SWIGGY | Data Exploration Project

The project aims to understand the metrics and insights crucial to the food business. There are four dimensions that require analysis or metrics: customer, delivery executive, vendor, and the sustainability of the business/platform. This project specifically focuses on Customer Insights. These insights provide a comprehensive understanding of customer preferences, spending patterns, and the effectiveness of loyalty programs. The gathered insights will guide strategic decisions, enabling Swiggy to optimize marketing efforts, tailor menus, and enhance customer retention.

SQL is used for primary Exploratory Data Analysis.

Customer Spending Analysis:

a. *Total Amount Spent*: providing insights into high-value customers.

Customer Engagement Metrics:

a. *Days Visited:* Indicating user engagement and loyalty.

Purchase Behavior:

a. *First Product Purchased:* offering insights into their preferences from the start, can be further analyzed based on Geography or demographics.

Menu Item Performance:

a. *Most Purchased Product:* Identifies the most popular product on the menu.
b. *Purchase Count by Customer:* Understands how frequently each customer purchases the most popular product.

Product Popularity:

a. *Most Popular Item:* Identify the most popular item for each customer, aiding in personalized marketing strategies.

Membership Insights:

a. *First Item Purchased After Becoming a Member*: Highlights early preferences.
b. *First Item Purchased Before Becoming a Member:* Understands customer preferences before membership.

Pre-Membership Behavior:

a. *Total Orders and Amount Spent Before Membership:* Examine customer behavior before joining Swiggy's membership program.

Loyalty Program Effectiveness:

   a. *Swiggy Points Earned:* Calculated the points earned by each customer based on purchase value, providing insights into loyalty.
   b. *Max Points Collected by a Product*: Identifies the product generating the most loyalty points.

Gold Membership Impact:

   a. *Points Earned in the First Year of Gold Membership*: Evaluates the effectiveness of Swiggy's gold program in terms of points earned.

Transaction Ranking for Gold Members:

   a. Rank *of Transactions:* Rank transactions for gold members, offering insights into their spending patterns during membership.