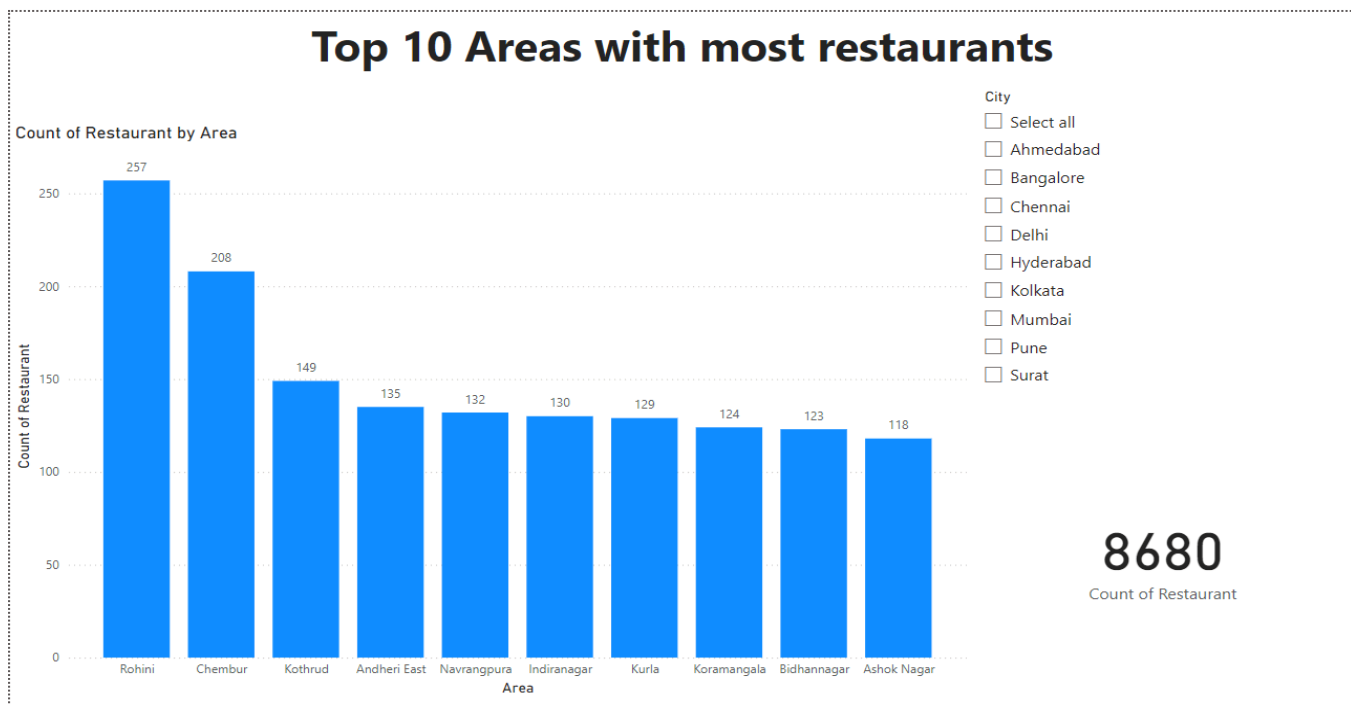# Restaurant Analysis of Swiggy

Task 1: Top 10 Areas with Most Restaurants

Objective: Identify the top 10 areas with the highest number of restaurants.

Based on the bar chart provided, the top 10 areas with the highest number of restaurants are:

1.   **Rohini 257**
2.   **Chembur 208**
3.   **Kothrud 149**
4.   **Andheri East 135**
5.   **Navrangpura 132**
6.   **Indiranagar 130**
7.   **Kunta 129**
8.   **Koramangala 124**
9.   **Bidhannagar 123**
10.   **Ashok Nagar 118**

Key Insights:

- Rohini and Chembur have a significantly higher number of restaurants compared to other areas. This could indicate these areas have a large customer base or are central locations in their respective cities.
- The high number of restaurants in these areas may suggest a competitive market. Businesses in these regions may need to focus on differentiation strategies such as unique menu offerings, superior service, or niche targeting to stand out.
- Areas like Ashok Nagar and Bidhannagar, while still in the top 10, have fewer restaurants compared to the top-ranked areas. These regions might offer opportunities for new entrants or existing businesses looking to expand with potentially less competition.
- The list includes areas from multiple cities, indicating a wide distribution of restaurant availability. This diversity suggests that consumer demand for dining options is spread across various urban centers, not concentrated in a single city.
- For businesses looking to expand, targeting high-restaurant-density areas could be advantageous for visibility and access to a ready customer base, but they should also be prepared for intense competition. Alternatively, focusing on moderately populated areas might provide growth opportunities with lower competition barriers.
- Overall, this data can be used to inform location strategies, market entry decisions, and competitive positioning in the restaurant industry.

Task 2: Most Popular Food Types Served by Swiggy Restaurants in Each City

Objective: Determine the most popular food types served in each city.
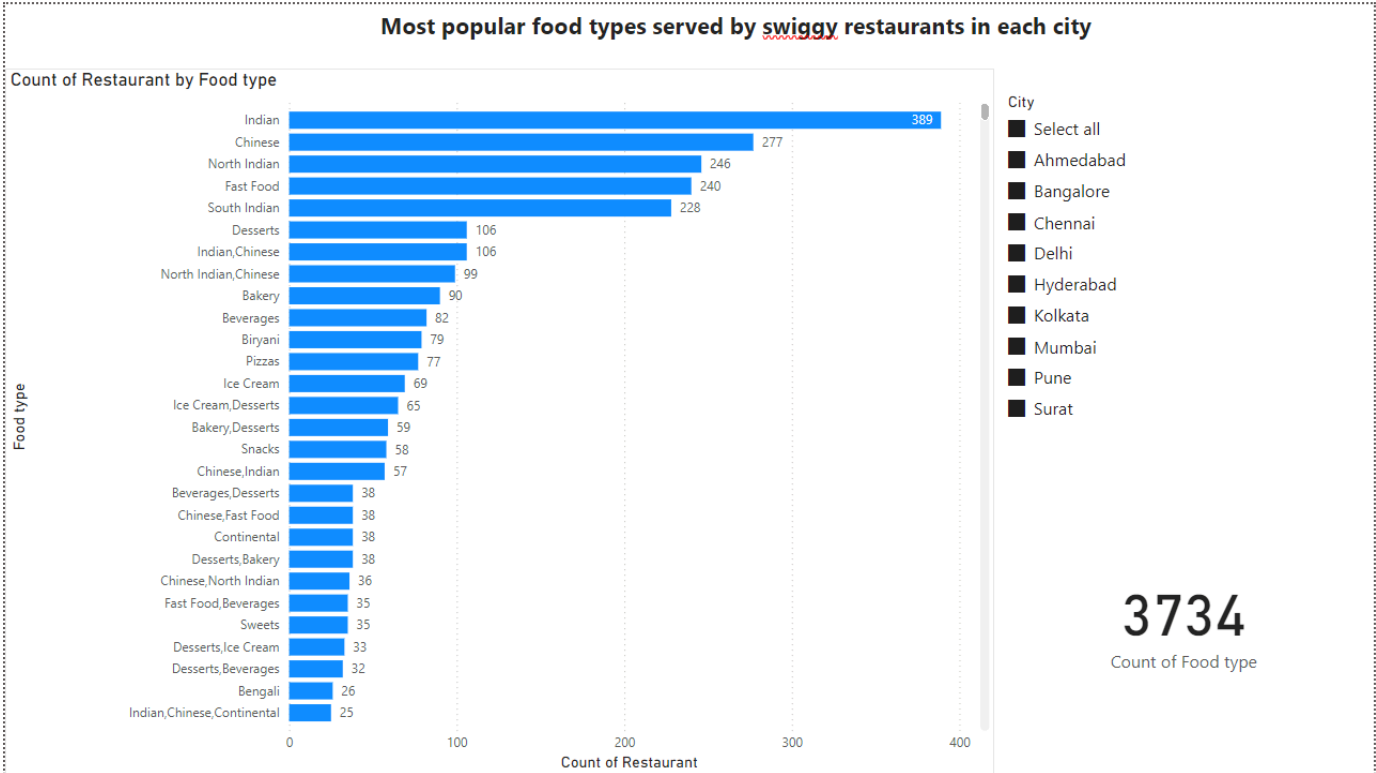
Key Insights:

Indian Cuisine:

Indian cuisine leads by a significant margin, highlighting its popularity and dominance across the cities served by Swiggy.

Chinese Cuisine:

Chinese food is the second most popular cuisine, showcasing its widespread appeal and the integration of Chinese dishes into the regular dining habits of many customers.

Regional Specialties:

North Indian and **South Indian** cuisines are also highly popular,This suggests that local flavors and traditional dishes remain a strong draw for customers.

Fast Food and Desserts:

Fast food and desserts are notable categories, suggesting a demand for quick, convenient meals and sweet treats. This may indicate a trend towards casual dining and indulgence.

Combination of Cuisines:

The chart shows combinations like "Indian, Chinese" and "North Indian, Chinese," suggesting that restaurants often offer a mix of popular cuisines to cater to diverse tastes and preferences. This strategy can attract a broader customer base.

Niche Categories:

Categories like **Bakery**, **Beverages**, **Biryani**, **Pizzas**, and **Ice Cream** indicate specific food types that have significant demand. These niches can provide opportunities for specialized restaurants or menu items.

Task 3: Top Rated Swiggy Restaurants (In Percentage)

Objective: Find the percentage of top-rated restaurants (e.g., those with an average rating above 4.5).
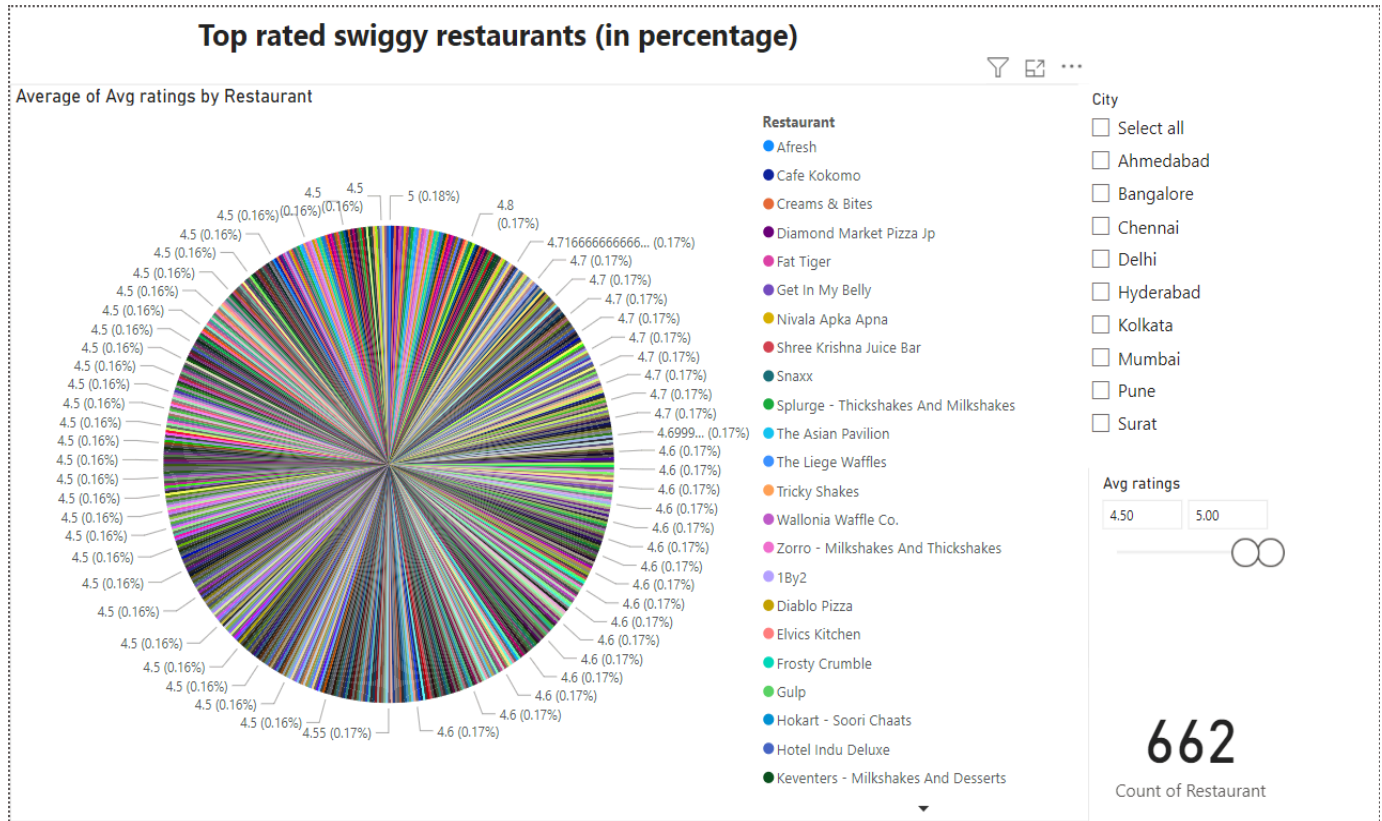
Key Insights:

High Customer Satisfaction:

The high average ratings suggest that customers are generally very satisfied with these restaurants.

This could be due to excellent service, quality food, and overall positive dining experiences.

Competitive Environment:

The close range of average ratings (4.8 to 5) indicates a competitive environment where restaurants strive to maintain high standards.

Importance of Maintaining Quality:

To remain competitive and retain customer satisfaction, it is crucial for these restaurants to consistently maintain their service and food quality.

Small differences in ratings (e.g., from 4.8 to 5) can significantly impact consumer choice.

Potential for Marketing:

Restaurants with a perfect rating (5) can leverage this in their marketing strategies to attract more customers.

Highlighting high customer satisfaction can be a key selling point.

Task 4: Correlation of Factors Affecting Average Rating

Objective: Identify correlations between different factors (e.g., price, total ratings, delivery time) and average rating.
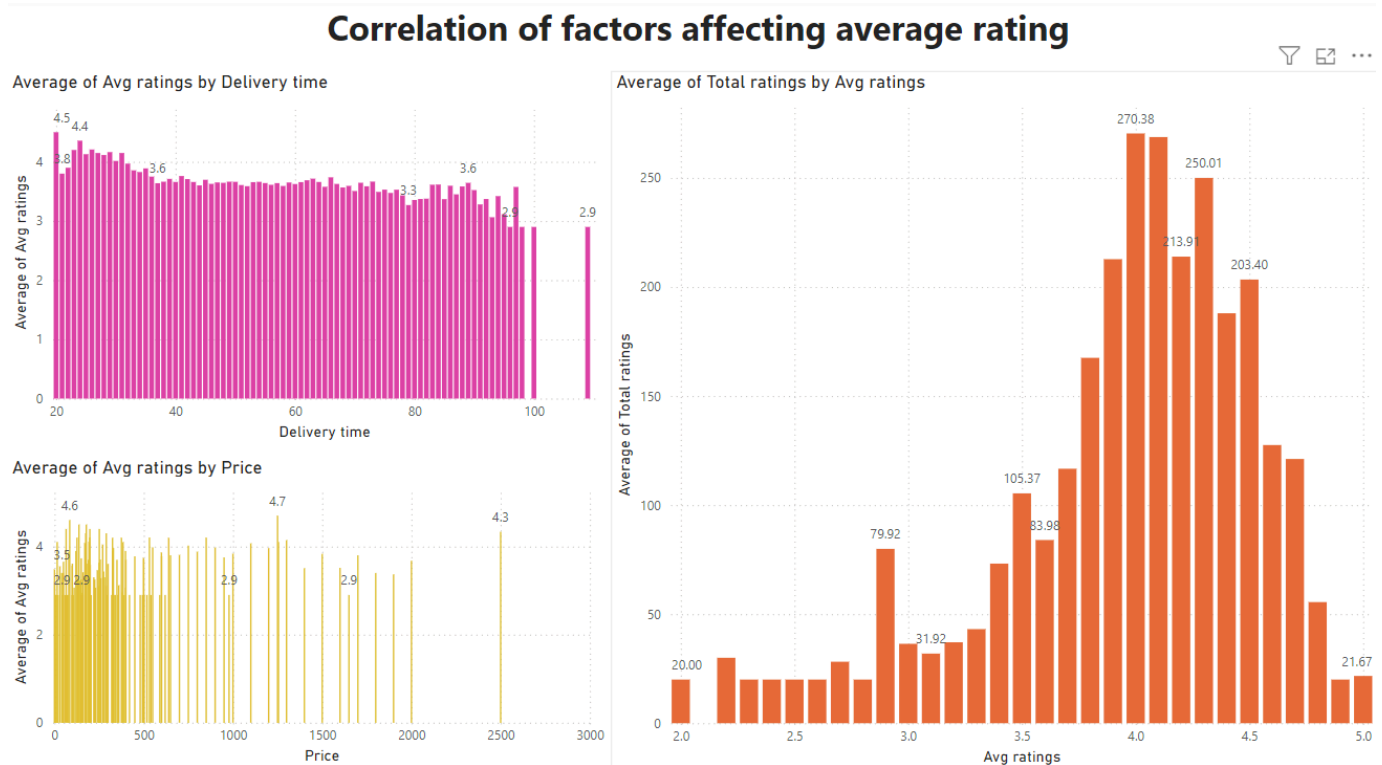
Key Insights:

These insights indicate that there is no strong correlation average rating, total rating, price, suggesting that they may not be directly influencing each other in a significant way

However there is a correlation between Delivery time and Average rating, where ratings go down as the delivery time increases

Task 5: Correlation Between Restaurant Price and Average Rating

Objective: Analyze the relationship between restaurant price and average rating.
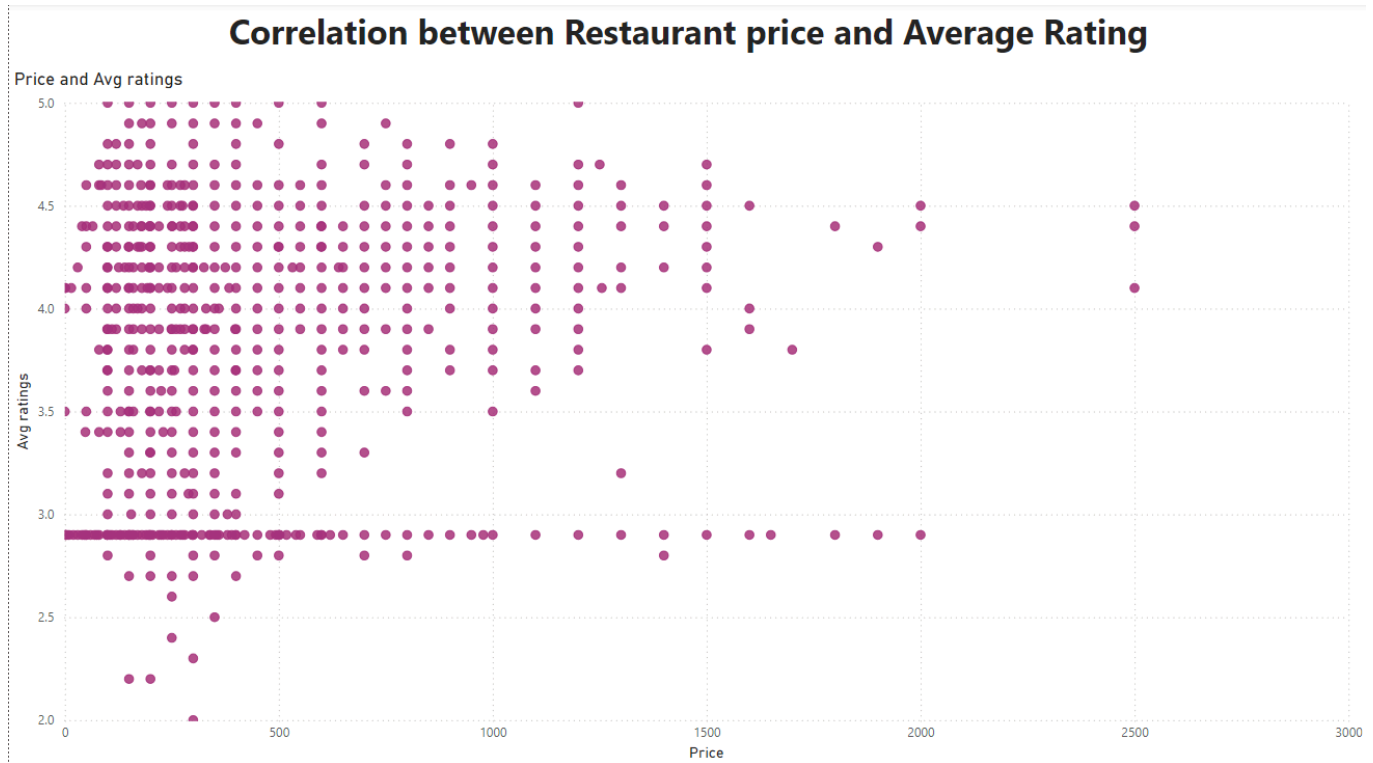
Key Insights:

Weak Correlation: The weak positive correlation suggests that there is a slight tendency for higher-priced restaurants to have higher average ratings, but the relationship is not strong.

Wide Distribution: The scatter plot shows a wide distribution of ratings across all price points, indicating that price factor is unlikely to influence ratings.

Task 6: City-wise Restaurant Count

Objective: Find out the number of restaurants in each city.

Cities with most number of restaurants

Count of Restaurant by City

City	Count of Restaurant
Kolkata	1346
Mumbai	1277
Chennai	1106
Pune	1090
Hyderabad	1075
Bangalore	946
Ahmedabad	717
Delhi	611
Surat	512

Key Insights:

Key Observations:

Kolkata has the highest number of restaurants, totaling 1,346.

High Concentration in Major Cities:

Mumbai follows with 1,277 restaurants.

Chennai has 1,106 restaurants.

Pune and Hyderabad have 1,090 and 1,075 restaurants respectively.

Bangalore has 946 restaurants.

Moderate Concentration:

Ahmedabad has a significant number of restaurants, totaling 717.

Delhi follows with 611 restaurants

Lower Concentration:

Surat has the lowest number of restaurants among the listed cities, with 512.

Urban Food Culture:

The data indicates a strong urban food culture in Kolkata, Mumbai, Chennai, Pune, and Hyderabad, with each city boasting over 1,000 restaurants.

These cities are likely to have a diverse and competitive food scene, offering a wide range of culinary options to residents and visitors.

Market Opportunities:

Cities like Ahmedabad, Delhi, and Surat, though having fewer restaurants compared to the top cities, still present substantial markets for new restaurants.

There's potential for growth and expansion in these cities, especially for unique or niche culinary offerings.
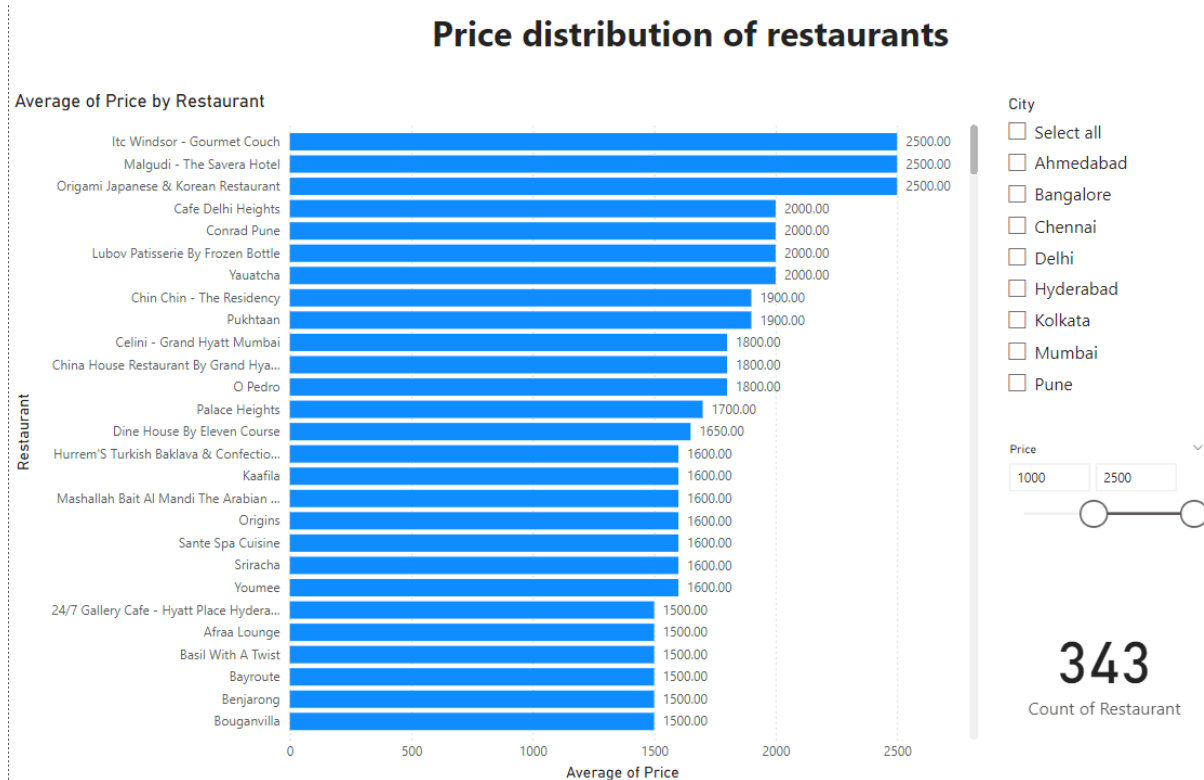
Strategic Focus:

For food delivery platforms and restaurant chains, focusing on Kolkata, Mumbai, Chennai, Pune, and Hyderabad could yield significant business opportunities due to the high density of restaurants and, presumably, a large customer base.

These cities might also benefit from targeted marketing and promotional efforts to capture a larger share of the food delivery market.

Task 7: Price Analysis

Objective: Analyze the price distribution of restaurants.

Price distribution of restaurants

Average of Price by Restaurant

Restaurant	Average of Price
Itc Windsor - Gourmet Couch	2500.00
Malgudi - The Savera Hotel	2500.00
Origami Japanese & Korean Restaurant	2500.00
Cafe Delhi Heights	2000.00
Conrad Pune	2000.00
Lubov Patisserie By Frozen Bottle	2000.00
Yauatcha	2000.00
Chin Chin - The Residency	1900.00
Pukhtaan	1900.00
Celini - Grand Hyatt Mumbai	1800.00
China House Restaurant By Grand Hya...	1800.00
O Pedro	1800.00
Palace Heights	1700.00
Dine House By Eleven Course	1650.00
Hurrem'S Turkish Baklava & Confectio...	1600.00
Kaafila	1600.00
Mashallah Bait Al Mandi The Arabian ...	1600.00
Origins	1600.00
Sante Spa Cuisine	1600.00
Sriracha	1600.00
Youmee	1600.00
24/7 Gallery Cafe - Hyatt Place Hydera...	1500.00
Afraa Lounge	1500.00
Basil With A Twist	1500.00
Bayroute	1500.00
Benjarong	1500.00
Bouganvilla	1500.00

Average of Price

City
- [ ] Select all
- [ ] Ahmedabad
- [ ] Bangalore
- [ ] Chennai
- [ ] Delhi
- [ ] Hyderabad
- [ ] Kolkata
- [ ] Mumbai
- [ ] Pune

Price
1000   2500

343
Count of Restaurant

Key Insights:

Price Strategy:

High Pricing Restaurants: They can focus on premium service and exclusive menu items to justify their pricing.

Mid-Range Pricing Restaurants: These restaurants can target value-for-money propositions, offering good quality food at reasonable prices.

Lower Pricing Restaurants: They should focus on cost-efficiency and high turnover to maintain profitability.

Marketing and Promotion:

High Pricing Restaurants: Emphasize exclusivity, high-quality ingredients, and superior dining experiences in their marketing.

Mid-Range Pricing Restaurants: Highlight deals, combos, and family packs to attract larger groups.

Lower Pricing Restaurants: Promote affordable, quick, and convenient meals for everyday dining.
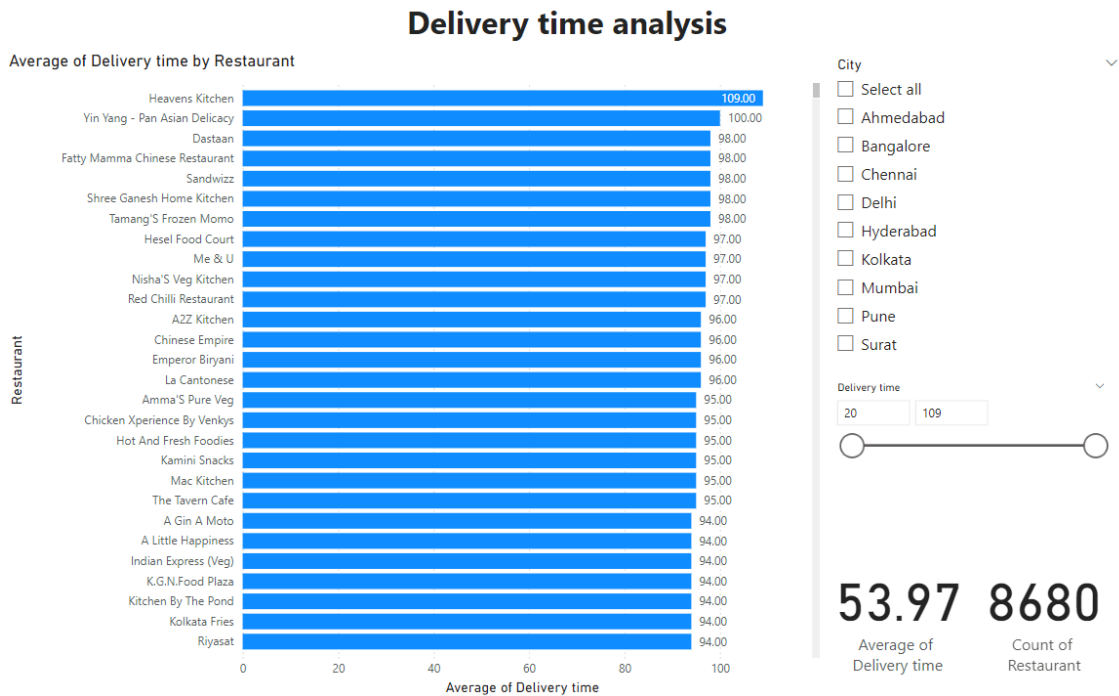
Customer Segmentation:

High Pricing Restaurants: Target affluent customers, special occasions, and business events.

Mid-Range Pricing Restaurants: Aim for middle-income families, young professionals, and casual diners.

Lower Pricing Restaurants: Focus on students, budget-conscious customers, and frequent diners.

Task 8: Delivery Time Analysis

Objective: Analyze the average delivery time of restaurants.

Delivery time analysis

Average of Delivery time by Restaurant

Restaurant	Average of Delivery time
Heavens Kitchen	109.00
Yin Yang - Pan Asian Delicacy	100.00
Dastaan	98.00
Fatty Mamma Chinese Restaurant	98.00
Sandwizz	98.00
Shree Ganesh Home Kitchen	98.00
Tamang'S Frozen Momo	98.00
Hesel Food Court	97.00
Me & U	97.00
Nisha'S Veg Kitchen	97.00
Red Chilli Restaurant	97.00
A2Z Kitchen	96.00
Chinese Empire	96.00
Emperor Biryani	96.00
La Cantonese	96.00
Amma'S Pure Veg	95.00
Chicken Xperience By Venkys	95.00
Hot And Fresh Foodies	95.00
Kamini Snacks	95.00
Mac Kitchen	95.00
The Tavern Cafe	95.00
A Gin A Moto	94.00
A Little Happiness	94.00
Indian Express (Veg)	94.00
K.G.N.Food Plaza	94.00
Kitchen By The Pond	94.00
Kolkata Fries	94.00
Riyasat	94.00

City

- [ ] Select all
- [ ] Ahmedabad
- [ ] Bangalore
- [ ] Chennai
- [ ] Delhi
- [ ] Hyderabad
- [ ] Kolkata
- [ ] Mumbai
- [ ] Pune
- [ ] Surat

Delivery time

20   109

53.97   **8680**

Average of Delivery time   Count of Restaurant

Top Performers:

Heavens Kitchen has the longest average delivery time of 109 minutes.

Yin Yang - Pan Asian Delicacy follows with an average delivery time of 100 minutes.

Fatty Mamma Chinese Restaurant, Dastaan, Sandwizz, and others have delivery times around 98 minutes.

Quicker Deliveries:

Restaurants like Chicken Xperience By Venkys and Hot And Fresh Foodies have quicker delivery times averaging around 95 minutes.

Task 9: Cuisine Analysis

Objective: Analyze the variety of cuisines offered by restaurants.
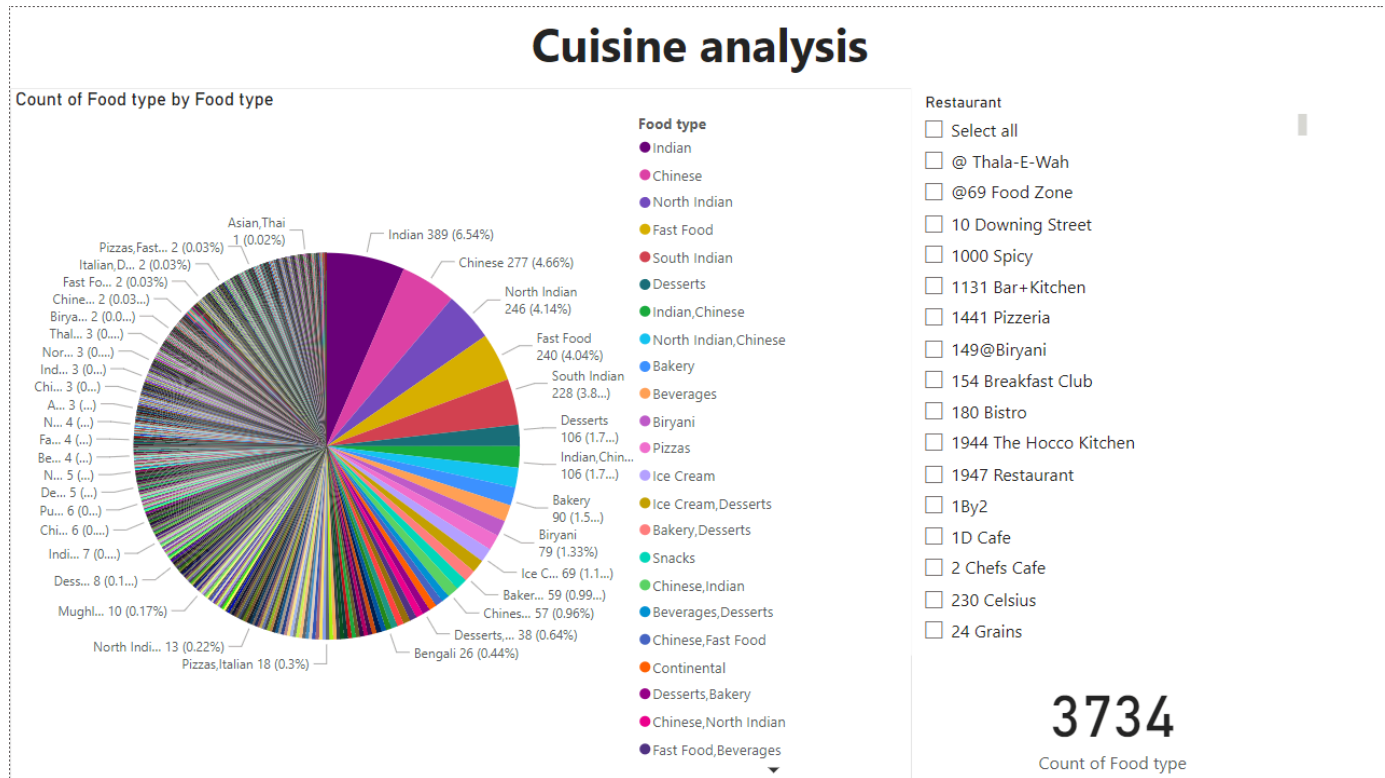
Insights on Cuisine Analysis:

Top Cuisines Offered:

Chinese cuisine is the most commonly offered, with 2,588 mentions.

North Indian cuisine follows with 1,921 mentions.

Indian cuisine is also highly prevalent with 1,772 mentions.

Popular Categories:

Fast Food (1,550 mentions) and Beverages (1,524 mentions) are very popular categories, indicating a significant demand for quick and drinkable options.

Desserts are also highly popular, with 1,436 mentions.

Specialty Dishes:

Biryani is a popular specialty dish with 1,079 mentions, highlighting its popularity across various restaurants.

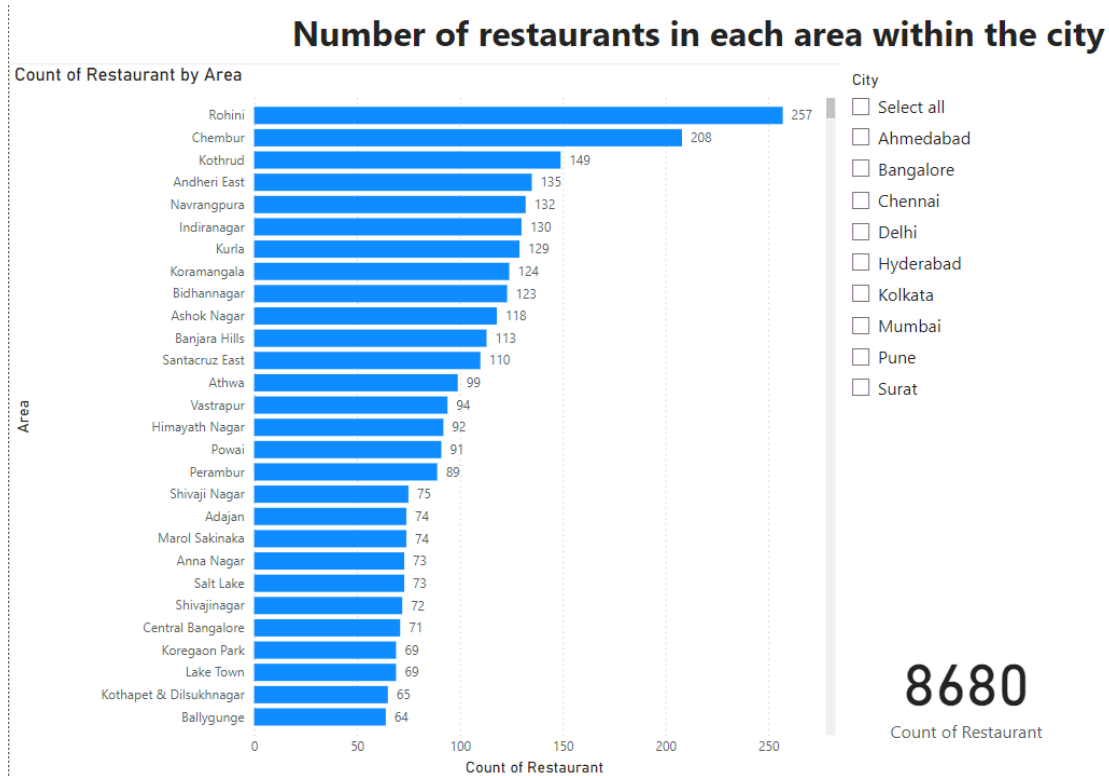Snacks have 1,013 mentions, showing that quick bites are in high demand.

Regional Varieties:

South Indian cuisine has 857 mentions, reflecting its strong presence in the restaurant offerings.

Continental cuisine is also notable with 686 mentions, indicating a preference for international flavors.

Task10: Area-wise Restaurant Analysis

Objective: Analyze the number of restaurants in each area within the city.

Number of restaurants in each area within the city

Count of Restaurant by Area

Area	Count of Restaurant
Rohini	257
Chembur	208
Kothrud	149
Andheri East	135
Navrangpura	132
Indiranagar	130
Kurla	129
Koramangala	124
Bidhannagar	123
Ashok Nagar	118
Banjara Hills	113
Santacruz East	110
Athwa	99
Vastrapur	94
Himayath Nagar	92
Powai	91
Perambur	89
Shivaji Nagar	75
Adajan	74
Marol Sakinaka	74
Anna Nagar	73
Salt Lake	73
Shivajinagar	72
Central Bangalore	71
Koregaon Park	69
Lake Town	69
Kothapet & Dilsukhnagar	65
Ballygunge	64

City
- Select all
- Ahmedabad
- Bangalore
- Chennai
- Delhi
- Hyderabad
- Kolkata
- Mumbai
- Pune
- Surat

8680
Count of Restaurant

Top Areas with the Most Restaurants:

- **Rohini:** 257 restaurants
- **Chembur:** 208 restaurants
- **Kothrud:** 149 restaurants
- **Andheri East:** 135 restaurants
- **Navrangpura:** 132 restaurants

Areas with a Single Restaurant:

There are many areas with only one restaurant, indicating potential for market expansion or highlighting niche markets.

Distribution:

The number of restaurants is not uniformly distributed across areas, with certain areas having a significantly higher concentration of restaurants.

Task 11: Correlation Analysis

Objective: Investigate any correlations between variables such as price, ratings, and delivery time.

Any correlations between price, ratings, and delivery time
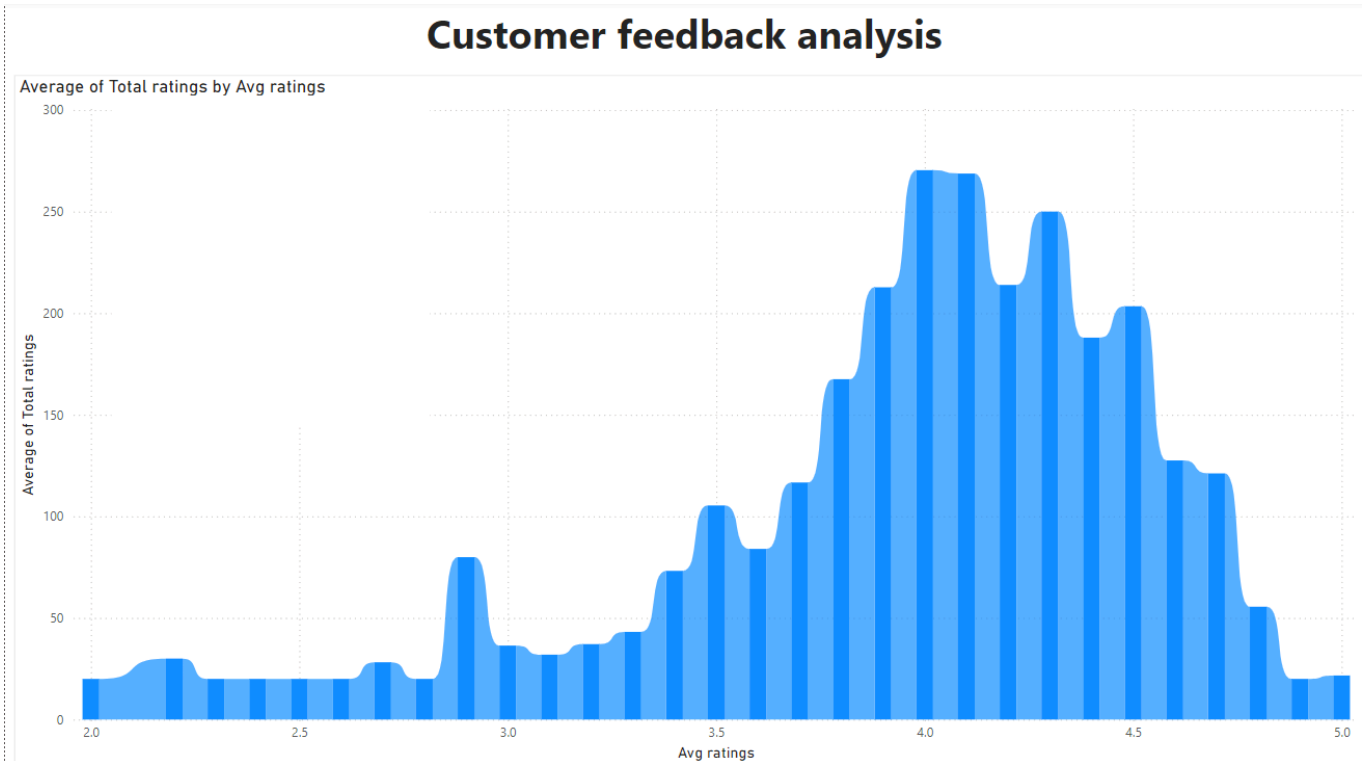
Average of Avg ratings by Delivery time
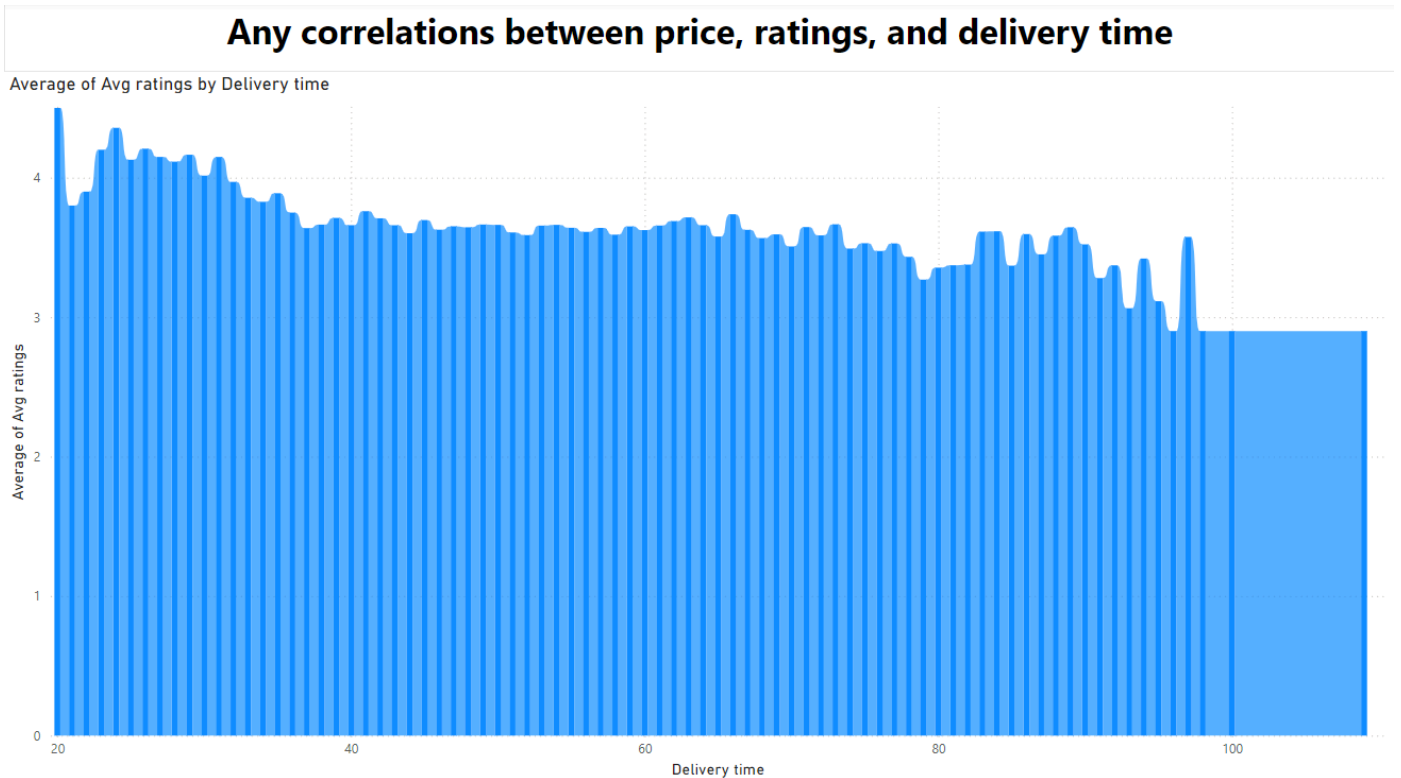
Insights:

No strong correlations found between price, rating and price, delivery time.

However lower the delivery time, higher the ratings

Task 12: Customer Feedback Analysis

Objective: Analyze customer feedback based on ratings and total ratings.

Insights:

Distribution of Average Ratings:

The average ratings are mostly clustered between 3.5 and 4.5, indicating that most restaurants receive fairly good ratings.

Total Ratings vs. Average Ratings:

There is no clear pattern between the total number of ratings and the average rating. Some restaurants with few ratings have high averages, while others with many ratings show a wide range of average scores.

Price vs. Average Ratings:

There is no strong correlation between the price and the average rating. Restaurants with various price levels receive high and low ratings alike.

Area-wise Analysis:

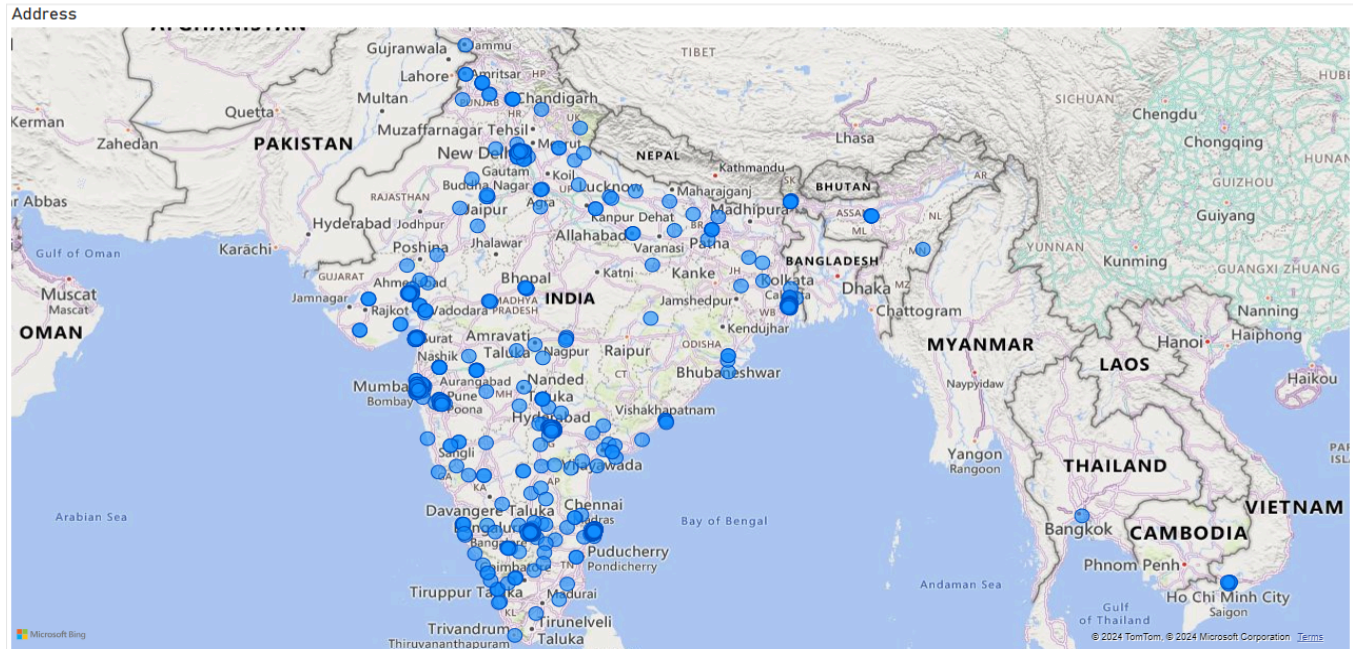Certain areas have higher average ratings than others. This can indicate that some regions might have better quality restaurants or more satisfied customers. For instance, areas like Indiranagar and Koramangala seem to have well-rated restaurants.
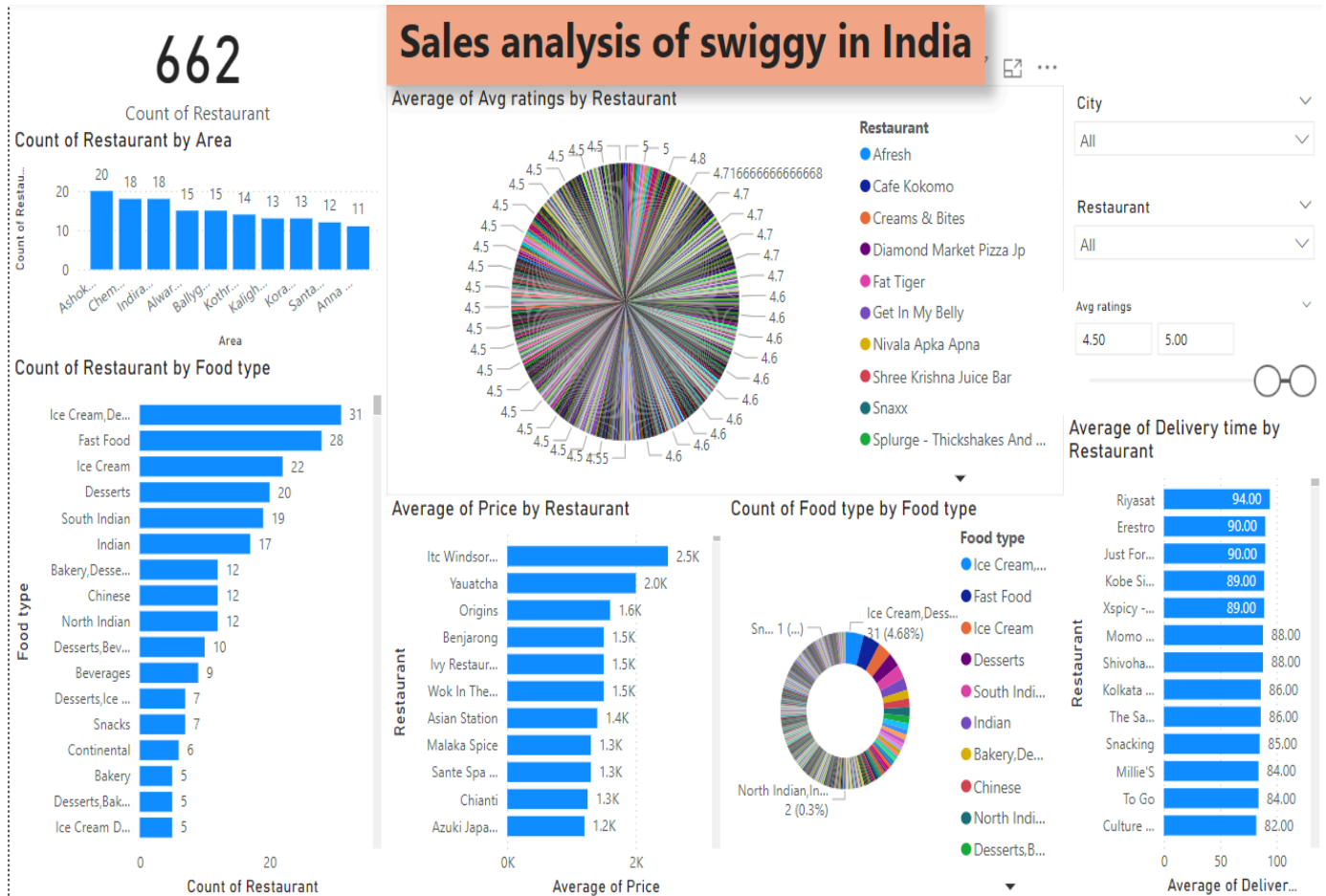
Task 13: Geographical Mapping

Objective: Create a geographical map of restaurant locations.

The chart shows the geographical locations of the restaurants

DASHBOARD

Sales analysis of swiggy in India

662
Count of Restaurant

Count of Restaurant by Area

Bar chart showing Count of Restaurant by Area:
- Ashok... 20
- Chem... 18
- Indira... 18
- Alwar... 15
- Ballyg... 15
- Kothr... 14
- Kaligh... 13
- Kora... 13
- Santa... 12
- Anna... 11

Count of Restaurant by Food type

Food type	Count of Restaurant
Ice Cream,De...	31
Fast Food	28
Ice Cream	22
Desserts	20
South Indian	19
Indian	17
Bakery,Desse...	12
Chinese	12
North Indian	12
Desserts,Bev...	10
Beverages	9
Desserts,Ice ...	7
Snacks	7
Continental	6
Bakery	5
Desserts,Bak...	5
Ice Cream D...	5

Average of Avg ratings by Restaurant

Restaurant
- Afresh
- Cafe Kokomo
- Creams & Bites
- Diamond Market Pizza Jp
- Fat Tiger
- Get In My Belly
- Nivala Apka Apna
- Shree Krishna Juice Bar
- Snaxx
- Splurge - Thickshakes And ...

Average of Price by Restaurant

Restaurant	Average of Price
Itc Windsor...	2.5K
Yauatcha	2.0K
Origins	1.6K
Benjarong	1.5K
Ivy Restaur...	1.5K
Wok In The...	1.5K
Asian Station	1.4K
Malaka Spice	1.3K
Sante Spa ...	1.3K
Chianti	1.3K
Azuki Japa...	1.2K

Count of Food type by Food type

Food type
- Ice Cream,...
- Fast Food
- Ice Cream
- Desserts
- South Indi...
- Indian
- Bakery,De...
- Chinese
- North Indi...
- Desserts,B...

Ice Cream,Dess... 31 (4.68%)
Sn... 1 (...)
North Indian,In... 2 (0.3%)

City
All

Restaurant
All

Avg ratings
4.50 — 5.00

Average of Delivery time by Restaurant

Restaurant	Average of Deliver...
Riyasat	94.00
Erestro	90.00
Just For...	90.00
Kobe Si...	89.00
Xspicy - ...	89.00
Momo ...	88.00
Shivoha...	88.00
Kolkata ...	86.00
The Sa...	86.00
Snacking	85.00
Millie'S	84.00
To Go	84.00
Culture ...	82.00

Business Recommendations

Improving Efficiency:

Restaurants with higher delivery times should investigate their delivery processes to identify and address bottlenecks.

Customer Expectations:

Restaurants should communicate expected delivery times to customers to set realistic expectations, especially those with longer average times.

Benchmarking:

Restaurants with longer delivery times could benchmark against those with quicker times to identify best practices that could be implemented to improve their own efficiency.

Menu Diversification:

Restaurants should consider diversifying their menu to include a mix of the top cuisines like Chinese, North Indian, and Fast Food to attract a wider customer base.

Specialty and Signature Dishes:

Emphasizing specialty dishes such as Biryani and popular snacks can help differentiate a restaurant and attract customers looking for specific foods.

Regional and International Offerings:

Including regional cuisines like South Indian and international options like Continental can cater to diverse customer preferences and increase market reach.

Promotions and Combos:

Creating combo meals that include popular cuisines and categories like Beverages and Desserts can enhance the dining experience and increase sales.

For Restaurant Owners:

High Competition Areas: Areas like Rohini and Chembur have a high number of restaurants. New entrants may face stiff competition here.

Low Competition Areas: There are many areas with only one restaurant. These could be potential targets for expansion due to lower competition.

For Food Delivery Services:

Resource Allocation: Allocate more delivery resources to areas with a high concentration of restaurants to ensure efficient service.

Marketing and Partnerships: Focus marketing efforts and partnership opportunities in areas with fewer restaurants to boost service visibility and market penetration.