

SWIGGY

Project Overview

Sales Performance & Customer Insights Dashboard

Swiggy Karo, Phir Jo Chahe Karo!

Project Objective

To analyse Swiggy's food order transactions, customer spending behaviour, food category performance, and city-level revenue trends using an interactive Power BI dashboard — enabling stakeholders to identify decline drivers, optimise resource allocation, and make data-backed strategic decisions.

Key Analytical Areas

Overview KPIs

- Orders Count: 149K | Top 10% Customer Revenue: 725M | Rating Count: 148K
- Amount / Quantity toggle to switch between revenue and volume perspectives

City-Level Sales Performance

- Dynamic Top N filter: Default / Top 5 / Top 10 / Top 20 / Top 30
- Tirupati: 43M | Electronic City: 29M | Baner Pune: 27M | Raipur: 17M
- Indirapuram: 13M | Navrangpura: 12M | Rohini Delhi: 12M
- Identify high-performing vs low-penetration cities for targeted campaigns

Yearly Revenue Trend (2018-2021)

- Peak revenue in 2018 (~0.4bn); consistent decline through 2019, 2020, 2021
- Line chart reveals inflection points to understand demand and market shifts
- Foundation for building predictive sales forecasting models

Food Category Breakdown

- Veg: 122M orders | Avg Price: Rs.182.11 (highest order volume)
- Non-Veg: 106M orders | Avg Price: Rs.231.81 (highest revenue per order)
- Others: 24M orders | Avg Price: Rs.50.38 (beverages, snacks)

- Compare volume vs revenue contribution to guide category-level strategy

Customer Segment Analysis

- Top 10% of customers drive 725M in revenue — high-LTV segment identification
- Rating Count (148K) used as an engagement and satisfaction proxy
- Supports loyalty programme design and churn prevention targeting

Key Insights

- Tirupati leads all cities at 43M — a tier-2 city outperforming major metros.
- Non-Veg yields the highest avg price (Rs.231.81), offering the best revenue per order.
- Revenue declined from 0.4bn (2018) to ~0.1bn (2021) — urgent intervention needed.
- Top 10% of customers generate 725M — extreme concentration creates high churn risk.
- Veg dominates order volume (122M) but generates lower revenue per order than Non-Veg.
- Others category (Rs.50.38 avg) represents high-frequency low-value snack/beverage orders.

Recommended Next Steps

- 1 Investigate root causes of post-2018 revenue decline by city and food category.
- 2 Launch targeted retention campaigns for the top 10% high-LTV customer segment.
- 3 Promote Non-Veg upsell in high-volume Veg cities to improve revenue per order.
- 4 Expand restaurant partnerships in Tirupati and fast-growing tier-2 cities.
- 5 Build a rating-based service quality dashboard to address low-score drivers.

Tools & Technologies

Tool	Purpose
Microsoft Power BI Desktop	Dashboard development and interactive visualization

Power Query (M Language)	Data cleaning and transformation
DAX (Data Analysis Expressions)	KPI measures, Top N logic, category averages
CSV / Excel	Source data format and ingestion

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