Swiggy Business Analyst Case Study

Candidate: Himanshu Kumar
Role Applied: Business Analyst

Objective:

To design a framework to identify and reward the top 5 delivery executives per city per week, based on order delivery performance, using a 100K+ row dataset.

Tools & Technologies Used:

Python (Pandas, Numpy,Random): For dataset generation

PostgreSQL: For data aggregation, scoring, and weekly rankings

Excel: For building an interactive business dashboard with dropdowns, filters, and visualization

Approach Overview:

Data Generation:

Created a 100,000-row synthetic dataset simulating Swiggy's 1-month delivery.

Included fields: delivery_person_id, order_id, order_value, order_rating, timestamps, and city.

Data Processing (SQL)

Designed SQL views: city_weekly_delivery_stats: Aggregated total orders, total value, and average rating per person per week per city

Ranked delivery persons using a weighted scoring logic

Category	Weightage
total_orders	40%
order_value	30%
average_rating	30%

score = 0.4 × total_orders + 0.3 × order_value + 0.3 × (average_rating × 20)

average_rating multiply by 20 to make significant respect to others

Applied business-oriented ranking using RANK() window function partitioned by city and week.

After this, I downloaded the table for making an excel dashboard

Excel Dashboard:

Built a clean Excel interface with:

1. Dropdown menu to select city
2. Auto-updating table showing top 5 delivery executives

Ensured dashboard updates instantly when city changes

Outcome:

The final solution supports **city-level weekly performance review** of delivery executives.

Built with scalability in mind: easily extendable to include multiple months or other metrics (e.g., delivery time, complaints)

Demonstrates strong command over **data wrangling, SQL analysis, and Excel-based reporting**

Attachments:

Swiggy_Dashboard.xlsx-Excel dashboard

110k_row.ipynb-Python script used to generate data

Schema.sql-Creating table in sql

RawData.csv-100k data set

This pdf (Swiggy_CaseStudy_Summary_Himanshu.pdf)