

# SWIGGY

## Business Problem Statement

*Food Delivery Sales Analytics | India Market*

*Swiggy Karo, Phir Jo Chahe Karo!*

149K

Orders Count

725M

Top 10% Customers

148K

Rating Count

## 1. Background

Swiggy is one of India's largest food delivery platforms, connecting millions of customers with local restaurants across hundreds of cities. This dataset captures **149K orders**, **148K customer ratings**, and revenue spread across Veg, Non-Veg, and Other food categories. Despite impressive scale, total revenue peaked in 2018 at approximately **0.4bn** and has declined sharply year-on-year through 2021 — making data-driven corrective action an urgent business priority.

## 2. Core Business Challenge

Swiggy currently lacks a **unified, data-driven strategy** to diagnose revenue decline, optimise city-level resource allocation, and improve customer retention. Five critical gaps drive this challenge:

1

### Revenue Decline

Total quantity amount has fallen from a 2018 peak (~0.4bn) to near 0.1bn by 2021. Without identifying root causes by city, category, and customer segment, the downward trend cannot be reversed.

2

### City-Level Blindspot

Tier-2 cities like Tirupati (43M) outperform established metros in top-line sales, yet marketing budgets and restaurant partnership investments may not reflect this reality — leading to misallocated resources.

3

**Food Category Imbalance**

Non-Veg commands the highest average order price (Rs.231.81) but fewer total orders than Veg (106M vs 122M). The premium revenue opportunity from upselling Non-Veg in high-volume Veg cities remains largely untapped.

4

**High-Value Customer Concentration**

Top 10% of customers contribute 725M in revenue — extreme concentration that creates catastrophic churn risk. Without targeted loyalty programmes, loss of even a small fraction of this segment causes disproportionate revenue impact.

5

**Rating Insights Underutilised**

148K customer ratings are collected but not systematically leveraged to identify service quality failures, low-performing restaurants, or city-level satisfaction gaps — leaving a rich retention signal untapped.

### 3. Problem Statement

*"How can Swiggy leverage food order transaction data across cities, food categories, customer segments, and time periods to diagnose the root causes of revenue decline, optimise city-level strategy, and drive sustainable growth across the Indian food delivery market?"*

### 4. Impact of Not Solving This

- Continued year-on-year revenue decline without data-backed corrective action
- Misallocation of marketing budgets to low-performing cities and food categories
- Churn of top 10% high-LTV customers without targeted retention programmes
- Missed upsell revenue from Non-Veg and premium food segments
- Inability to benchmark restaurant and city performance for strategic partnerships