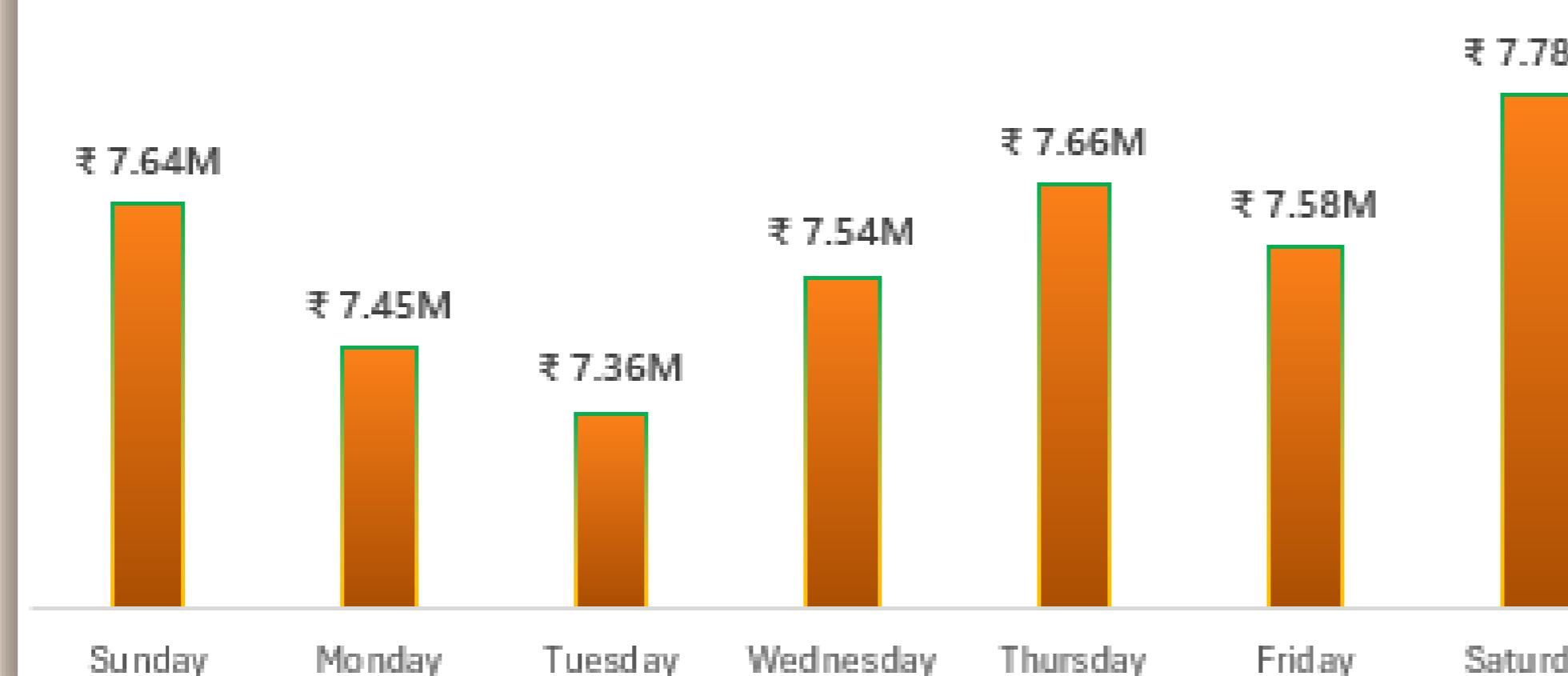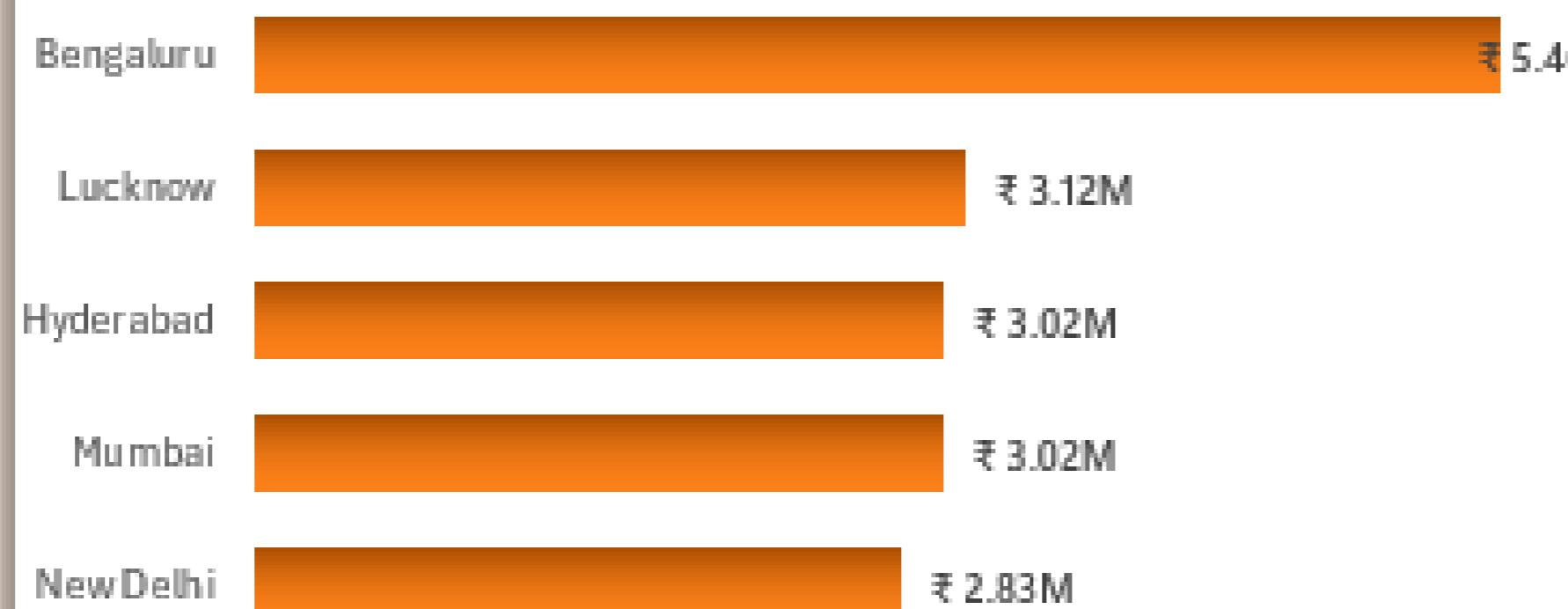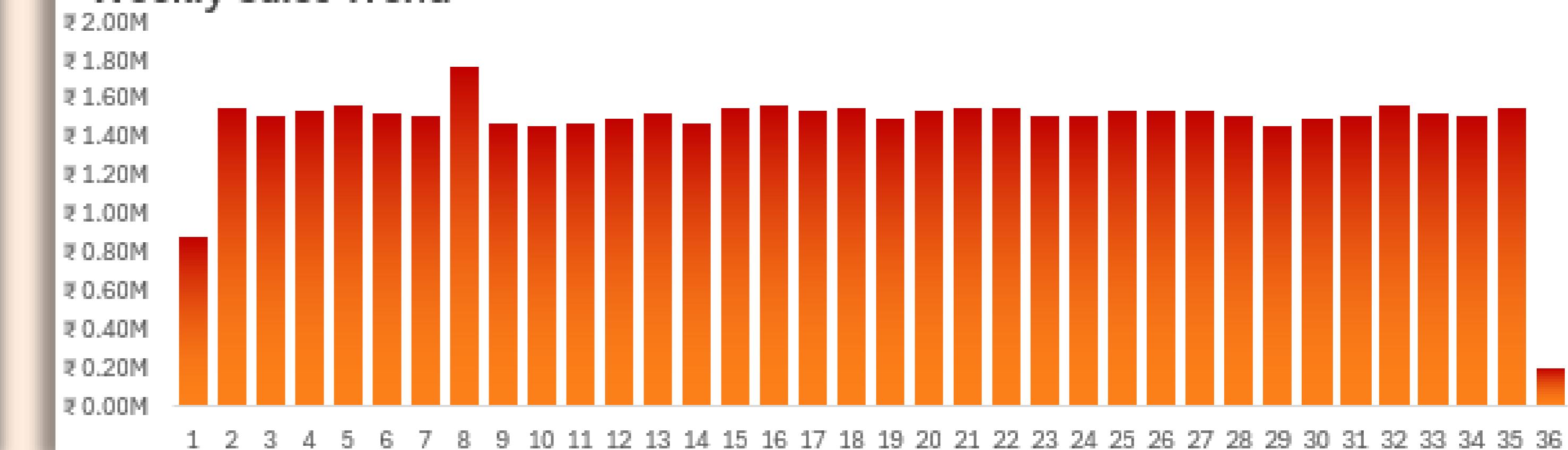
Total Sales , Rating And Total Order By Quater

Quarter	Sales	Rating	Order
Q1	₹ 19.7M	4.3	73.1K
Q2	₹ 19.9M	4.3	74.2K
Q3	₹ 13.4M	4.3	50.2K

Top 5 Cities By Sales

City	Sales
Bengaluru	₹ 5.46M
Lucknow	₹ 3.12M
Hyderabad	₹ 3.02M
Mumbai	₹ 3.02M
New Delhi	₹ 2.83M

Weekly Sales Trend

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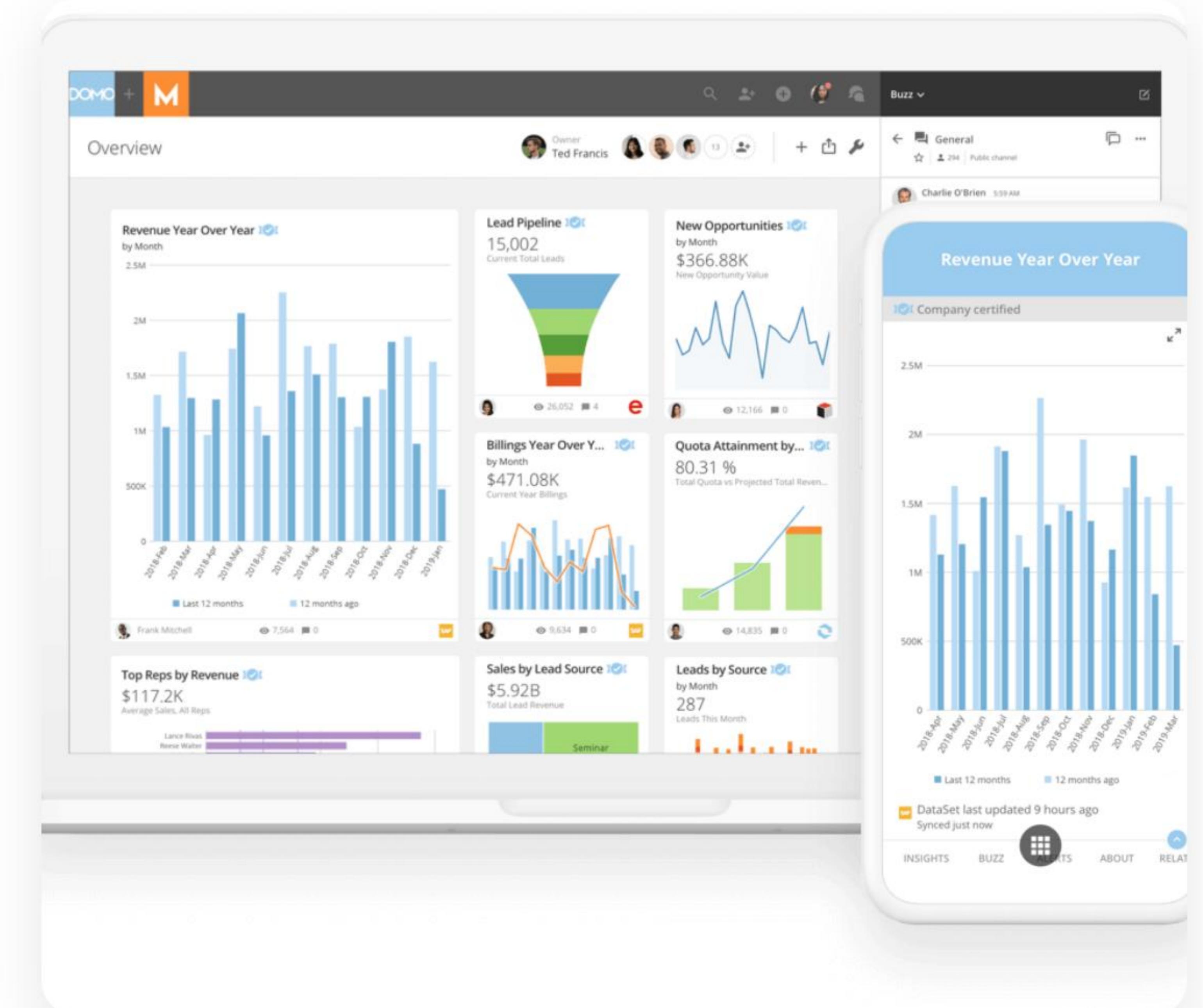
- **Operational Insights:** AOV & Order distribution.
- **Key Observations:** Summary of findings.
- **Recommendations:** Growth & Retention.
- **Q&A:** Discussion & Next Steps.

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.
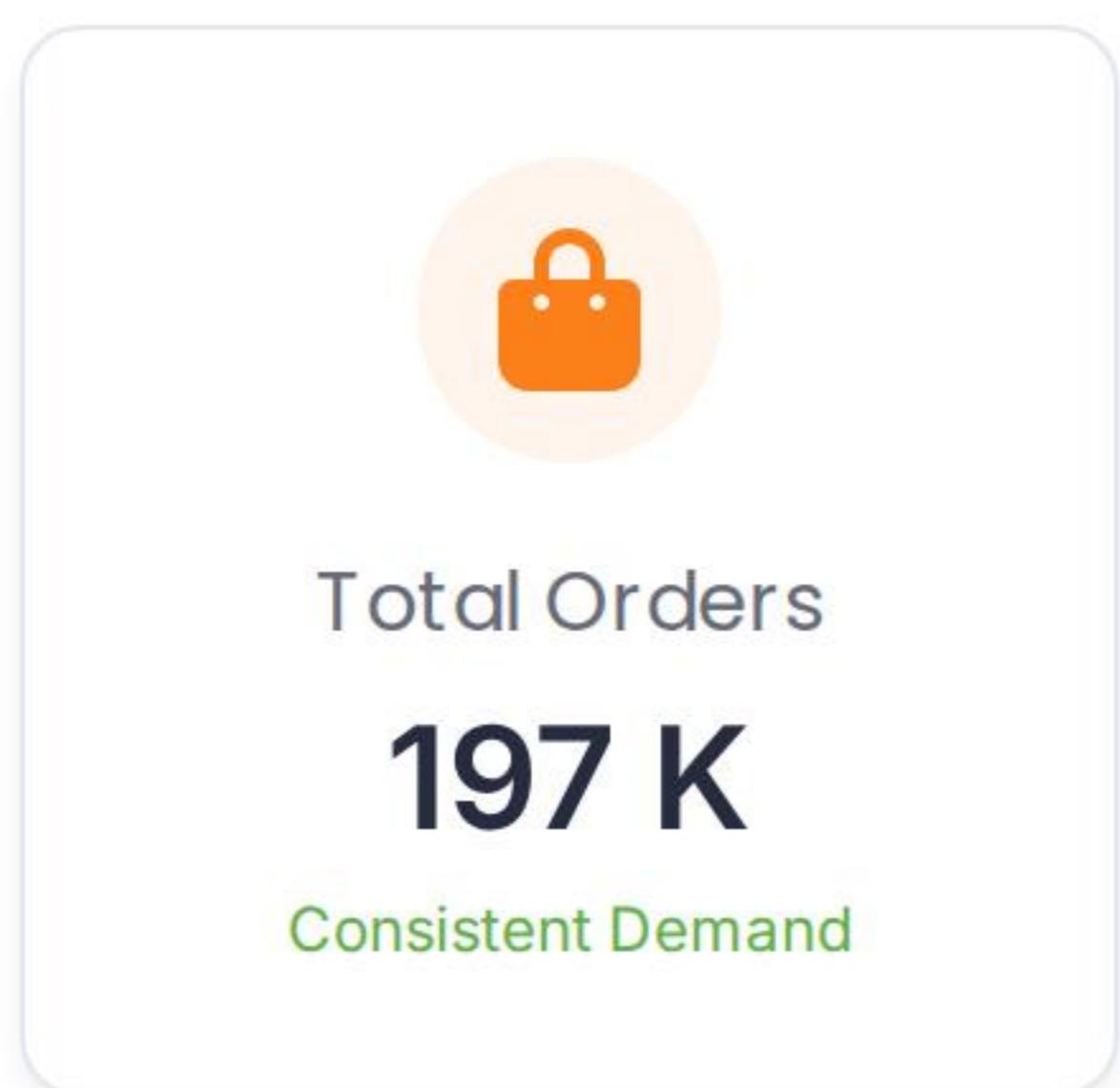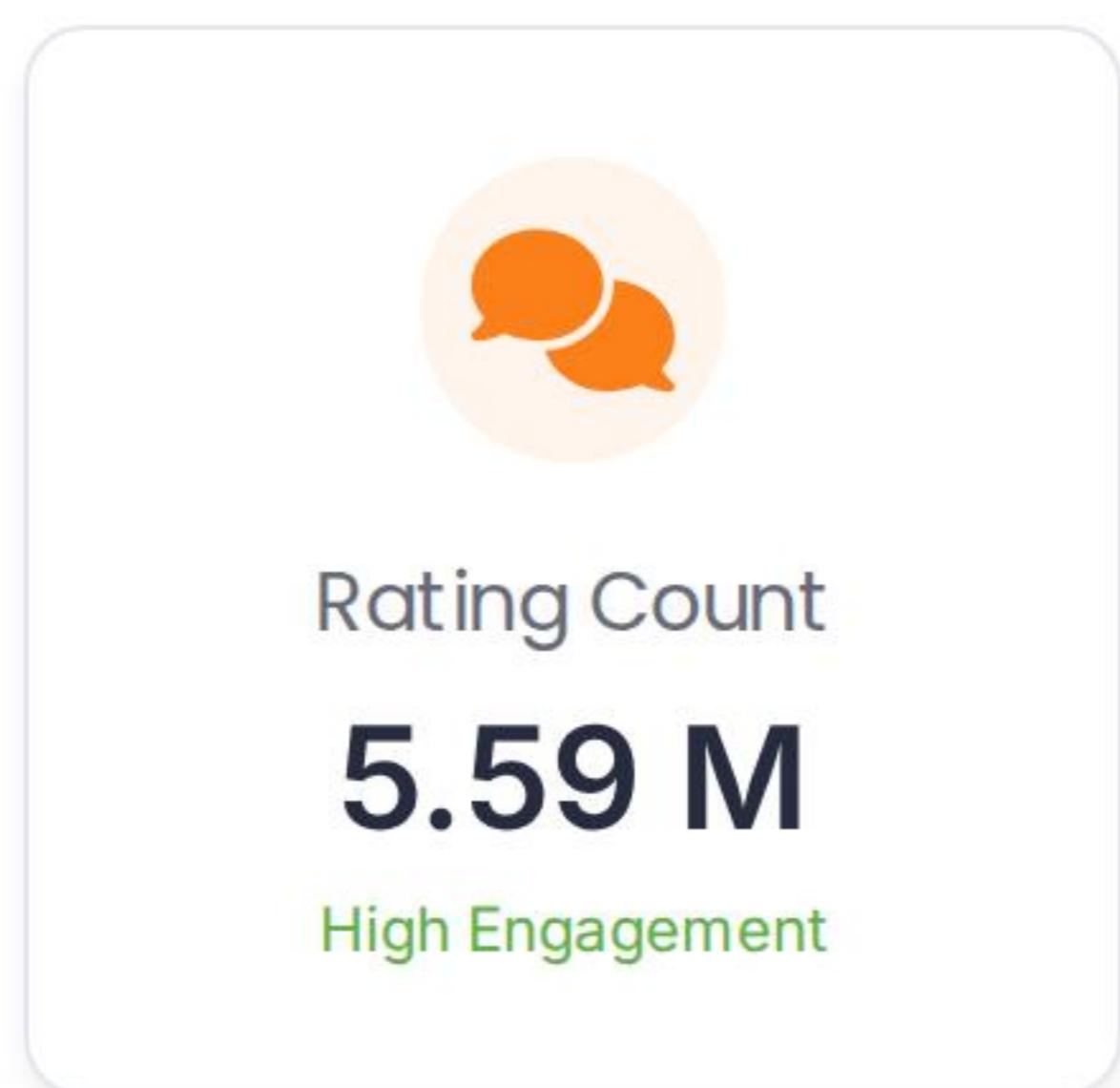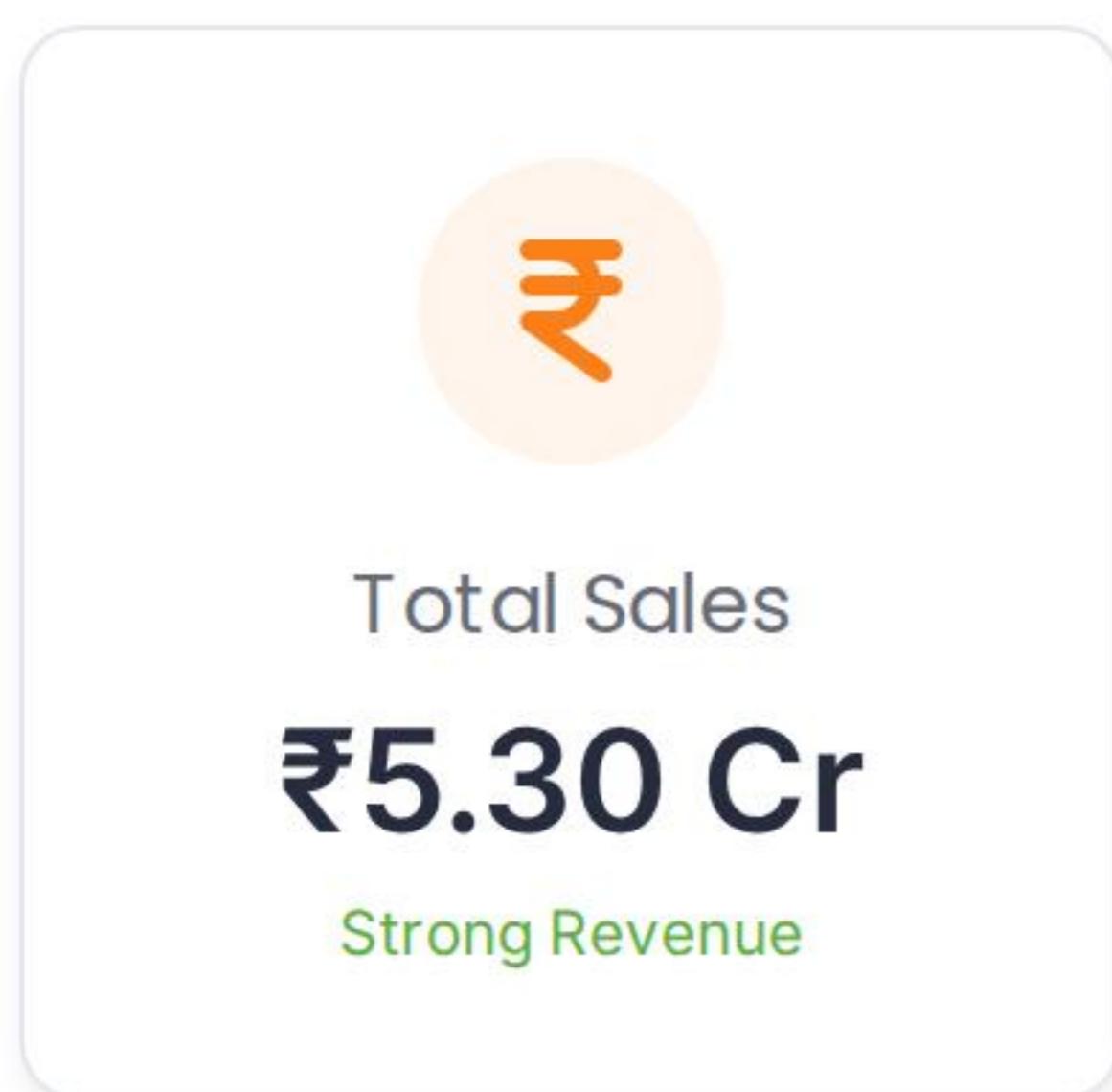
Key Highlights:

✔ **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.
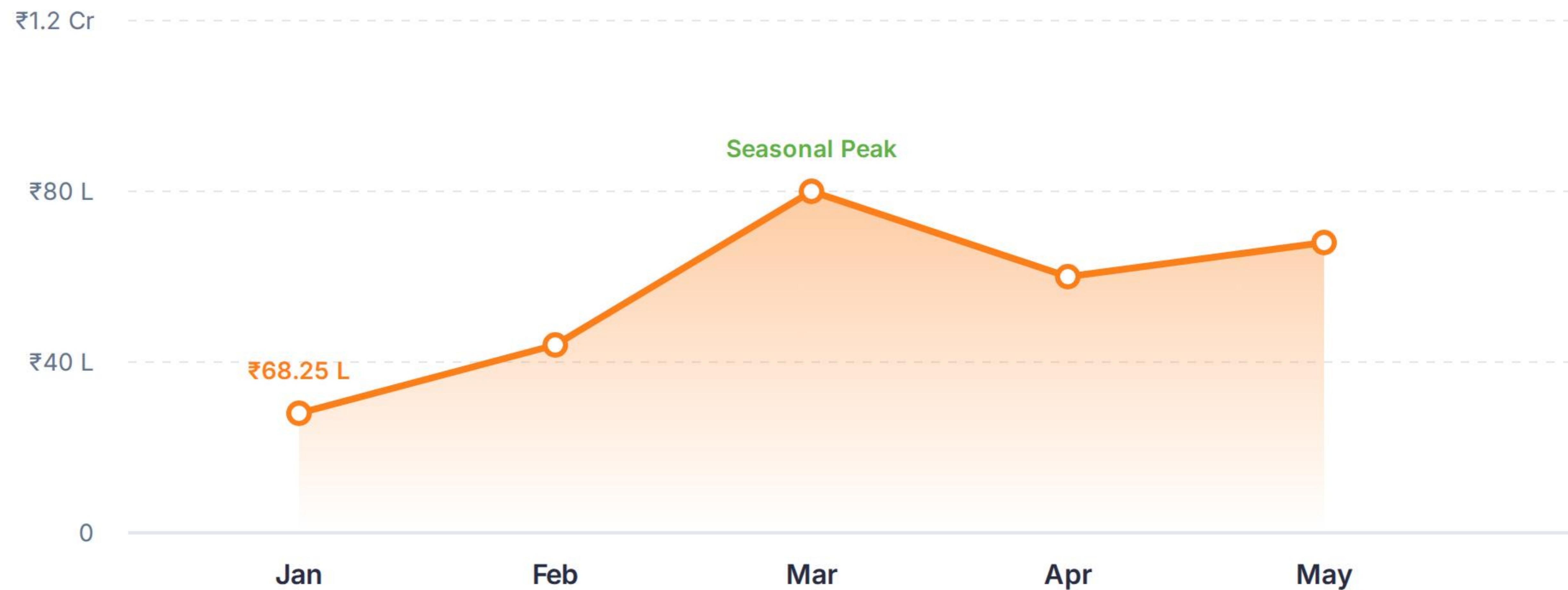
KPI Scorecard

A snapshot of the core metrics driving our business performance.

Total Sales	Avg Rating	Rating Count	Total Orders	AOV
₹5.30 Cr	4.34	5.59 M	197 K	₹268.51
Strong Revenue	Out of 5.0	High Engagement	Consistent Demand	Healthy Basket

Monthly Sales Trends

₹1.2 Cr

Seasonal Peak

₹80 L

₹40 L

₹68.25 L

0

Jan   Feb   Mar   Apr   May

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

4.34

Avg Rating

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

Current AOV	₹268.51
Target AOV	₹300.00
Industry Avg	₹240.00

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