

TOTAL SALES

2.67bn

SWIGGY SALES REPORT

SALES RANGE

1

5000000

SUM OF SALES BY CUISINE

cuisine	Sum of sales
North Indian,Chinese	161652061
Biryani,Chinese	91956412
South Indian,North Indian	78902762
Indian,Chinese	77133215
South Indian	74649974
Pizzas	60347186
Total	2672212800

MAXIMUM SALES BY CUISINE

cuisine	Max of sales
Biryani,Chinese	5000000
Biryani,Juices	4500000
Biryani,North Indian	3500000
Biryani,South Indian	3500000
Biryani,Tandoor	3000000
Chinese,North Indian	3000000
Biryani,Andhra	2500000

MINIMUM SALES BY CUISINE

cuisine	Min of sales
Arabian	1
Bakery	1
Bakery,Desserts	1
Bakery,Snacks	1
Bengali,Seafood	1
Biryani,Chinese	1
Birvani.Juices	1

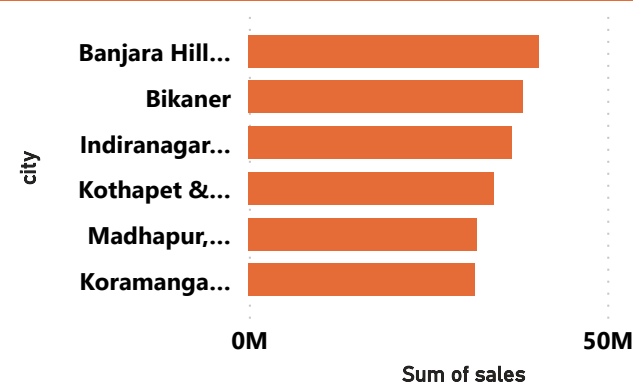
LIST OF CUISINE

- ☐ Afghani
- ☐ Afghani,American
- ☐ Afghani,Arabian
- ☐ Afghani,Bangladeshi
- ☐ Afghani,Barbecue
- ☐ Afghani,Bengali

Sum of sales by shop_name



Sum of sales by city



LIST OF shop_name

- ☐ !PUNJ
- ☐ " KAMAT (Original)- Siripuram"
- ☐ "C/o. Bhojbari"
- ☐ "JUICE BAR " Plan B
- ☐ "KLV" Kadal Meen Virpanai Nilayam
- ☐ "ROOFTOP" Restaurant By Hotel Silver suits
- ☐ "T" The Chai & More

3.81

Average of rating

SWIGGY SALES REPORT

RATINGS RANGE

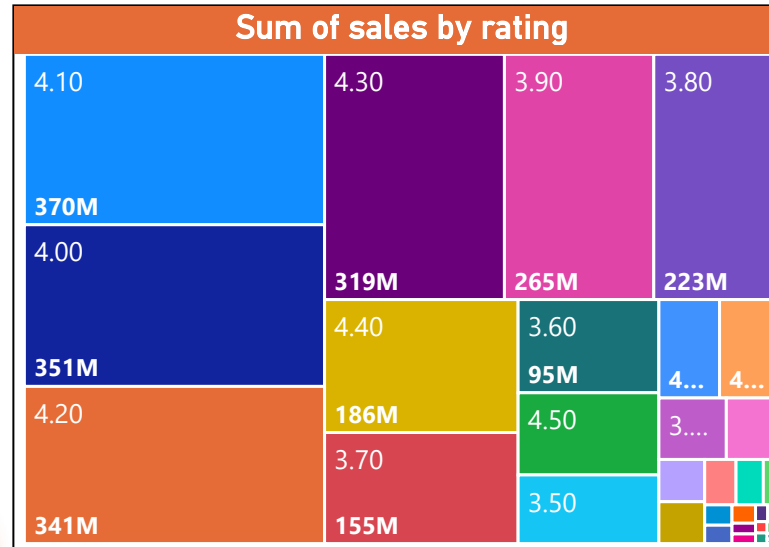
1.00

5.00

TOP RATINGS BY CUISINE

cuisine	Max of rating
American	5.00
American,Desserts	5.00
American,Snacks	5.00
Arabian,Fast Food	5.00
Arabian,Snacks	5.00

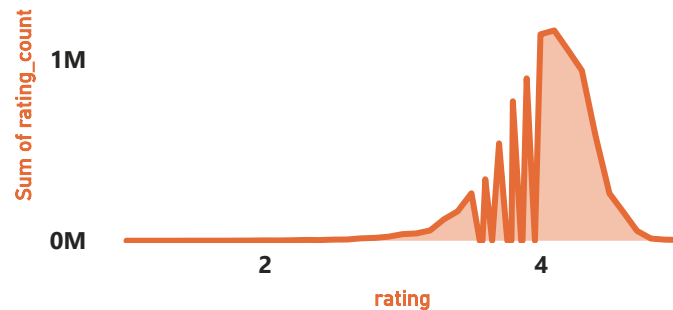
Sum of sales by rating



LIST OF CITY

- ☐ Abids & Koti,Hyderabad
- ☐ Abohar
- ☐ Adajan,Surat
- ☐ Adilabad
- ☐ Adityapur
- ☐ Adoni
- ☐ Adyar,Chennai

Sum of rating_count by rating



2.67bn

Sum of sales

city



Insight Report: Analysis of Swiggy Sales Data:-

1}Total Sales:- The total sales for the period under consideration amount to 2.67 billion.

2}Top Selling Cuisines:- North Indian and Chinese cuisines emerge as the top-selling categories, generating a combined total sales of 1.6 million.

3}Cuisine Performance:- Among the cuisines, Biryani Chinese leads with total sales reaching 5 million, while Arabian cuisine records the lowest sales with only 1.

4}Top Performing Shops:- MC.Donalds secures the top position among shops with total sales amounting to \$50 million, whereas Ayyanar Hotel shows the lowest sales at 1.

5} City-wise Sales:- Banjara Hills, Hyderabad, emerges as the top-performing city with sales reaching 40.3 million, while Hami records the lowest sales at 100.

6} Average Customer Rating:- The average rating received from customers stands at 3.81, indicating a generally satisfactory level of service.

7} Rating Trends by Cuisine:- Cuisines like American and American Desserts receive top ratings, while Beverages and Desserts have the lowest average ratings of 1.0.

8} Rating Distribution:- The rating of 4.10 garners the highest number of ratings, totaling around 1.1 million, suggesting a significant satisfaction level

Recommendations and Next Steps for Improving Sales:-

Maintain Food Quality:- Uphold stringent standards in food quality across all cuisines and outlets to enhance customer satisfaction and loyalty.

Offer Discounted Prices:- Implement strategic pricing initiatives and promotional offers to attract price-sensitive customers and incentivize repeat purchases.

Optimize Delivery Time:- Streamline operational processes and invest in logistics infrastructure to ensure prompt and efficient delivery of orders, thereby enhancing customer experience.

Invest in Advertising:- Launch targeted marketing campaigns across various channels to increase brand visibility, attract new customers, and reinforce Swiggy's market presence.

Focus on Customer Experience:- Prioritize customer-centric initiatives such as personalized recommendations, seamless ordering processes, and responsive customer support to enhance overall satisfaction and retention.

Monitor and Adapt:- Regularly monitor sales performance, customer feedback, and market dynamics to identify emerging trends, opportunities, and areas for improvement, and adapt strategies accordingly.