

Swiggy Data Analysis

Objective

The objective of this report is to analyse Swiggy's sales performance, customer demographics, and food preferences using key metrics such as sales, quantity, rating counts, and active users. By leveraging Power BI, the report aims to provide actionable insights that will help Swiggy improve its market strategies, optimise customer targeting, and enhance overall business performance. The goal is to identify trends, growth opportunities, and areas for improvement that will drive Swiggy's business forward.

Problem Statement

Swiggy, as a leading food delivery platform, needs to understand the evolving dynamics of its business. Key challenges include:

- **Sales Variability:** Fluctuations in sales across different cities and years, with particular dips in certain time periods (e.g., 2019–2020), making it difficult to identify growth patterns and reasons behind sales declines.
- **Customer Demographics:** A need to better understand customer behaviour and spending patterns based on factors like age, profession, and food preferences, to optimise marketing strategies and product offerings.
- **Product & Food Preferences:** Understanding what drives sales in various food categories (vegetarian, non-vegetarian, and other) to refine menu offerings and attract a broader audience.
- **Market Segmentation:** Identifying which age groups, professions, and cities drive the most sales, so that Swiggy can target high-value customers more effectively and tailor promotions accordingly.

This report aims to address these challenges by providing a clear view of Swiggy's performance and delivering insights that can guide decision-making and strategic planning.

Tools

- **Excel:** Used for data preprocessing, cleaning, and organising sales data, customer demographics, and food type information before importing it into Power BI for visualisation.
- **Power BI:** Utilised for building interactive dashboards, creating data visualisations (cards, bar charts, line charts, pie charts), and analysing sales trends, customer segmentation, and food preference patterns. Power BI's dynamic filtering and slicers allow for deep analysis and comparison of various performance metrics.

By combining Excel for data management and Power BI for advanced analysis and visualisation, this report provides a comprehensive, data-driven approach to understanding Swiggy's business performance.

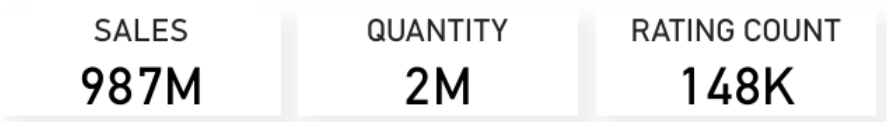
Page 1: Swiggy Sales Overview

This Power BI report provides a detailed analysis of Swiggy's sales performance, quantity, and rating trends across different cities and years. The visualisations are designed to offer key insights into Swiggy's business growth, sales distribution, and performance over time.

Key Visuals:

1. Card Visuals:

- **Sales:** Displays the total sales across all cities and years.
- **Quantity:** Represents the total quantity of items sold.
- **Rating Count:** Displays the total number of ratings received for Swiggy services.



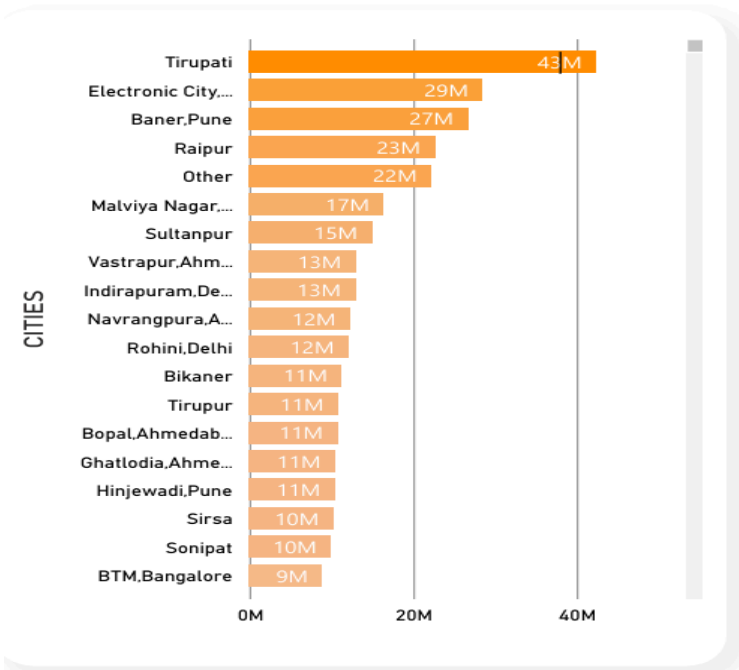
2. Slicer Filters:

- **Amount:** Allows the user to filter sales data by the total order amount.
- **Quantity:** Allows filtering by the number of items sold, enabling more granular analysis of performance.

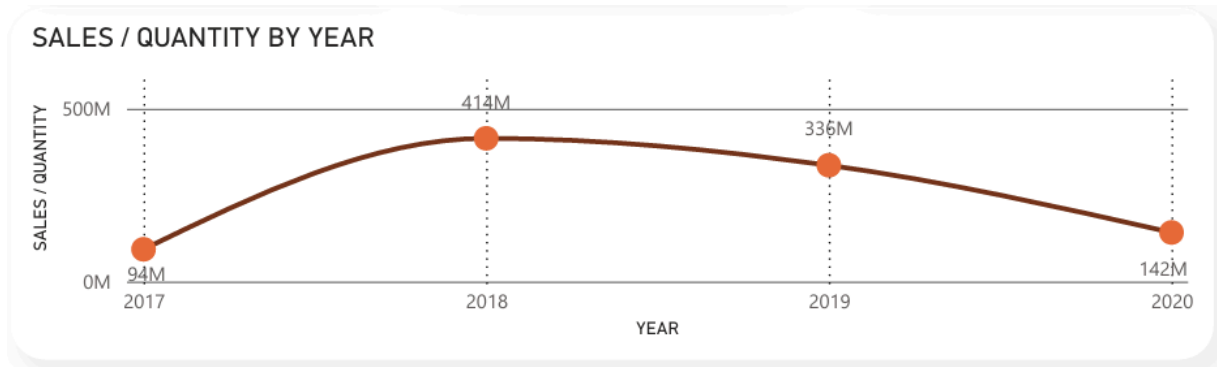


3. Bar Chart: City vs Sales: This chart provides a comparison of sales across different cities. The data reveals the top-performing cities in terms of sales:

- **Tirupati:** ₹43M
- **Electronic City:** ₹29M
- **Baner, Pune:** ₹27M
- **Raipur:** ₹23M
- **Other:** ₹22M



4. The bar chart visually represents how different cities contribute to the overall sales, with Tirupati leading the sales chart by a significant margin.
5. **Line Chart: Year vs Sales:** The line chart illustrates the sales trends over the years, showing how Swiggy's sales have evolved from 2017 to 2020. The data points are as follows:
 - **2017:** ₹94M
 - **2018:** ₹414M
 - **2019:** ₹336M
 - **2020:** ₹142M



6. This chart highlights a significant growth spike in 2018, with a subsequent decline in 2019 and 2020. This could be indicative of various factors such as market saturation, competition, or external events like the pandemic.

Insights and Observations:

- **City-wise Sales Distribution:** Tirupati emerges as the top contributor to Swiggy's sales, followed by Electronic City and Baner, Pune. The cities of Raipur, Malviya Nagar, and Sultanpur also contribute significantly, though to a lesser extent. The "Other" category suggests that Swiggy operates in numerous cities, each contributing smaller portions of the overall sales.
- **Sales Trend Analysis:** The sales figures show a substantial jump in 2018, possibly due to a successful marketing campaign, expansion, or an increase in user base. However, there is a noticeable decline in 2019 and 2020. This could be attributed to market factors like competition, customer retention challenges, or the impact of the COVID-19 pandemic on dining and delivery services.

Recommendations:

1. **Focus on High-Performing Cities:** Given the strong sales in cities like Tirupati and Electronic City, Swiggy can explore strategies to maintain and further grow these markets.
2. **Address the Decline in Sales:** Investigating the causes of the dip in sales in 2019 and 2020 is crucial. Analysing customer behaviour, reviewing competitive dynamics, and assessing changes in consumer habits can help inform future strategies.
3. **Explore Product Offerings and Quantity Correlation:** By further exploring the correlation between quantity sold and ratings, Swiggy can improve product offerings and customer satisfaction in high-demand cities.

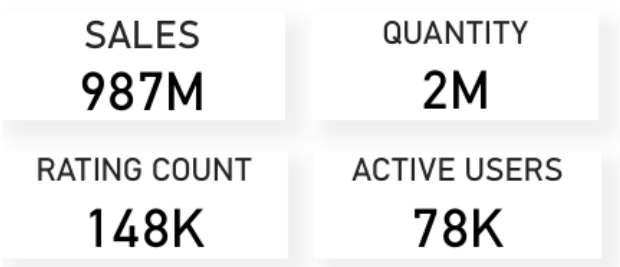
Page 2: Sales Demographics Overview

This page of the Power BI report dives deeper into Swiggy's customer demographics, including sales distribution by age group, profession, and food type preferences. Additionally, it highlights key metrics such as total sales, quantity, rating count, and active users to offer a comprehensive view of user engagement and purchasing behaviour.

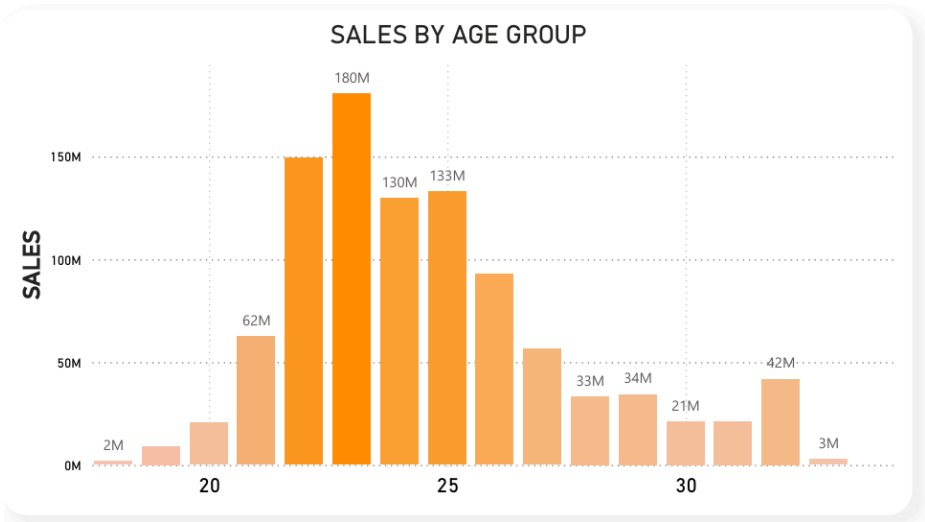
Key Visuals:

1. Card Visuals:

- **Sales:** ₹987M total sales across all cities and years.
- **Quantity:** 2M total items sold.
- **Rating Count:** 148K total ratings received from users.
- **Active Users:** 78K active users engaging with the platform.

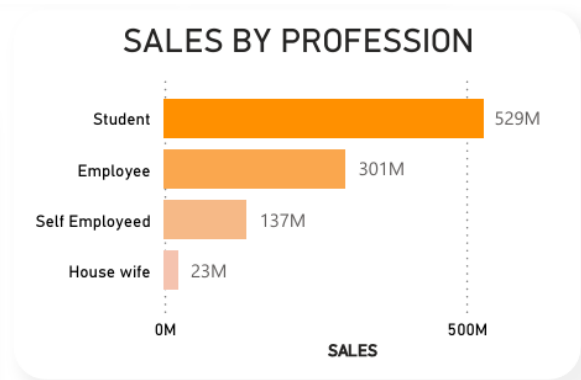


2. **Bar Chart: Sales by Age Group:** This chart displays sales distribution across various age groups. It offers valuable insights into the spending behaviour of Swiggy's customer base:
- **Age 21:** ₹62M in sales
 - **Age 22:** ₹150M in sales
 - **Age 23:** ₹180M in sales
 - **Age 24:** ₹130M in sales
 - **Age 25:** ₹133M in sales

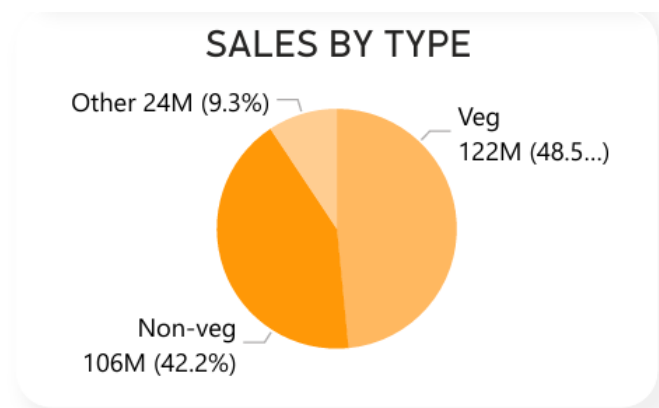


3. The chart highlights that Swiggy's largest revenue comes from the 22–25 age group, with age 23 having the highest sales at ₹180M. This suggests that young adults are Swiggy's primary customer demographic.
4. **Bar Chart: Sales by Profession:** This chart categorizes sales based on users' professions, giving insight into which groups are the highest spenders on the platform:
- **Student:** ₹529M in sales

- **Employee:** ₹301M in sales
- **Self-Employed:** ₹137M in sales
- **Housewife:** ₹23M in sales



- The data reveals that students are the largest group contributing to Swiggy's revenue, followed by employees and self-employed individuals. Housewives represent the smallest portion of Swiggy's customer base in terms of sales.
- Pie Chart: Sales by Food Type:** This pie chart shows the distribution of sales based on food preferences, offering insights into the popularity of different meal types:
 - **Veg:** ₹122M (48.5% of total sales)
 - **Non-Veg:** ₹106M (42.2% of total sales)
 - **Other:** ₹24M (9.3% of total sales)



- The data reveals a near-equal split between Veg and Non-Veg food preferences, with a slightly higher sales share for vegetarian meals. The "Other" category represents niche food preferences but still contributes a notable portion of total sales.

Insights and Observations:

- **Age Group Spending:** The 22–25 age group drives the majority of sales, with a peak at age 23. This group is likely made up of young professionals, students, and individuals starting their careers. Understanding their needs and preferences can guide marketing and promotional strategies to maximize sales.
- **Profession-Based Preferences:** Students are the top contributors to Swiggy's sales, potentially due to their high reliance on food delivery services. Employees follow as the second-highest group, while self-employed individuals contribute a smaller, yet significant, amount. Households with housewives make up the smallest group, which might suggest that the convenience of food delivery has a smaller appeal in this demographic.

- **Food Preferences:** There is a clear preference for vegetarian meals, though non-vegetarian options remain highly popular. Swiggy may consider diversifying its offerings or enhancing marketing strategies tailored to different food preferences to boost sales in the "Other" category.
-

Recommendations:

1. **Targeting Young Adults:** Given the dominance of the 22–25 age group, Swiggy should focus on attracting and retaining customers in this demographic through special offers, loyalty programs, or personalised promotions.
2. **Marketing Strategies for Students:** Swiggy can consider implementing student discounts or partnerships with educational institutions to further capitalise on this high-spending group.
3. **Enhancing Non-Veg and "Other" Options:** Although vegetarian options dominate, there is still significant potential in non-veg and "other" food categories. Swiggy can explore niche food offerings or seasonal promotions to increase sales in these segments.
4. **Promotions for Self-Employed and Housewives:** While self-employed individuals and housewives are smaller customer groups, Swiggy could design targeted campaigns to increase their engagement, such as special offers or family meal deals.



Let's Go →



Dashboard



Overview

SALES 987M QUANTITY 2M RATING COUNT 148K

Amount

Quantity



NOV VEG RATINGS
106M 10K

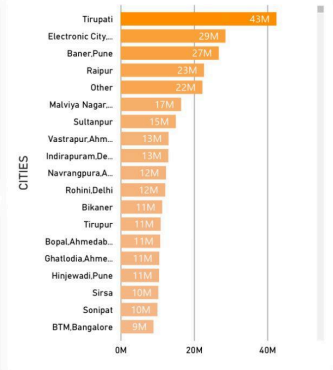
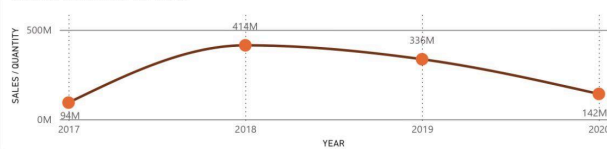


VEG RATINGS
122M 12K



OTHER RATINGS
24M 1K

SALES / QUANTITY BY YEAR



Dashboard

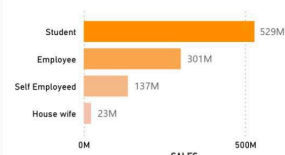


Overview

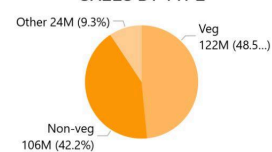
SALES 987M QUANTITY 2M

RATING COUNT 148K ACTIVE USERS 78K

SALES BY PROFESSION



SALES BY TYPE



SALES BY AGE GROUP

