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**SWIGGY DATA ANALYSIS**

# PROJECT TITLE



**A Comprehensive Analysis of swiggy Restaurant Data**



# AGEND A

1. Introduction & Objectives
2. Data Collection & Preparation
3. Exploratory Data Analysis
4. Restaurant Insights
5. Consumer Behaviour Analysis
6. Regional & Cuisine Trends
7. Geospatial Analysis
8. Business Recommendation
9. Conclusion & Discussion



# PROBLEM STATEMENT

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Swiggy, one of the leading food delivery platforms, has witnessed significant growth in recent years. As the market becomes increasingly competitive and dynamic, it is crucial for Swiggy to gain deep insights into customer behavior and market trends to maintain its competitive edge. The problem statement revolves around conducting an exploratory analysis of Swiggy's operations, focusing on understanding customer preferences, identifying key market trends, and uncovering opportunities for improvement



# PROJECT OVERVIE



**W**

Project swiggy The project uses data from Swiggy 's food delivery platform to analyze key metrics such as order volume, delivery time, customer ratings, and restaurantratings. The analysis is performed using Python programming language and various data analysis libraries such as Pandas, NumPy, and Matplotlib, Seaborn.



# WHO ARE THE END USERS?

End users of the analysis include:

1. Restaurant owners/managers
2. Chain restaurant executives
3. Independent restaurateurs
4. Swiggy and food service platforms
5. investors and analysts
6. Food industry consultants

# YOUR SOLUTION AND ITS VALUE PROPOSITION



## Solutions and Proportions:

1. Menu Optimization & Pricing: 30%
2. Marketing Enhancement: 20%
3. Operational Efficiency: 15%
4. Customer Experience Improvement: 20%
5. Platform Optimization (swiggy): 10%
6. Strategic Planning & Investment: 5%



# THE WOW IN YOUR SOLUTION



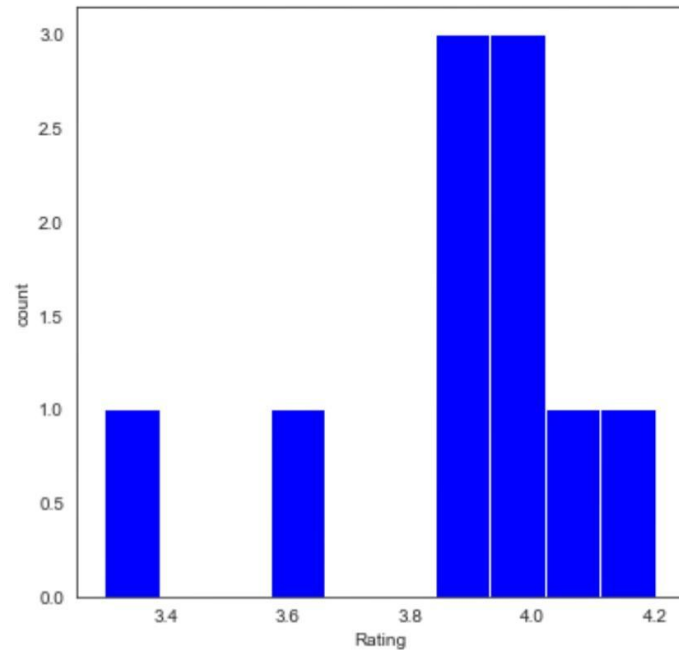
The "wow" factor in the solutions derived from the swiggy restaurant data. analysis lies in their ability to provide actionable insights that drive tangible improvements across various aspects of the restaurant industry. Here's where the "wow" factor lies in each solution:

- 1.Menu Optimization & Pricing:
2. Marketing Enhancement:
- 3.Operational Efficiency:
- 4.Customer Experience Improvement:
- 5.Strategic Planning & Investment:

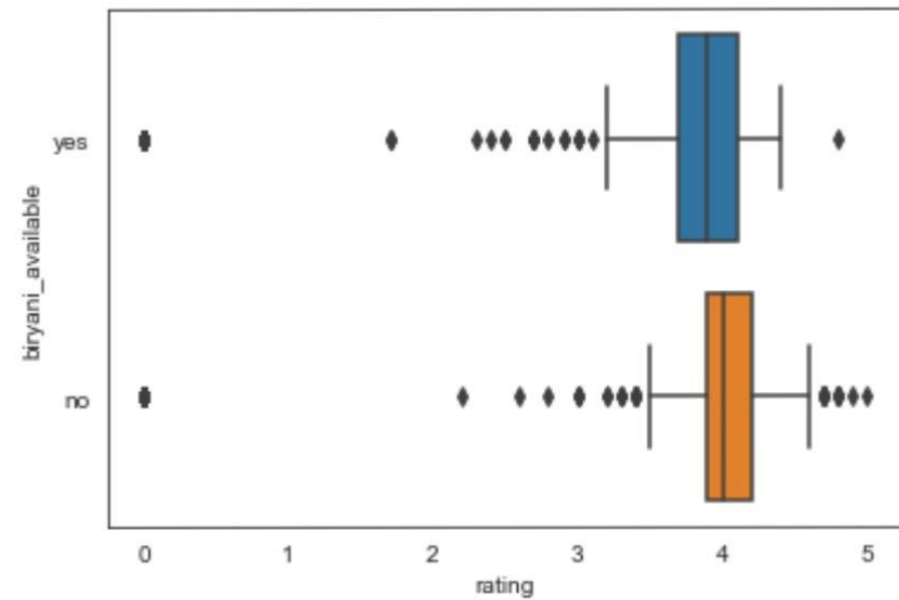




# RESULT



observation: From above plot 3.8 - 4.0 ratings are high.



Observation: compared to ratings No is high