

# Chennai Dining Trends - A Swiggy Data Analysis

An Exploratory Data Analysis Project by Ambika V



## Swiggy's Chennai Restaurants Overview

subcity	Average of rating
adyar	4.16
alwarpet	4.10
ambattur	4.03
annanagar	4.11
arumbakkam	4.08
avadi	4.01
chrompet	4.06
ecr-kottivakkam	4.08
egmore	4.09
george town	4.05
guindy	4.07
iyappanthangal	4.00
karappakam	3.98
kilpauk	4.11
kk nagar	4.12
madipakkam	4.05
mahindra world city	3.98
medavakkam	4.01
mogappair	4.05
mylapore	4.16
nungambakkam	4.16
omr navalur	3.97
omr perungudi	3.96
padur	4.06
perambur	4.06
perumbakkam	3.97
<b>Total</b>	<b>4.05</b>

Total No of Restaurants

Count of restaurant

5.093K

Top Cuisine

First cuisine

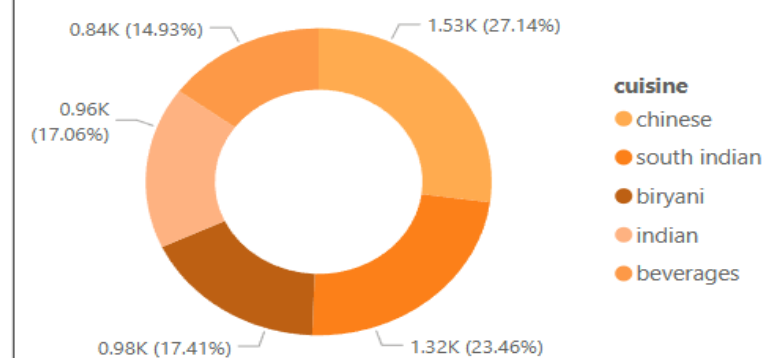
chinese

Average Rating

Average of rating

4.05

Top 5 cuisine by count of cuisine



subcity

- ☐ adyar
- ☐ alwarpet
- ☐ ambattur
- ☐ annanagar
- ☐ arumbakkam

cost\_category

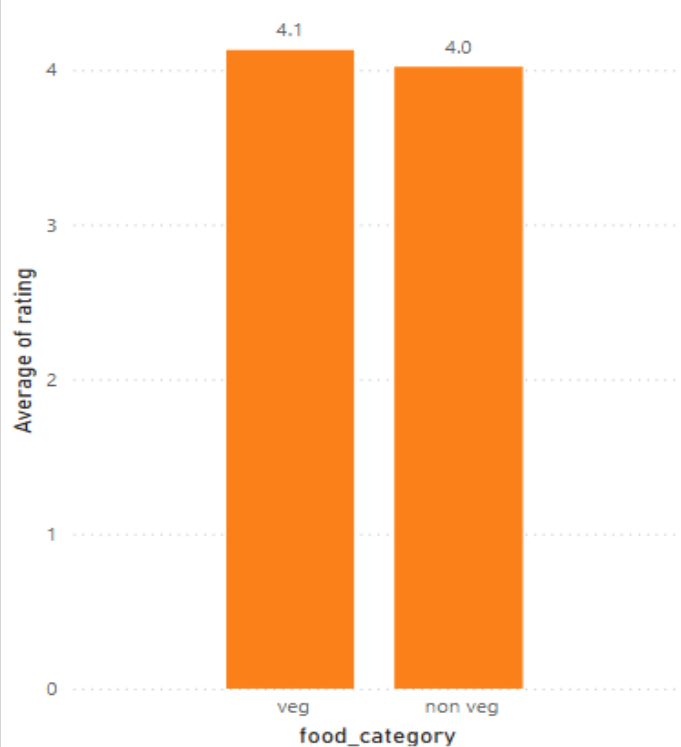
- ☐ Budget-Friendly
- ☐ Gourmet
- ☐ Premium Dining
- ☐ Standard Dining

cuisine

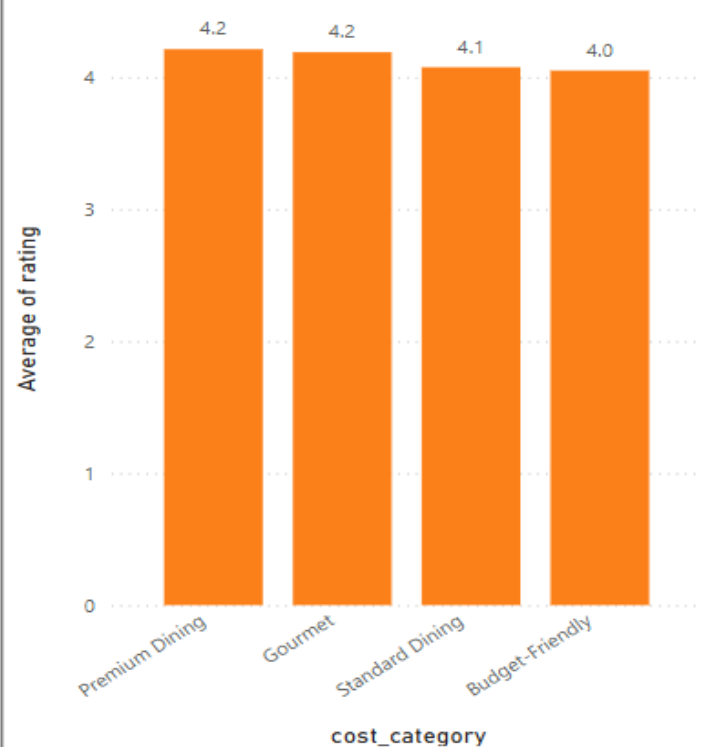
- ☐ afghani
- ☐ american
- ☐ andhra
- ☐ arabian
- ☐ asian
- ☐ assamese

## Rating Trends and Insights

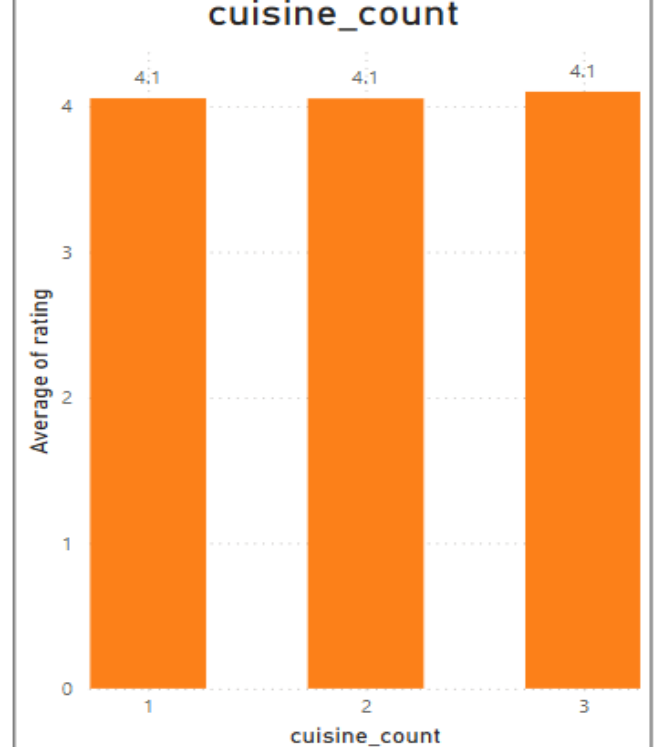
Average of rating by food\_category



Average of rating by cost\_category



Average of rating by cuisine\_count

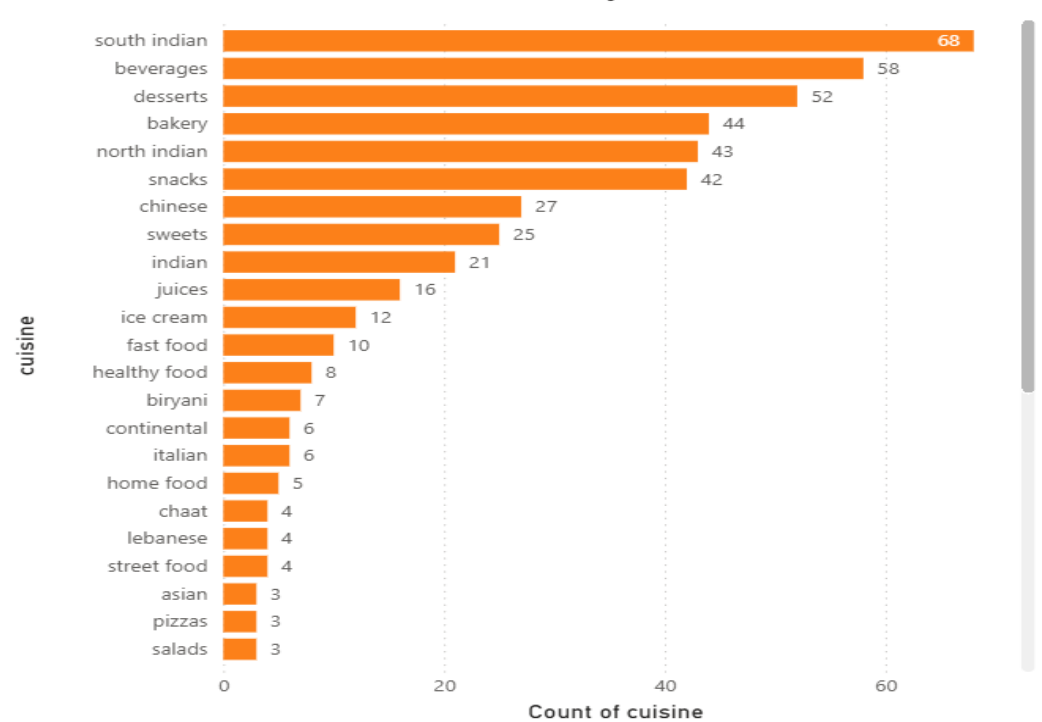


# Cuisine Performance Analysis

## Cuisine vs Cost Category

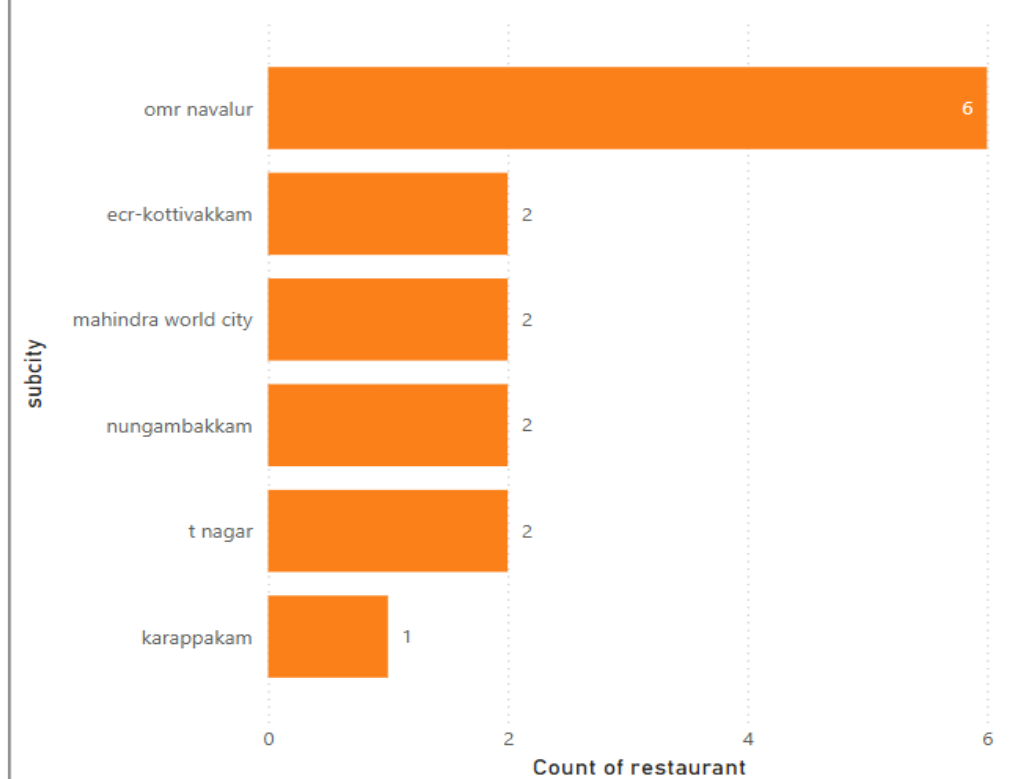
cuisine	Budget-Friendly	Gourmet	Premium Dining	Standard Dining	Total
afghani	4.15				4.15
american	4.07			4.06	4.07
andhra	4.07			3.78	4.04
arabian	4.00		4.17	4.03	4.00
asian	3.90	3.90	4.22	4.22	4.01
assamese	4.30				4.30
bakery	4.15			4.13	4.15
bakery products	4.10				4.10
barbecue	3.99			3.96	3.98
bengali	4.12			4.60	4.20
beverages	4.10		4.20	4.08	4.10
biryani	3.97		4.13	4.01	3.98
burgers	4.00				4.00
burmese	3.91	4.40			3.95
cafe	4.07			4.30	4.09
chaat	4.08		4.40	4.24	4.09
chettinad	3.98			3.98	3.98
chinese	4.01	4.03	4.23	4.07	4.02
code valid on bill over rs.99	4.10				4.10
combo	4.11			4.03	4.10
continental	4.02	4.10	4.20	4.12	4.05
desserts	4.12	4.40	4.17		4.13
european	4.00	4.00		4.20	4.10
fast food	4.06			4.07	4.06
Total	4.05	4.19	4.21	4.07	4.05

## Count of cuisine by cuisine

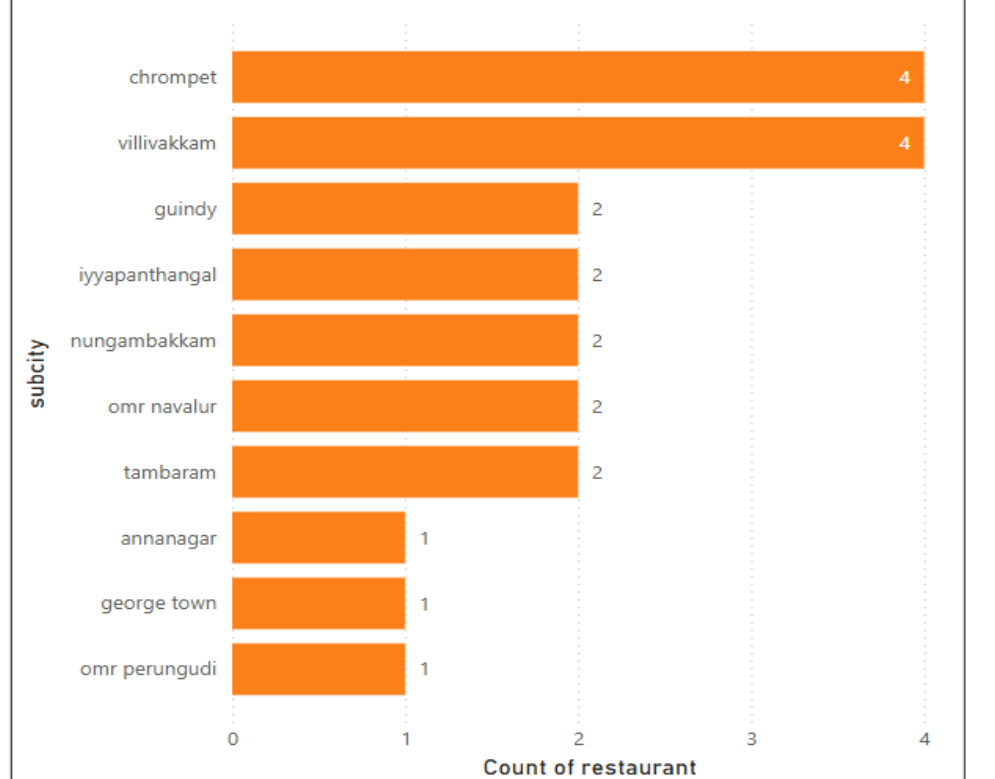


## High-Cost Low-Rated vs Low-Cost High-Rated

### Low rated High cost Restaurants in subcities of Chennai

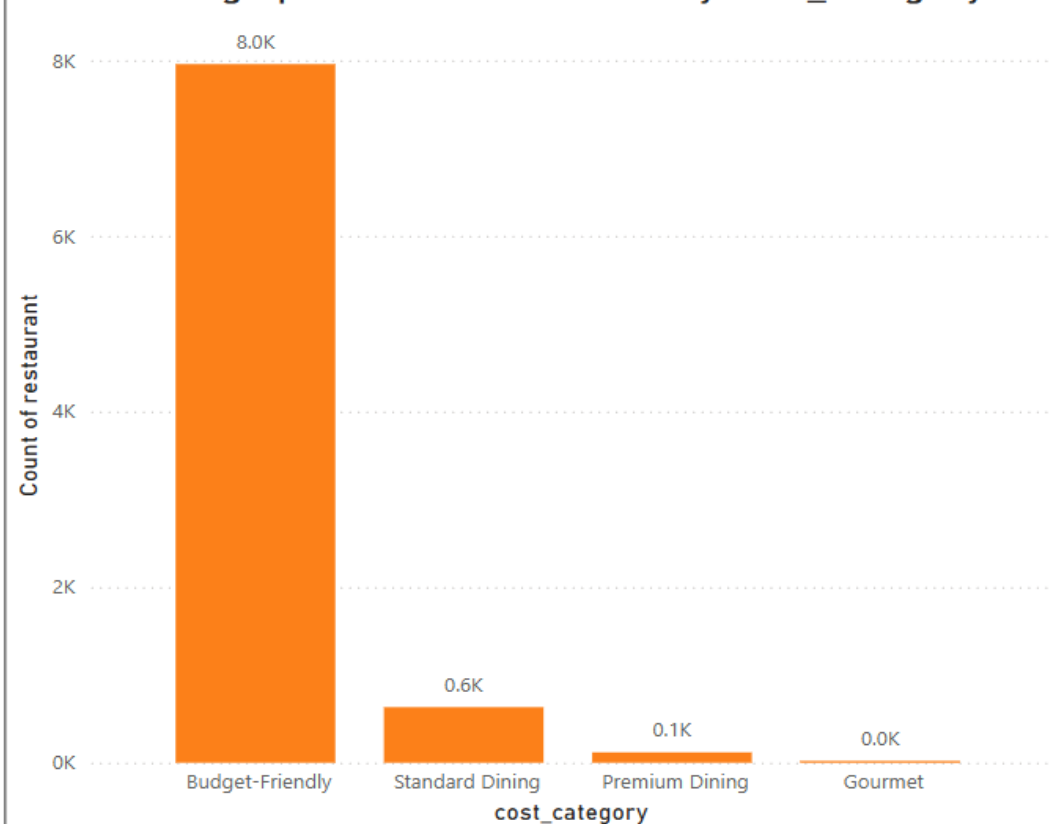


### High Rated Low Cost Restaurants in subcities of Chennai

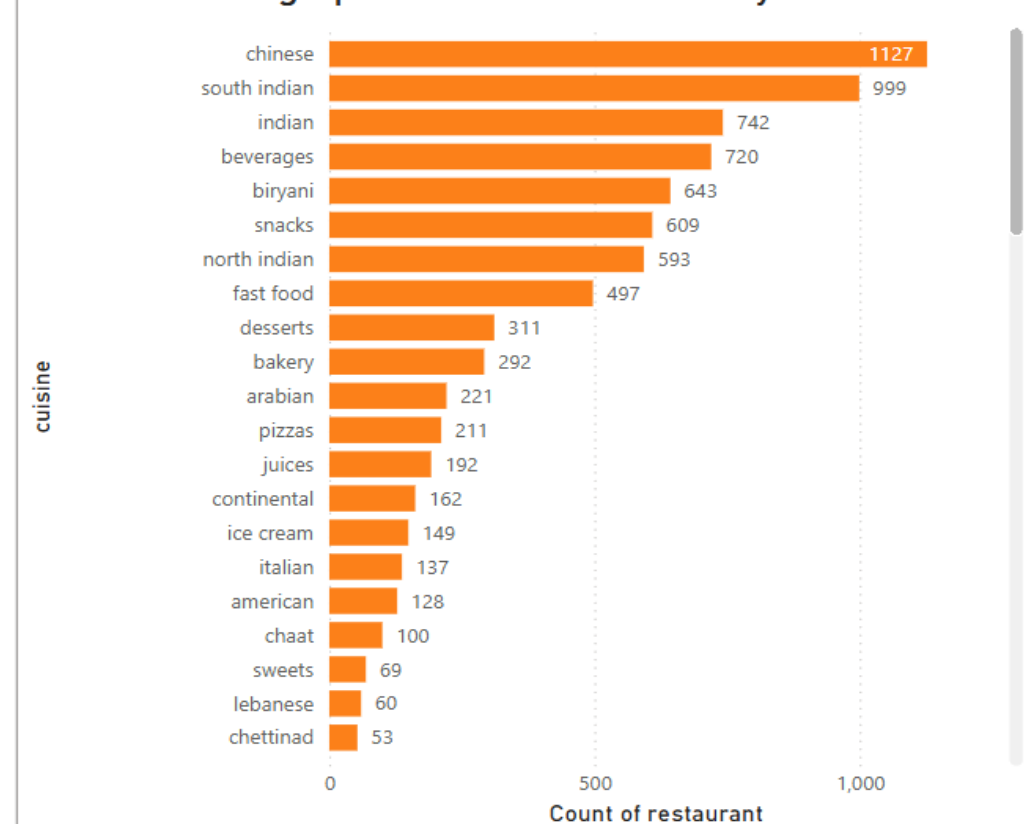


## High Potential Restaurants

### No of high potential restaurants by cost\_category



### No of high potential restaurants by cuisine



# Summary & Final Note

This dashboard presents a detailed analysis of Swiggy's restaurant landscape in Chennai. It highlights key patterns across sub-cities, cuisines, cost categories, and customer ratings. Insights reveal that *Budget-Friendly* restaurants dominate in volume, while *Premium* and *Gourmet* outlets earn higher average ratings. Chinese and South Indian cuisines are the most prevalent and consistently well-rated. Additionally, several high-rated low-cost restaurants show strong growth potential.

By identifying underperforming high-cost restaurants and high-performing low-cost ones, this analysis helps Swiggy focus its investment and partnership strategies. These data-driven insights can support more informed decisions for market expansion, quality improvement, and profitability enhancement.