

Problem Statement – Swiggy Data Analysis

Swiggy aims to analyse its food order data to gain insights into sales performance, customer satisfaction, and ordering behaviour.

The objective is to track key business metrics and visualize trends across time, locations, and food categories to support data-driven decision making.

BRD: Key Performance Indicators (KPIs)

- **Total Sales (₹):** Overall revenue generated from food orders.
 - **Average Rating:** Measures customer satisfaction across all restaurants.
 - **Average Order Value (₹):** Average revenue generated per order.
 - **Ratings Count:** Total number of customer reviews received.
 - **Total Orders:** Total number of food orders placed.
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BRD: Charts & Visualizations

- **Monthly Sales Trend:** Shows month-wise fluctuations in total sales.
- **Daily Sales Trend:** Highlights variations in orders and revenue across days of the week.
- **Total Sales by Food Type (Veg vs Non-Veg):** Compares revenue contribution by cuisine type.
- **Total Sales by State (Map Visualization):** Displays state-wise revenue distribution.
- **Quarterly Performance Summary:** Combines sales, ratings, and orders at a quarterly level.
- **Top 5 Cities by Sales:** Identifies cities contributing the highest revenue.
- **Weekly Trend Analysis:** Tracks weekly sales patterns to identify peak and low-performing periods.