## Swiggy Restaurant Analysis: Summary of Findings and Insights

## 1. Introduction

The Swiggy Restaurant Analysis project involved a comprehensive exploration of the restaurant data to derive actionable insights across various metrics such as ratings, delivery times, cuisine preferences, and restaurant distribution. The analysis aimed to provide strategic recommendations to optimize Swiggy’s operations and enhance customer satisfaction.

## 2. Findings and Insights

**1. Top 10 Areas with Most Restaurants**

* **Finding**: The areas with the highest concentration of restaurants are Rohini, Chembur, and Kothrud.
* **Insight**: These areas show high market activity, suggesting Swiggy should focus marketing and partnership efforts here to maximize reach.

**2. Most Popular Food Types Served by Swiggy Restaurants in Each City**

* **Finding**: North Indian cuisine is the most popular across multiple cities.
* **Insight**: Swiggy can expand listings and focus promotions on North Indian food to align with customer preferences.

**3. Top Rated Swiggy Restaurants (Percentage)**

* **Finding**: 54.19% of restaurants are rated as ‘Excellent’, while 38.18% are ‘Good’, and 7.63% are ‘Poor’.
* **Insight**: The majority of restaurants maintain high standards. However, Swiggy should support the ‘Poor’ rated restaurants to uplift their quality and ratings.

**4. Delivery Time Analysis**

* **Finding**: Most restaurants fall under the ‘Slow’ delivery time category (6.1K), indicating a delivery time issue.
* **Insight**: This suggests a need for logistical improvements, particularly in areas with high delivery demand.

**5. Correlation of Factors Affecting Average Rating**

* **Finding**: Higher delivery times negatively correlate with lower ratings, while premium pricing correlates with better ratings.
* **Insight**: Swiggy should focus on optimizing delivery efficiency and segmenting its pricing strategies to enhance customer satisfaction and service quality.

**6. City-wise Restaurant Count**

* **Finding**: Cities with the highest number of restaurants show a mix of high, medium, and low-rated establishments.
* **Insight**: Expanding partnerships in cities with fewer restaurants but high demand could improve Swiggy’s coverage and variety.

**7. Price Analysis**

* **Finding**: 56.56% of restaurants fall into the 'Low' price range, while 31.75% are 'Medium' and 11.69% are 'High'.
* **Insight**: This segmentation provides Swiggy an opportunity to market differently based on affordability and premium dining experiences.

**8. Delivery Time Breakdown**

* **Finding**: A significant percentage of restaurants show slow delivery times, especially during peak hours.
* **Insight**: Optimizing peak-hour delivery routes and increasing delivery staff can help reduce delays.

**9. Cuisine Variety Analysis**

* **Finding**: North Indian, Chinese, and Fast Food are the most common cuisines across cities.
* **Insight**: To differentiate, Swiggy can expand partnerships with restaurants offering less common cuisines like Mediterranean or Mexican.

**10. Area-wise Restaurant Count within Cities**

* **Finding**: Certain areas within top cities have an imbalance in restaurant distribution.
* **Insight**: Expanding restaurant listings in underserved areas can balance demand and supply, ensuring better delivery efficiency.

**11. Correlation Analysis of Ratings, Price, and Delivery Time**

* **Finding**: Higher ratings are associated with premium prices and shorter delivery times.
* **Insight**: Swiggy should promote its premium, high-rated restaurants to customers seeking quality, while improving logistics for affordable options.

**12. Customer Feedback Analysis**

* **Finding**: Most customer ratings fall into the 'Good' category, with a few showing extreme positive or negative sentiments.
* **Insight**: Feedback indicates that improving delivery speed and maintaining food quality can convert neutral or slightly dissatisfied customers into loyal ones.

**13. Geographical Mapping of Restaurant Locations**

* **Finding**: The mapping shows clustered and scattered patterns, with high densities in metropolitan regions.
* **Insight**: To improve market penetration, Swiggy can target expanding in suburban and semi-urban areas where fewer restaurants are listed.

**14. Business Recommendations**

**Summary**: Based on the insights, the following key recommendations are made:

* 1. Focus on improving delivery logistics in high-density areas.
  2. Expand restaurant listings for popular cuisines like North Indian.
  3. Implement marketing strategies tailored to different customer segments (premium vs. value dining).
  4. Improve partnerships with low-rated restaurants to boost their ratings and maintain quality.

## 7. Conclusion

The analysis provides Swiggy with a clear roadmap for enhancing its platform by addressing logistical issues, expanding restaurant partnerships, and leveraging customer preferences. Implementing these strategies can optimize customer satisfaction and increase Swiggy's market presence effectively.