Formal Project Summary Report: Swiggy Sales Performance and Strategic Market Analysis

Project Name: Swiggy Sales Performance and Strategic Market Analysis Dashboard (Q1-Q3)

Analysis Tool: Microsoft Excel (Pivot Tables, Advanced Formulas, Dynamic Visualization)

S: Situation (Context and Problem Statement)

The objective was to analyze the transactional data for a major food delivery platform over the first three quarters (Q1–Q3) of the fiscal year. The organization needed a clear, data-driven understanding of its sales mix, geographical performance, and time-series trends to shift from reactive performance monitoring to **proactive strategic planning**.

- **Scope:** Analysis of 197.43 Thousand orders, totaling ₹53.01 Million in sales.

- **Key Challenge:** High seasonal volatility observed in monthly revenue, necessitating a deeper investigation into the underlying causes (e.g., regional underperformance, category risk, and operational stress points).

- **Core Metrics:** The business required a quantified baseline for Average Order Value (AOV) and Average Customer Rating.

T: Task (Objective and Responsibility)

The primary task was to model the raw data and construct a comprehensive, dynamic **Excel KPI Dashboard** to provide clear answers for the executive team, focusing on three core objectives:

1. **Risk Identification:** Pinpoint the exact periods, states, and cities responsible for the steepest sales declines and understand the root cause (e.g., volume drop vs. AOV drop).

2. **Growth Strategy:** Segment sales by food type and time of week to identify the most valuable and reliable revenue streams.

3. **Actionable Recommendations:** Translate complex findings into three immediate, high-impact strategies to stabilize Q3 performance and drive long-term profitability.

A: Action (Steps and Technical Execution)

The project required meticulous data cleaning, structural modeling, and advanced visualization in Excel:

1. **KPI Foundation:** Calculated and established key benchmarks, including a platform-wide **AOV of ₹268.51** and a strong **Avg. Rating of 4.34**.

2. **Time-Series Modeling:** Utilized Excel's date grouping functionality to create three distinct views:

   o **Monthly Trend:** Confirmed a major sales peak in **June** and structural dips in February and July.

   o **Daily Trend:** Quantified the **Weekend Sales Dominance**, showing Friday–Sunday accounting for over 44\% of total weekly revenue.

3. **Geographical and Categorical Segmentation:**

   o Created Pivot Tables to rank revenue, identifying **Bengaluru** as the top revenue city and **Lucknow** (a Tier-2 market) as the surprisingly strong, second-highest market, indicating success outside of major metros.

   o Segmented sales by dish type, revealing that **Vegetarian (Veg) food accounts for 65% of total sales**, establishing a clear category advantage.

4. **Risk Analysis (STAR's Core):** Combined **Quarterly** (Q1, Q2, Q3) data with **State-level** performance. This action pinpointed that the platform's Q3 revenue decline (from ₹20M$ to ₹13.4M) was structurally linked to the underperformance of the high-value markets of **Karnataka** and **Maharashtra**.

R: Result (Quantified Impact and Recommendations)

The analysis successfully provided the strategic clarity required by the business, delivering a clear understanding of market risks and growth levers.

Quantified Outcomes:

- **Risk Quantified:** Pinpointed a **32% sales drop** in Q3, allowing the company to move from a generalized concern to a geographically specific, targeted solution.

- **Market Insight:** Identified the platform's core advantage in the **Veg segment (65% of sales),** providing a clear focus for partnership acquisition and menu promotion.

- **Operational Benchmark:** Confirmed operational stability with high sales on weekends, allowing for reliable rider and restaurant capacity planning.

Strategic Recommendations:

1. **Q3 Stability Plan:** Execute **hyper-targeted promotions** (e.g., "Rainy Day Offers") specifically in **Bengaluru and Mumbai** during the vulnerable July-September period to directly mitigate the Q3 decline.

2. **AOV Increase:** Leverage the 65\% Veg dominance by creating and promoting high-margin **Vegetarian Combo Meals** for the peak **Saturday/Sunday** order window.

3. **Future KPI Focus:** Shift the next analytical priority to developing a **Customer Retention Rate (CRR)** model to ensure long-term profitability by reducing reliance on costly customer acquisition.