



# SWIGGY: STRATEGIC DELIVERY TIME & CUSTOMER SATISFACTION ANALYSIS

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# 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

### POSTGRES SQL

Realistic schema & SQL  
for deep delivery-time  
insights

### PYTHON

EDA, correlation,  
ANOVA to prove speed–  
satisfaction 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 → 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

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18 -30 AGE GROUP

TRAFFIC  
AND  
WEATHER

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ALIGNS WITH PEAK OPS  
STRESS

FREQUENCY &  
LOYALTY  
CLUSTERS

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CLEAR CROSS SELL



## GROWTH STRATEGY FINDINGS FROM MODEL

A dark purple circle containing the text "5-20%".

5-20%

faster delivery → ~0.02  
pts uplift per min saved

A medium purple circle containing the text "CITIES".

CITIES

City comparison shows  
biggest ROI zones

A dark green circle containing the text "CHARTS".

CHARTS

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