

SWIGGY:
STRATEGIC
DELIVERY TIME &
CUSTOMER
SATISFACTION
ANALYSIS

N SAI DHANUSH

ABOUT US

Swiggy is India's leading on-demand food delivery platform, focused on hyperlocal logistics and customer delight.

Context:

To maintain leadership, Swiggy needs to quantify how delivery speed impacts ratings, find high-opportunity cuisines & regions, and link operational excellence to loyalty.





BUSINESS PROBLEM

KEY CHALLENGES

- Does longer delivery time lower customer ratings?
- Which cuisines & regions drive highest satisfaction?
- Where are the best expansion opportunities?
- How much does faster ops lift loyalty & revenue?

SOLUTION

POSTGRESQL

Realistic schema & SQL for deep delivery-time insights

PYTHON

EDA, correlation,
ANOVA to prove speedsatisfaction link

EXCEL

Pivots & What-If tables to slice by region, cuisine, traffic

POWER BI

Interactive 3-page dashboard — clear scenario simulation

DATA MODEL

ORDERS

Delivery time, traffic, distance, rider ratings

RESTAURANTS

Region, cuisine, ratings, price

CUSTOMERS

Demographics, income, frequency

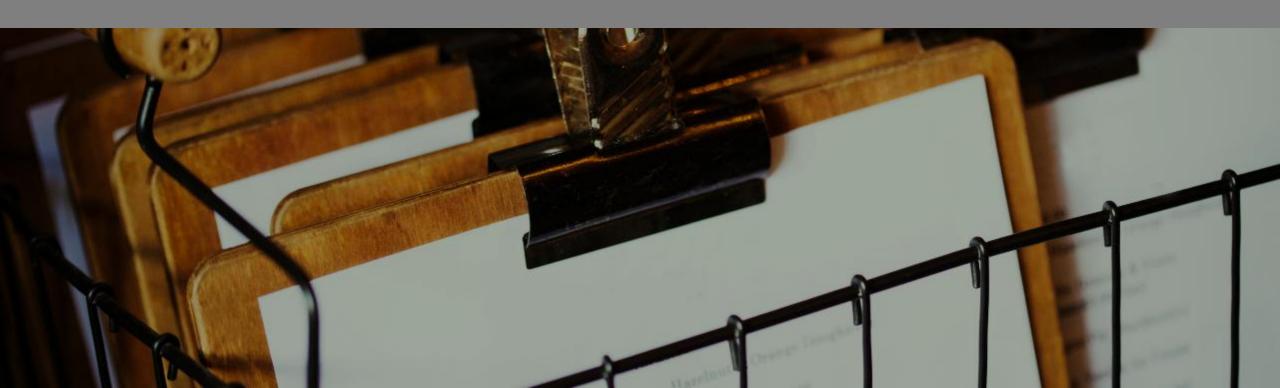


DELIVERY TIME VS RATINGS

Finding:

Strong negative correlation between delivery time & ratings High traffic levels lengthen delivery \rightarrow lowers customer happiness

✓ Insight: Faster delivery unlocks stronger loyalty.



CUISINE & REGION INSIGHTS

FINDINGS:

- •Top cuisines by avg ratings: Biryani, North Indian, Desserts
- •Under-served cities with high avg ratings → new partnerships
- •Customer segments by age/income guide marketing focus



OPERATIONAL INSIGHTS

HIGH REPEATED ORDERS TRAFFIC AND WEATHER

FREQUENCY & LOYALTY CLUSTERS

18 -30 AGE GROUP

ALIGNS WITH PEAK OPS
STRESS

CLEAR CROSS SELL

GROWTH STRATEGY FINDINGS FROM MODEL



faster delivery $\rightarrow \sim 0.02$ pts uplift per min saved



City comparison shows biggest ROI zones



Scatter & waterfall charts
link speed savings to
ratings & segments



RECCOMENDATIONS

- •Prioritize cities with longest avg delivery for fleet boost
- •Expand top cuisines in high-demand low-competition zones
- •Use scenario model to plan realistic SLAs
- •Link segments to loyalty campaigns for repeat orders



"Aligning operations & customer analytics helps Swiggy make faster, smarter, more profitable decisions. Every minute saved means stronger loyalty & repeat business."

THANK YOU