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 :

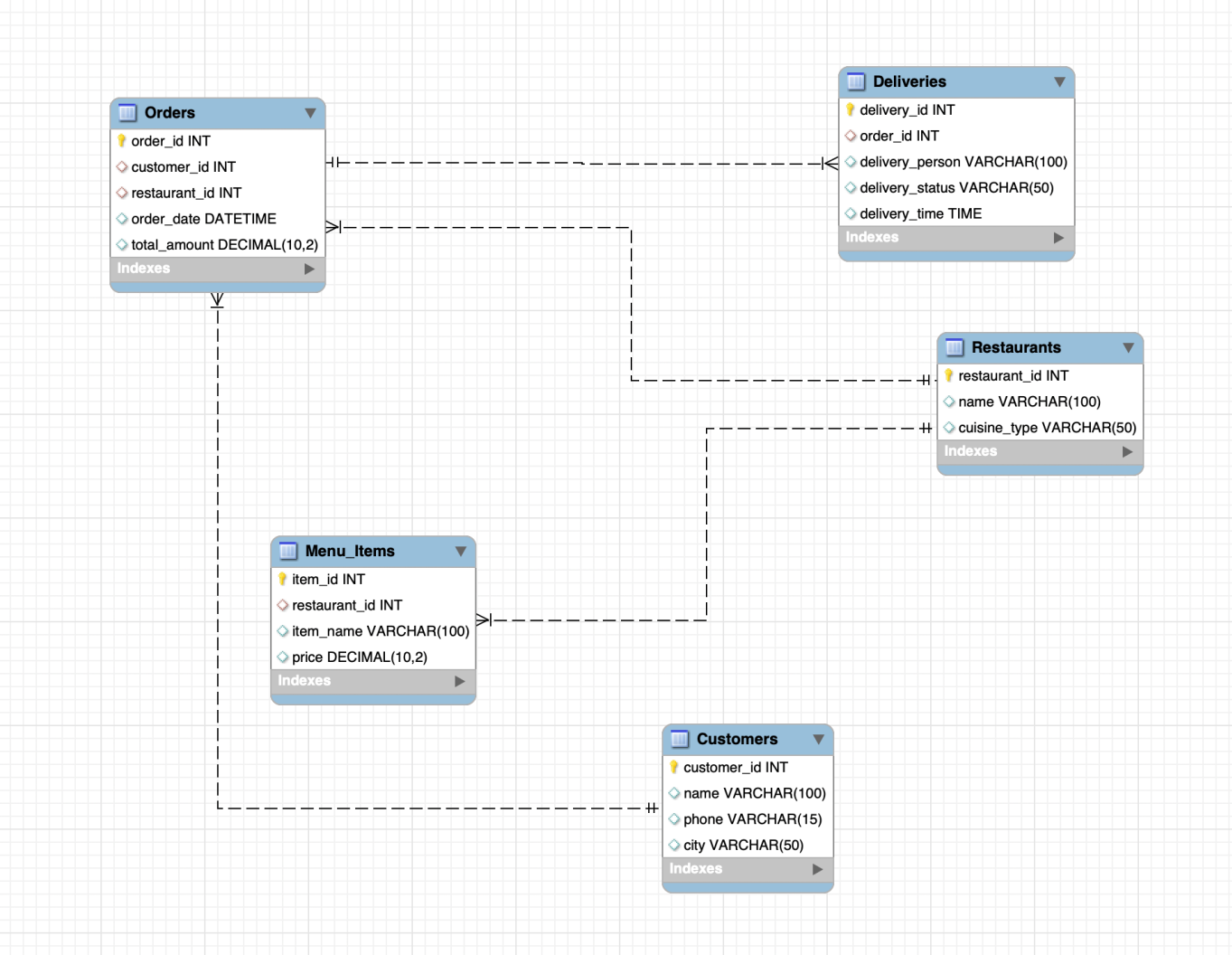
The primary goal of this MySQL-based case study is to analyze Swiggy's operational and business performance by leveraging data analytics. The objectives include:

- 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)



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.