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| **Swiggy Analytics System** |
| * CASE STUDY |
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**INTRODUCTION :**

Swiggy is one of India’s leading food delivery platforms, offering convenience and efficiency in meal ordering. This case study focuses on using MySQL to analyze a large dataset to derive insights and optimize business decisions. The project aims to answer **12 business-related questions** using SQL queries, covering areas like sales performance, customer behavior, and operational efficiency.

**OBJECTIVE OF THE PROJECT :**

The primary goal of this MySQL-based case study is to analyze Swiggy’s operational and business performance by leveraging data analytics. The objectives include:

* **Sales & Revenue Performance Analysis** – Understanding key revenue trends and order values.
* **Customer Behavior & Retention Analysis** – Identifying customer preferences, retention rates, and order patterns.
* **Operational Efficiency & Order Fulfillment Analysis** – Examining delivery times, cancellation rates, and logistics.

**SCHEMA DESIGN :**

The project utilizes a structured relational database with multiple tables, including:

* **Customers** (CustomerID, Name, Location, PhoneNo.)
* **Orders** (OrderID, CustomerID, RestaurantID, OrderDate, TotalAmount)
* **Restaurants** (RestaurantID, Name, CuisineType)
* **Delivery Partners** (DeliveryID, OrderID, DeliveryPerson, DeliveryStatus, DeliveryTime)
* **Menu Items** (ItemID, RestaurantID, ItemName, Price)

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### DATA INSIGHTS :

### ****1. Sales & Revenue Performance Analysis****

* **Top-performing restaurants**: Identifying the highest revenue-generating outlets.
* **Peak order hours**: Understanding when demand is highest.
* **Average order value (AOV)**: Analyzing revenue per order and how it varies by region.

### ****2. Customer Behavior & Retention Analysis****

* **Repeat customers vs. new customers**: Evaluating loyalty and engagement.
* **Most ordered food categories**: Understanding customer preferences.
* **Churn rate analysis**: Identifying inactive users and their last order trends.

### ****3. Operational Efficiency & Order Fulfillment Analysis****

* **Average delivery time**: Evaluating service speed across regions.
* **Order cancellation rates**: Understanding why cancellations occur.
* **Delivery partner efficiency**: Assessing which partners complete the most orders in the shortest time.

**BUSINESS STRATERGIES :**

### ****1. Customer Acquisition & Retention****

* **Loyalty Programs**: Offering discounts and incentives for repeat customers.
* **Targeted Promotions**: Using data-driven marketing to attract high-value customers.
* **Referral Rewards**: Encouraging word-of-mouth marketing to expand reach.

### ****2. Restaurant & Delivery Partner Performance Optimization****

* **Performance-Based Incentives**: Encouraging top restaurants and delivery partners.
* **Real-time Tracking**: Implementing route optimizations for faster deliveries.
* **Dynamic Pricing & Surge Management**: Adjusting pricing based on peak demand.

### ****3. Revenue Growth & Expansion Strategies****

* **Subscription Plans**: Offering exclusive meal plans for frequent users.
* **New Market Penetration**: Expanding Swiggy services to Tier 2 & 3 cities.
* **Cross-Selling & Upselling**: Recommending combo meals and high-margin items.
* Commission-Based Earnings: Maintain a structured commission model for each ride while offering lower commissions to high-performing drivers.
* Ancillary Revenue Streams: Expand service offerings by integrating package delivery, food delivery, and advertising within the application.