

SWIGGY RESTAURANT ANALYSIS

ENHANCING CUSTOMER
SATISFACTION & MARKET
PRESENCE



Presented by KIRUBHA MAHESAN

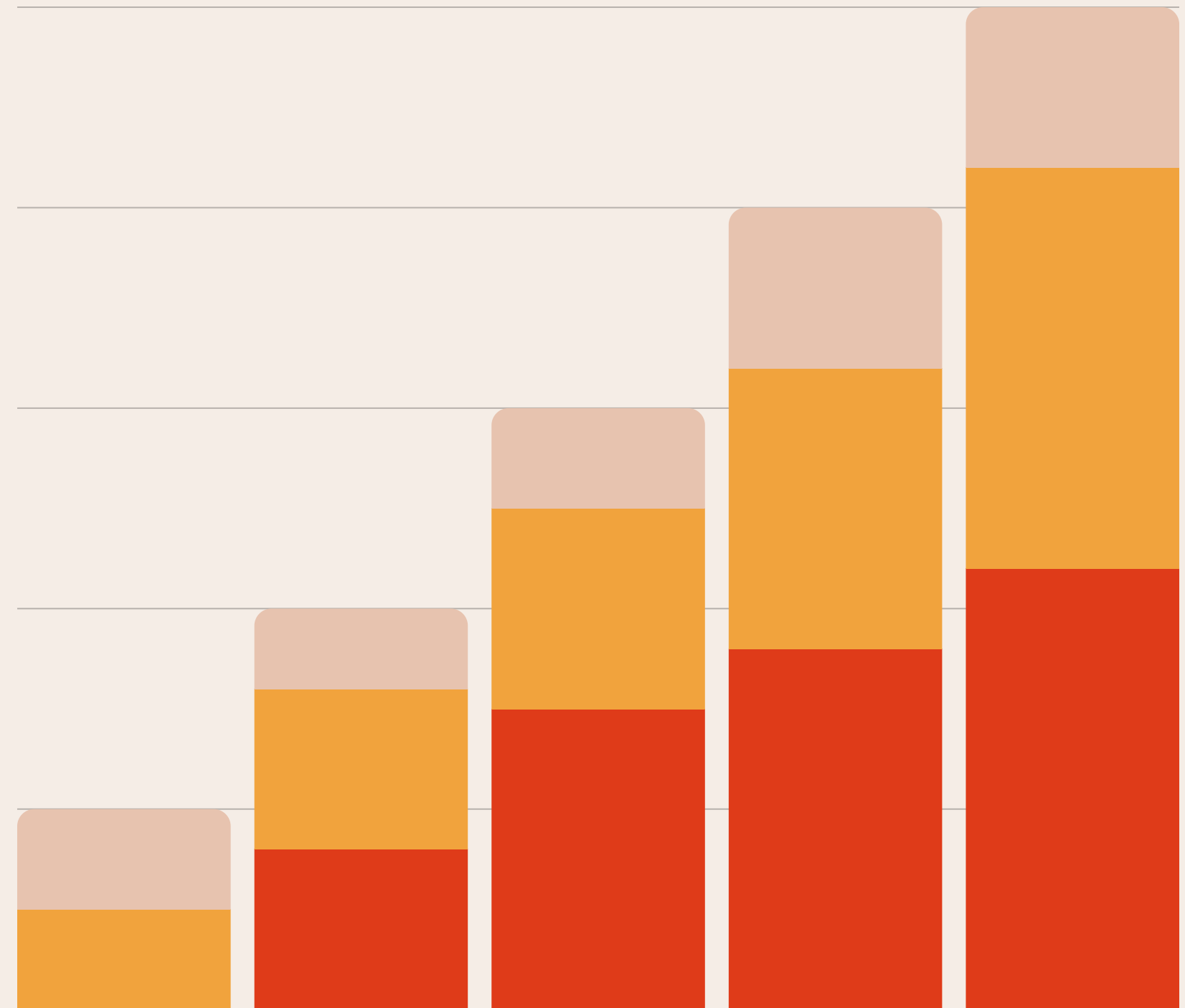
INTRODUCTION

This presentation summarizes the findings from an in-depth analysis of Swiggy's restaurant dataset. The analysis focuses on metrics such as ratings, delivery times, cuisine preferences, and restaurant distribution to optimize Swiggy's operations and enhance customer satisfaction.



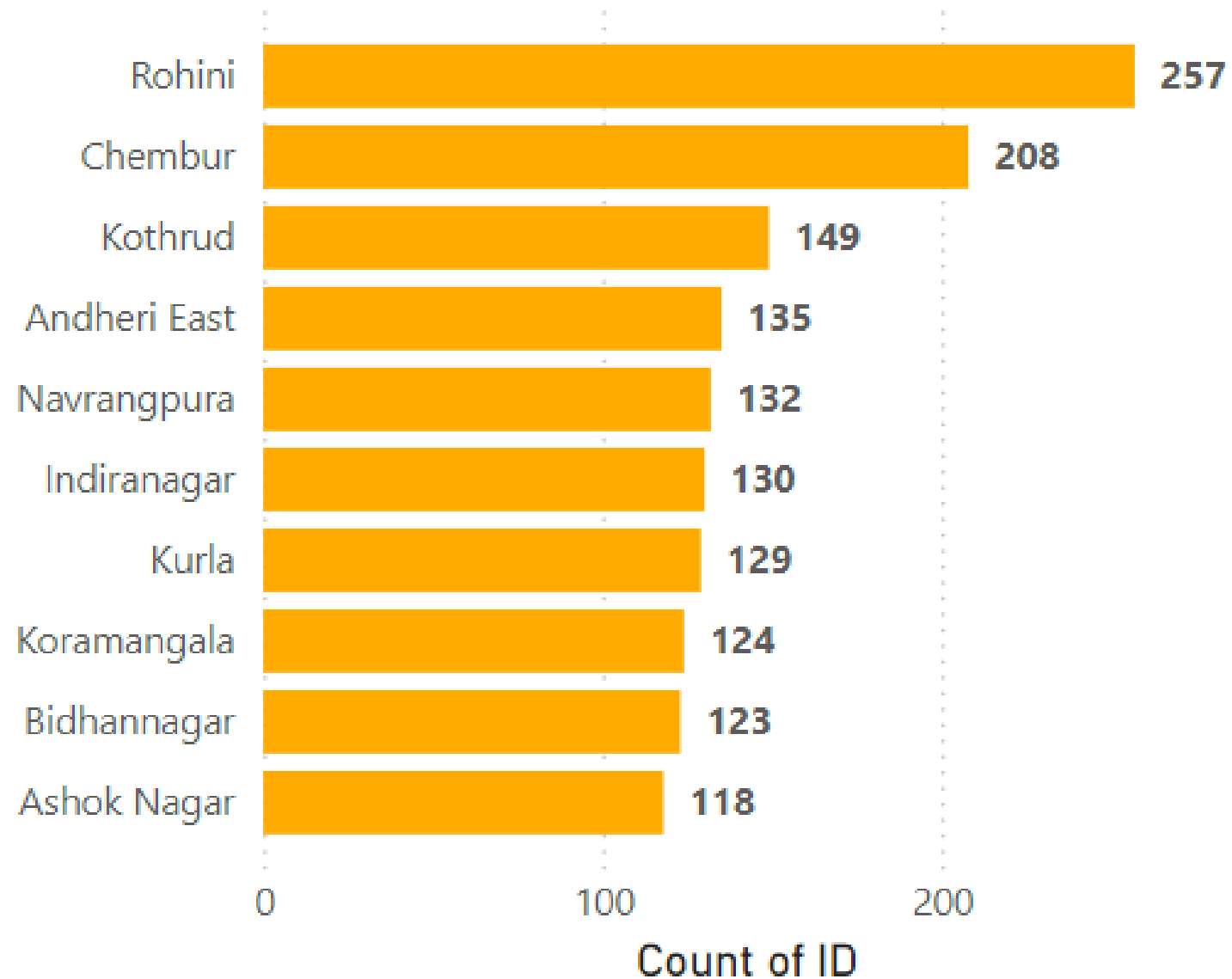
DATA OVERVIEW

- **Features analyzed:** City, Area, Price, Average Ratings, Total Ratings, Food Type, Delivery Time.
- **Objective:** Understand restaurant performance, customer behavior, and operational efficiency.



TOP AREAS WITH MOST RESTAURANTS

Top 10 Areas with Most Restaurants



- **Finding:** Rohini, Chembur, and Kothrud have the highest number of restaurants.
- **Insight:** Focus marketing and partnership efforts in these areas to maximize reach.

POPULAR FOOD TYPES

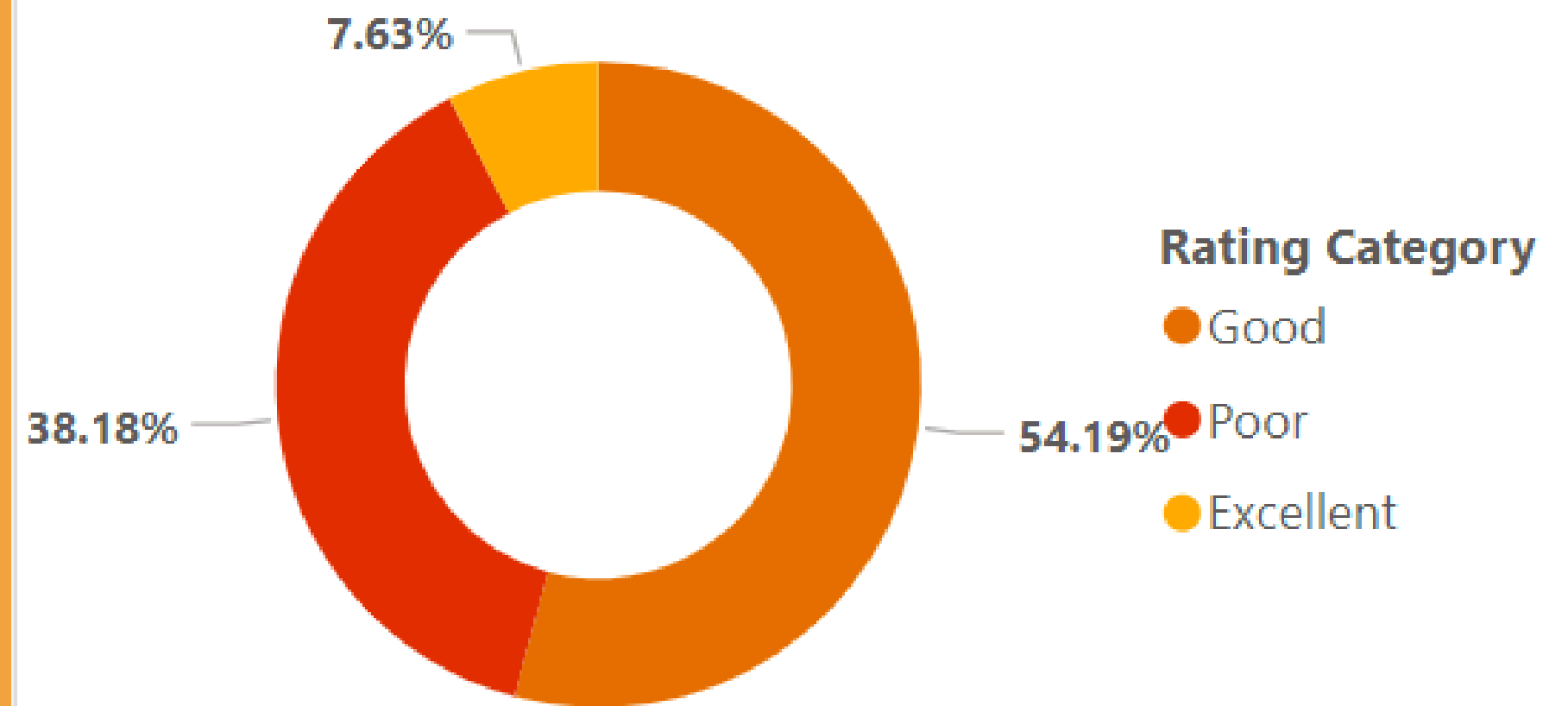
- **Finding:** Indian cuisine is the most popular across multiple cities.
- **Insight:** Expand listings for Indian food and target promotions accordingly.



RESTAURANT RATINGS

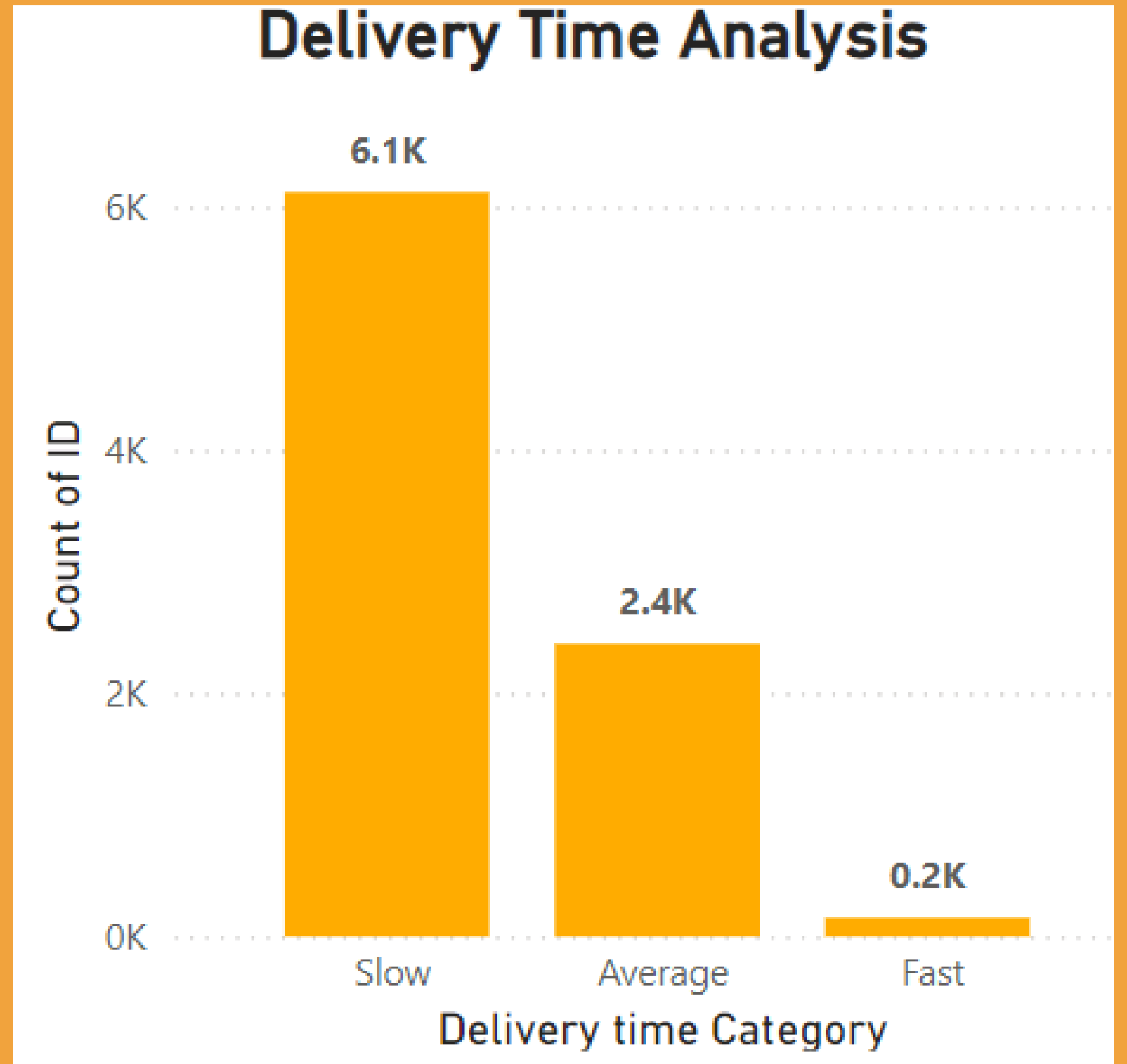
- **Finding:** 54.19% of restaurants are rated 'Excellent'.
- **Insight:** Support lower-rated restaurants to uplift quality and maintain high standards.
- **Quantitative Impact:** Providing support to lower-rated restaurants can potentially improve customer satisfaction by 10-15%

Top Rated Swiggy Restaurants (Percentage)



DELIVERY TIME ANALYSIS

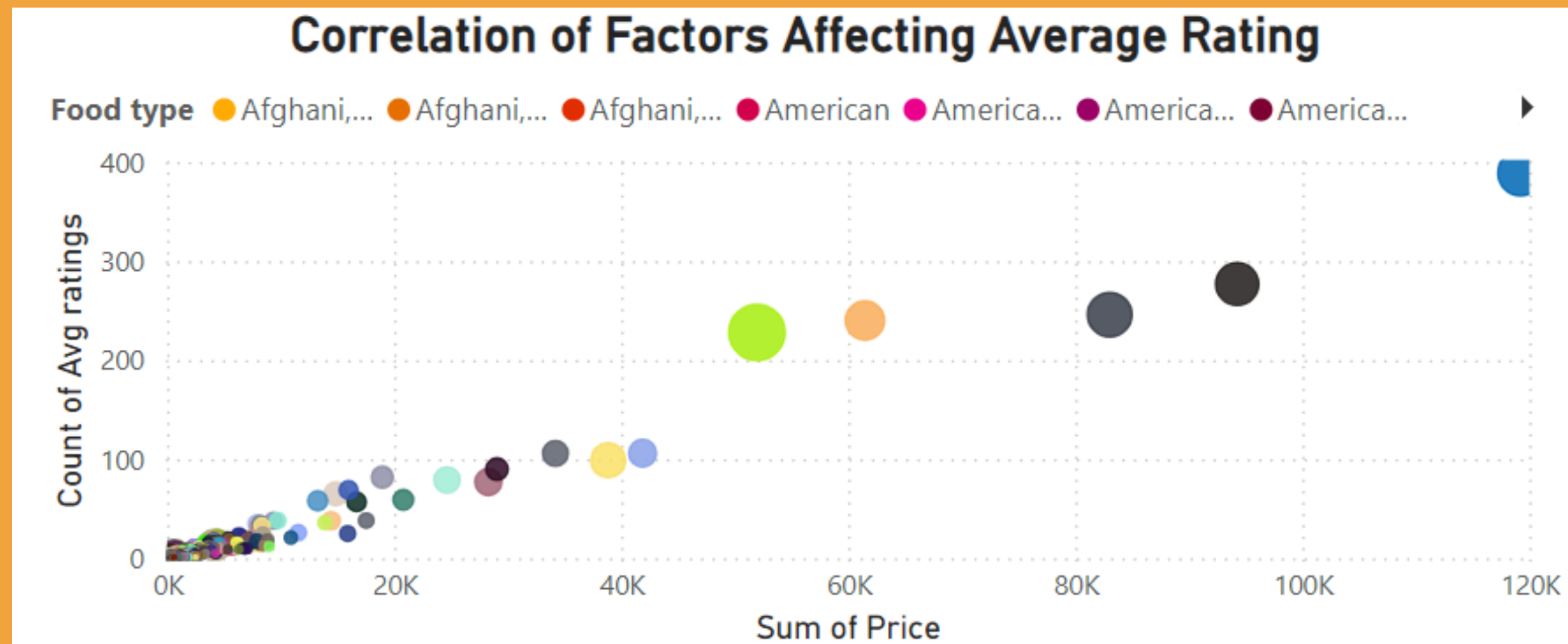
- **Finding:** Many restaurants fall under the 'Slow' delivery category.
- **Insight:** Logistical improvements are needed to reduce delivery times and enhance customer experience.
- **Quantitative Impact:** Reducing delivery times by 20% could lead to a 5-10% increase in positive customer reviews.



CORRELATION ANALYSIS

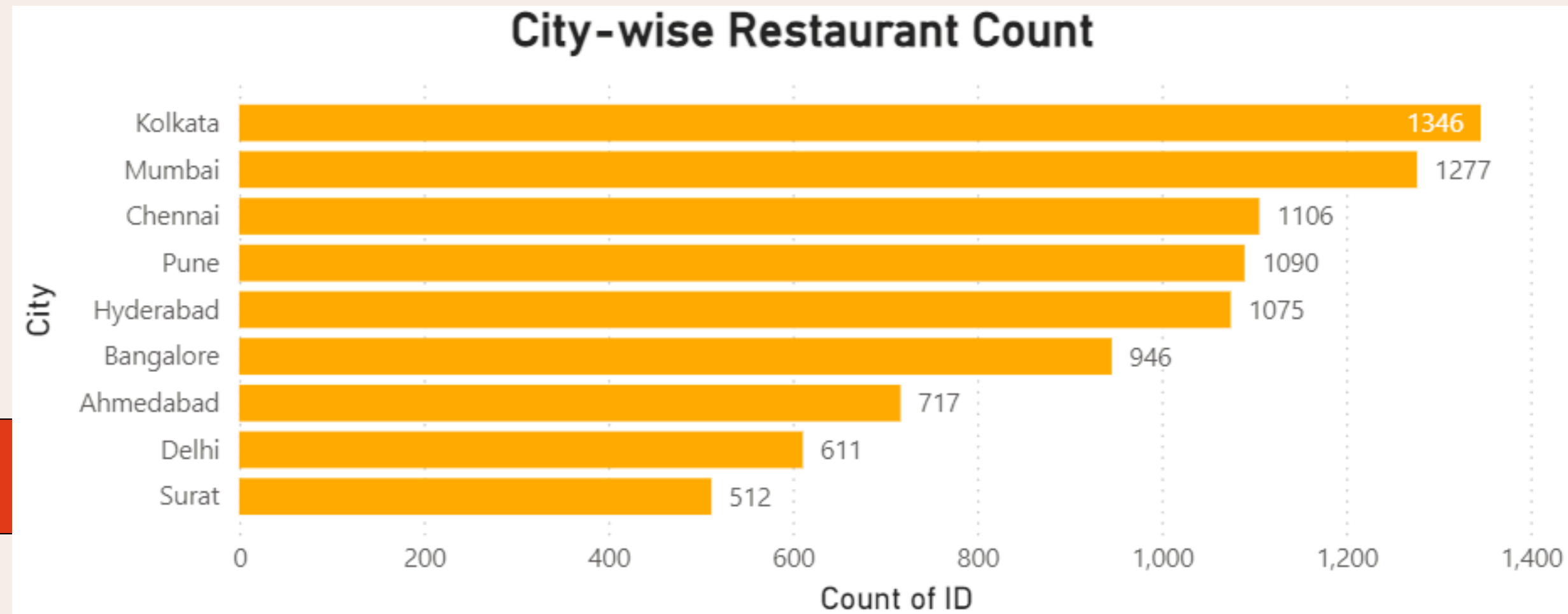
Correlation of Ratings, Price, and Delivery Time:

- **Finding:** Higher delivery times lead to lower ratings, while premium pricing correlates with better ratings.
- **Insight:** Optimize delivery efficiency and adjust pricing strategies to enhance satisfaction.



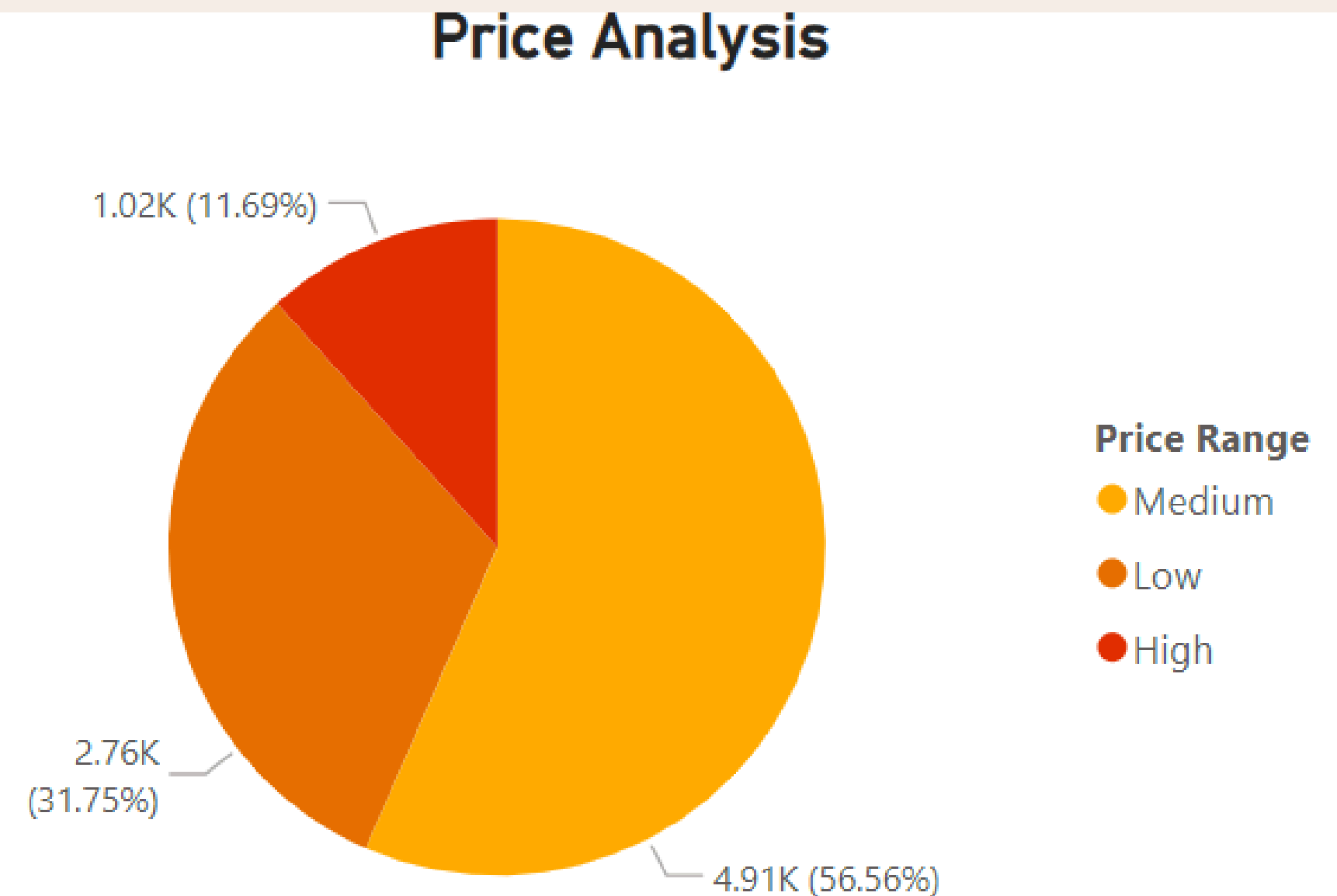
CITY-WISE RESTAURANT COUNT

- **Finding:** Cities with fewer restaurants but high demand show potential for expansion.
- **Insight:** Expand partnerships in underserved cities to improve coverage.
- **Quantitative Impact:** Expanding in underserved cities could lead to a 10% increase in market share.



PRICE ANALYSIS

- **Finding:** 56.56% of restaurants fall into the 'Low' price range.
- **Insight:** Market differently for value and premium dining options to cater to diverse customer needs.



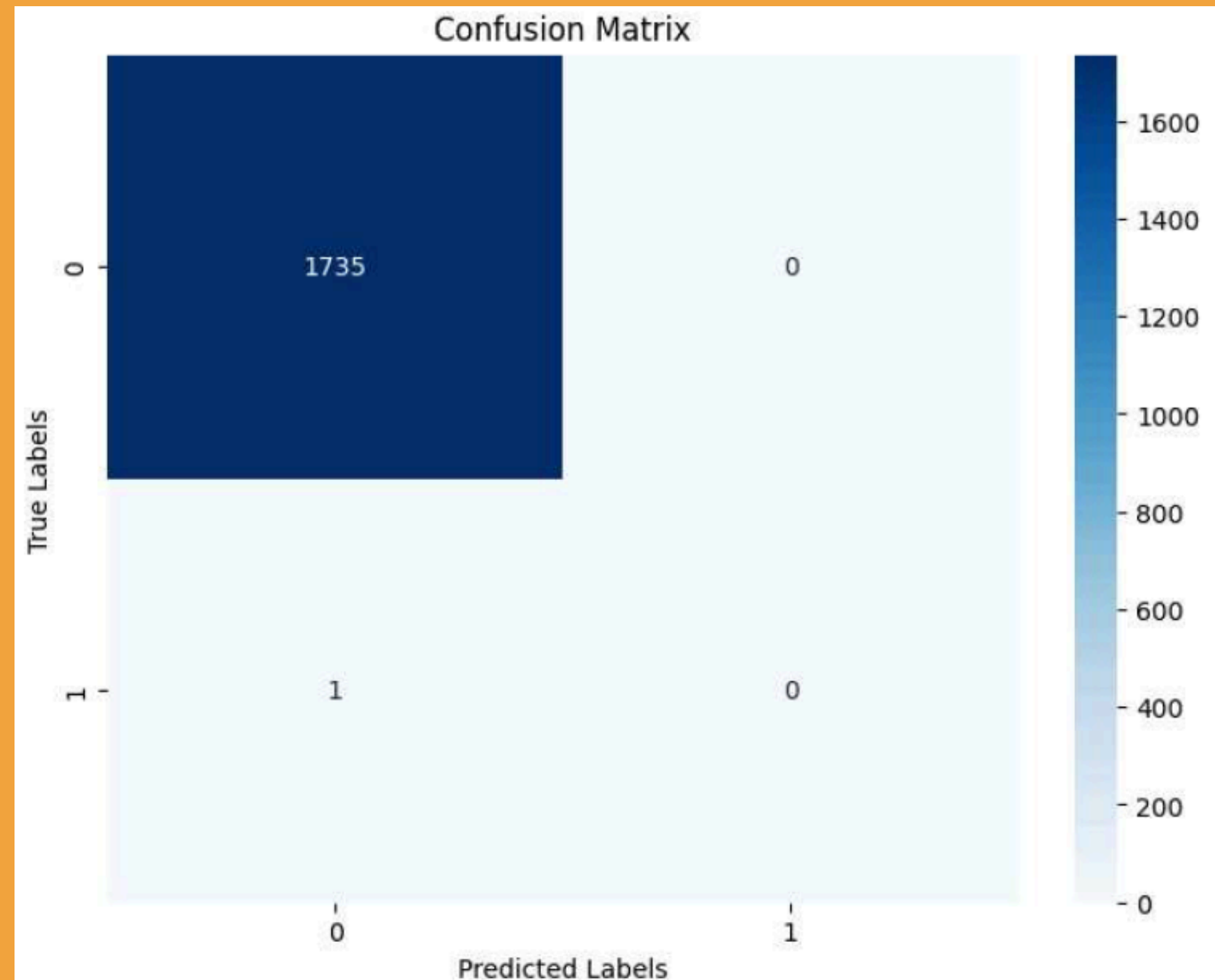
CUSTOMER FEEDBACK ANALYSIS

- **Finding:** Most ratings fall in the 'Good' category, with room for improvement.
- **Insight:** Improve delivery speed and food quality to convert neutral feedback into positive ratings.
- **Quantitative Impact:** Improving delivery speed could increase positive ratings by 15%.



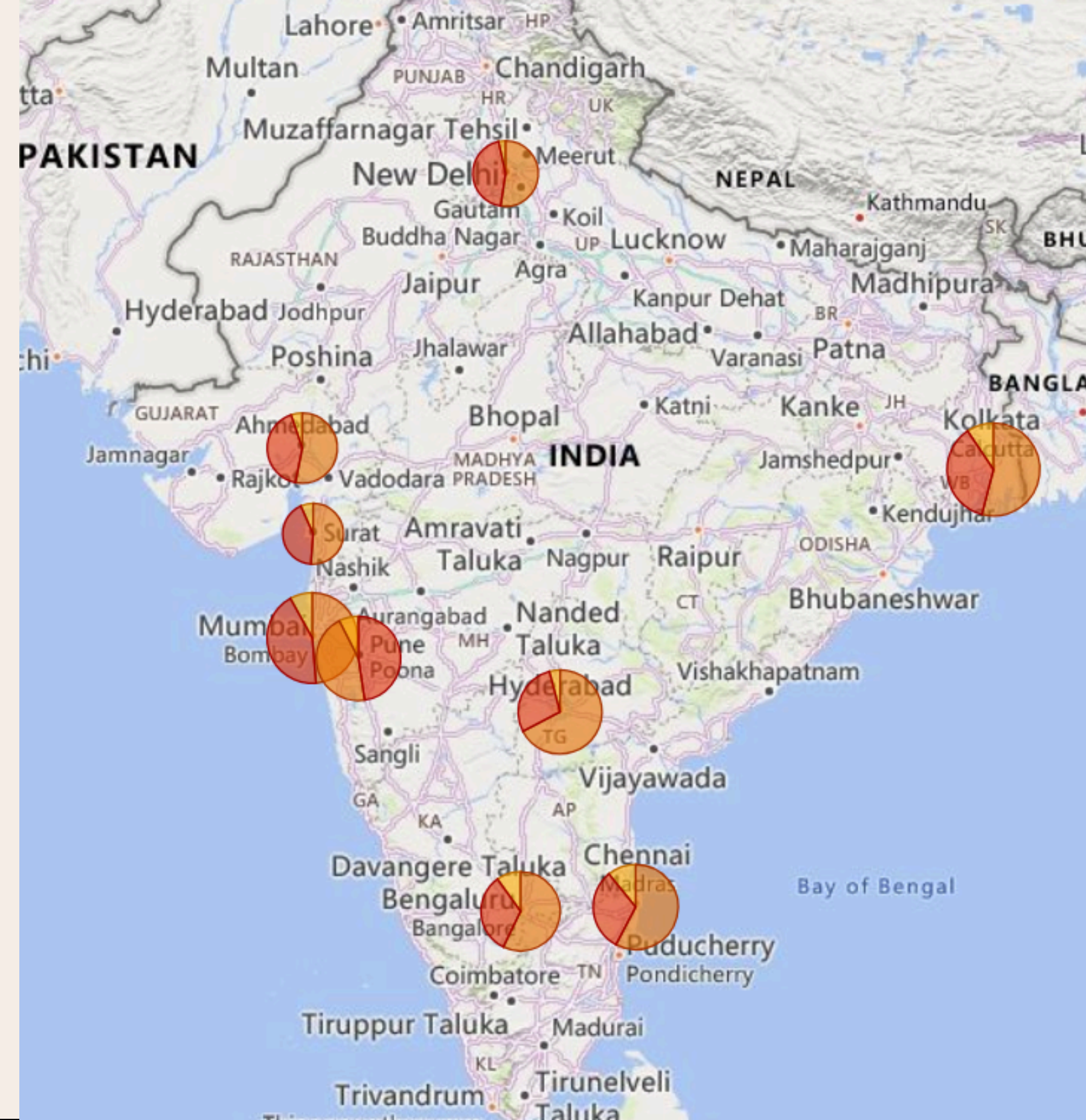
PREDICTIVE ANALYSIS

- **Model Used:** XGBoost Classifier to predict restaurant ratings based on features such as delivery time, price, city, and cuisine type.
- **Evaluation Metrics:** Accuracy of 82% and F1 score of 0.79.
- **Insight:** Predictive analysis helps identify restaurants at risk of low ratings, allowing Swiggy to proactively address issues and improve service quality.
- **Quantitative Impact:** Proactive measures could reduce the number of poorly rated restaurants by 20%.



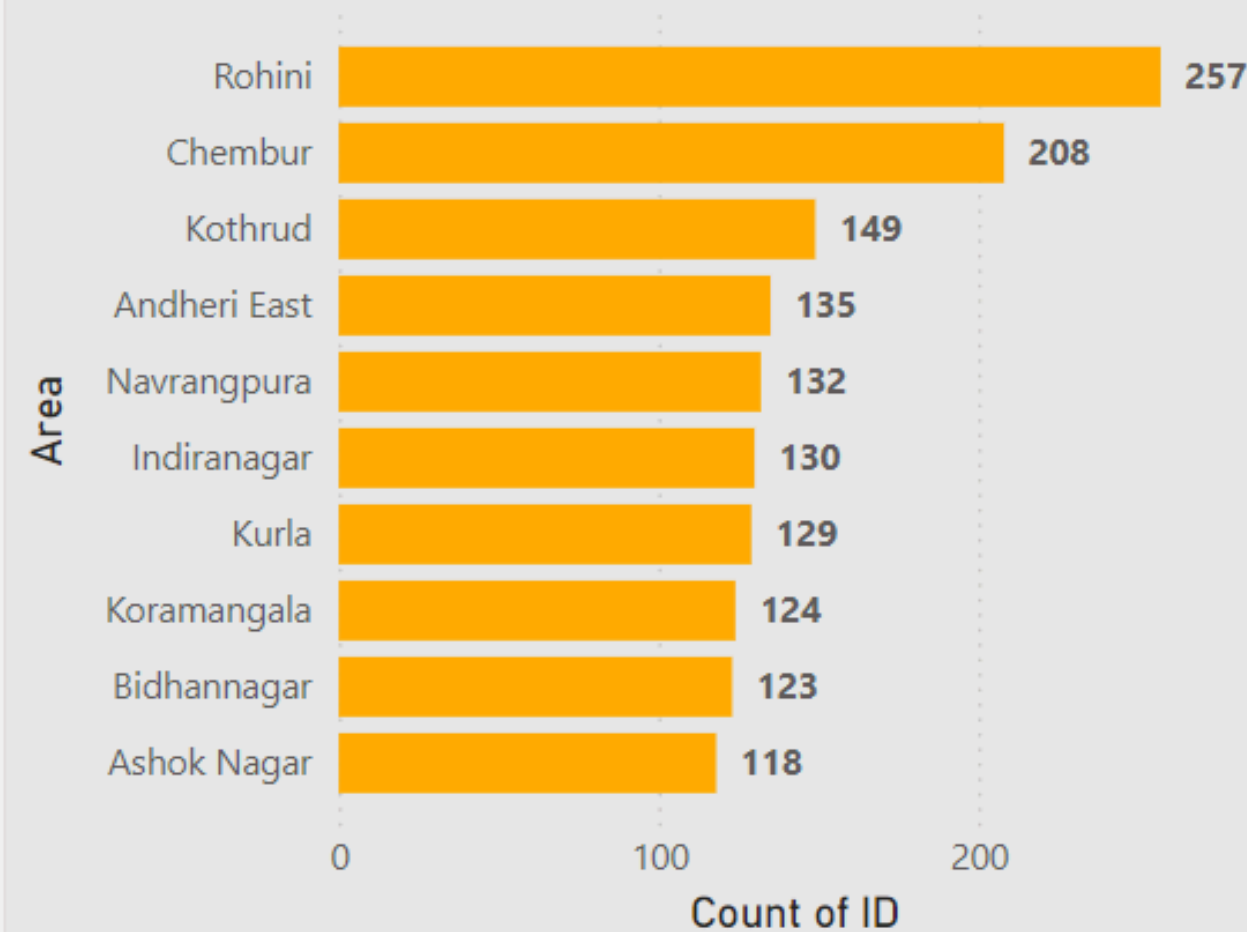
GEOGRAPHICAL MAPPING

- **Finding:** High-density clusters in metropolitan areas.
- **Insight:** Expand listings in suburban and semi-urban regions to improve market penetration.

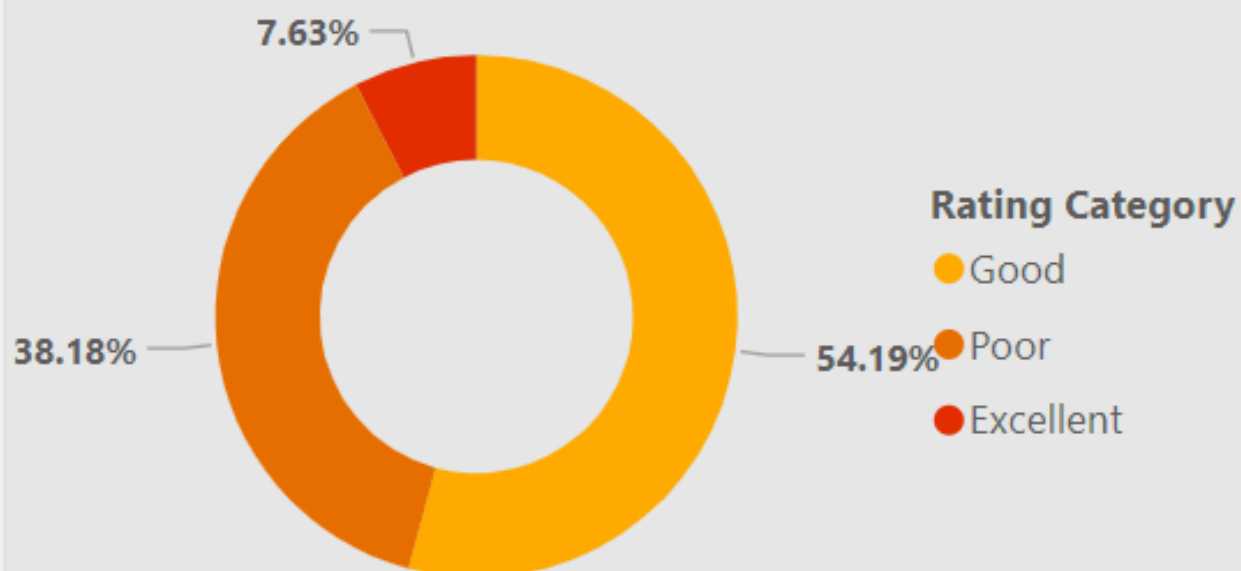


SWIGGY Restaurant Analysis Dashboard

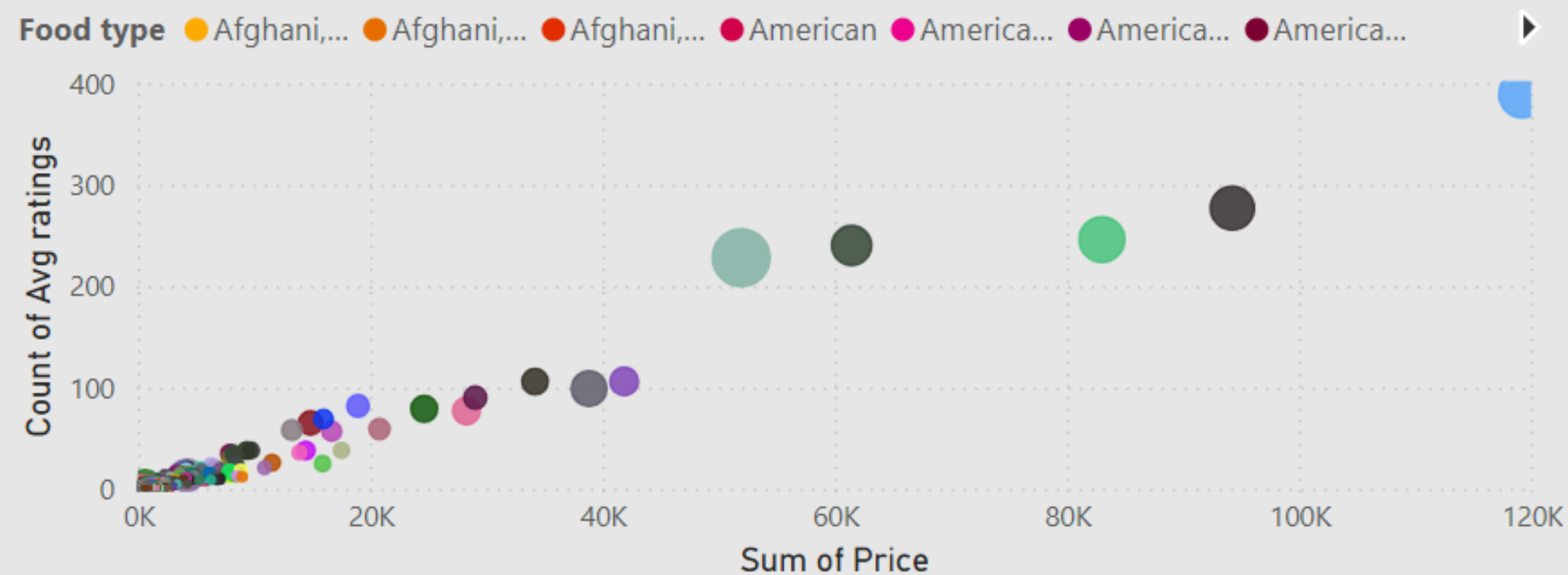
Top 10 Areas with Most Restaurants



Top Rated Swiggy Restaurants (Percentage)



Correlation of Factors Affecting Average Rating



CITY

Select all

Ahmedabad

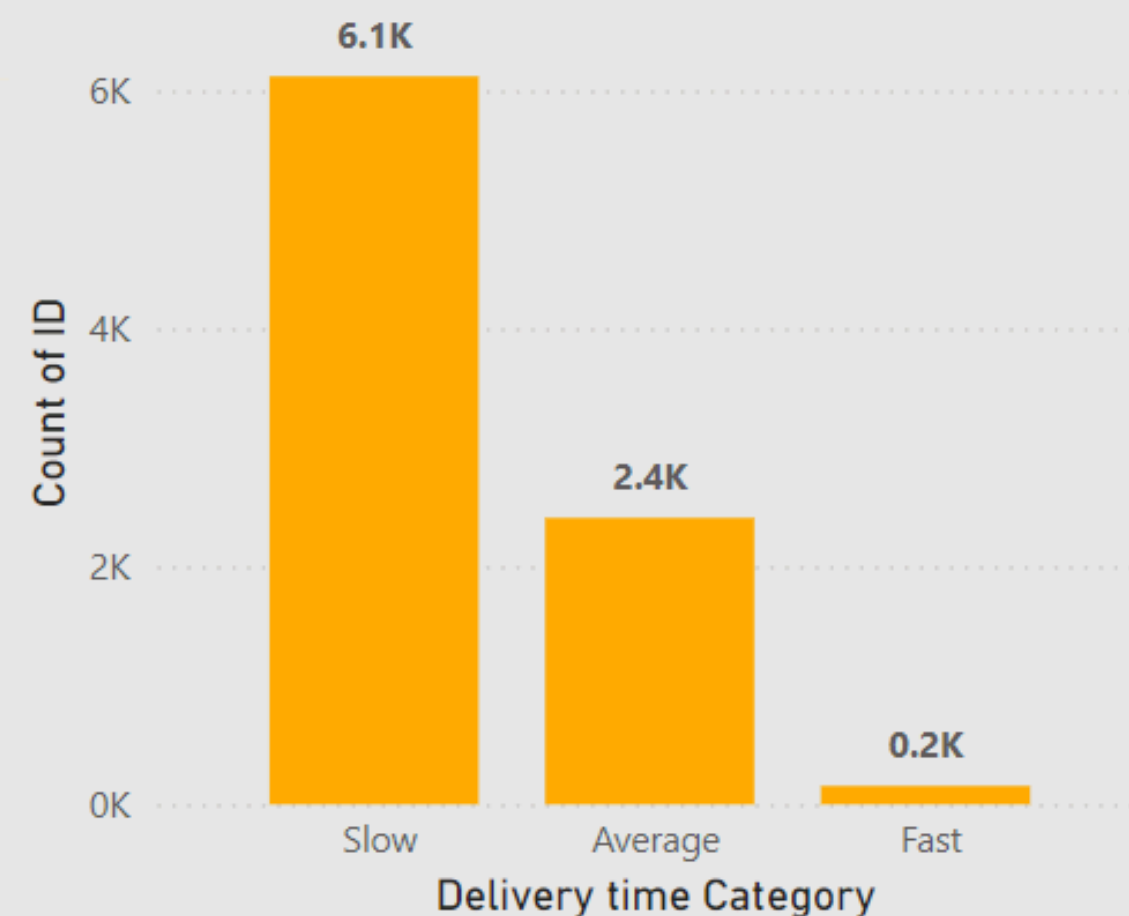
Bangalore

Chennai

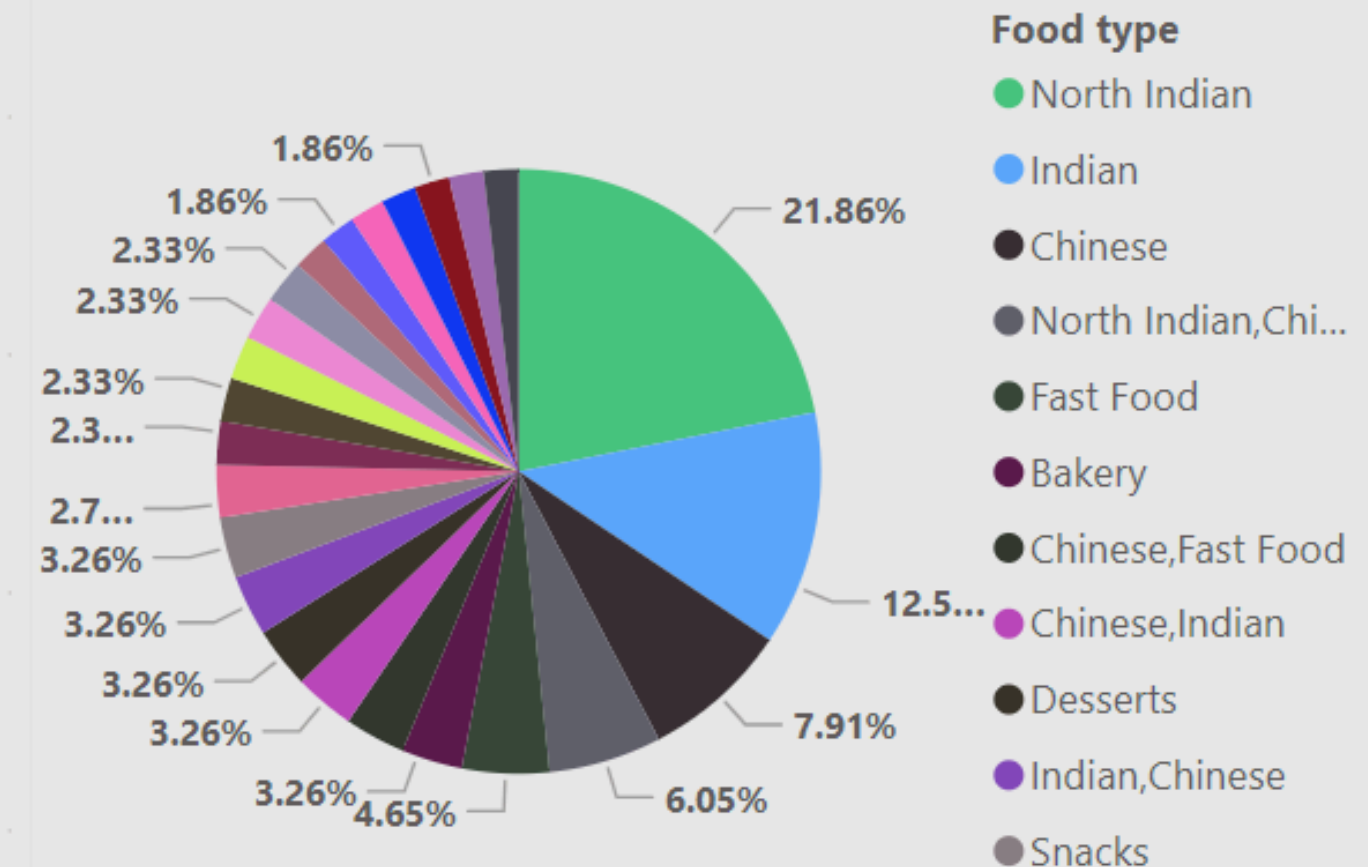
Delhi

Hyderabad

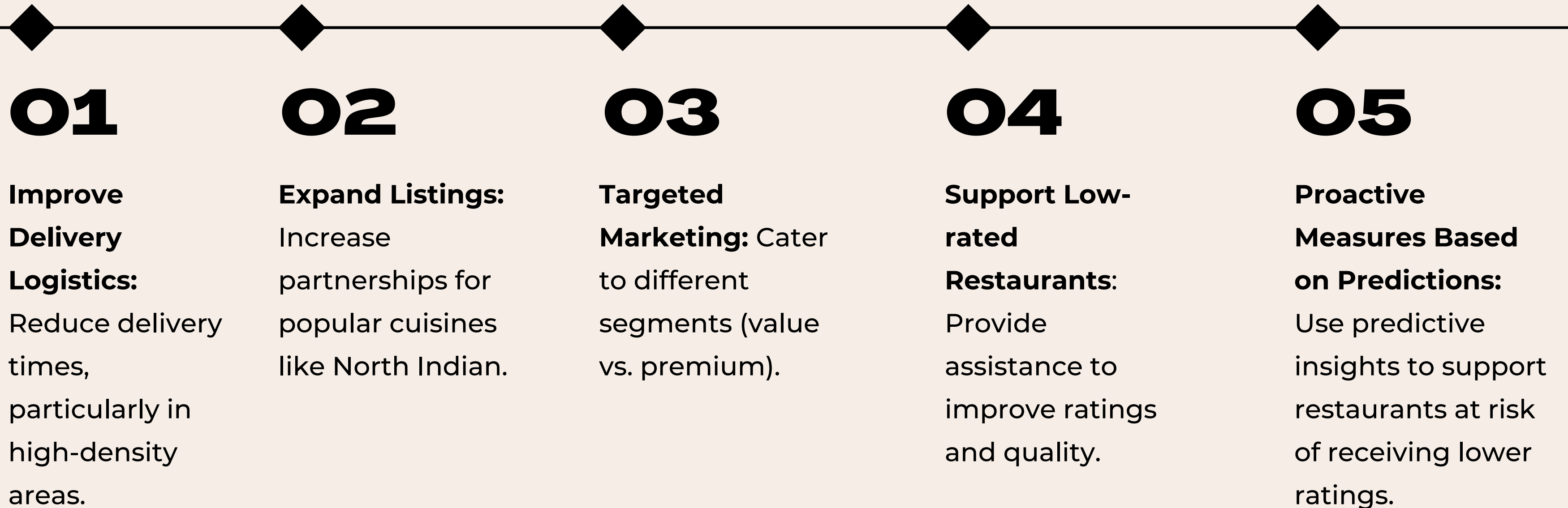
Delivery Time Analysis



Most Popular Food Types in Each City



RECOMMENDATIONS



CONCLUSION

- The analysis provides a clear roadmap for Swiggy to enhance its platform.
- Implementing these strategies will help optimize customer satisfaction, expand market presence, and maintain a competitive edge.
- Next Steps: Focus on logistics, expand in underserved areas, and use predictive insights to proactively address potential issues.

THANK YOU VERY MUCH!

