Swiggy Case Study

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Objective

The objective of this report is to leverage SQL-based analysis to evaluate key business metrics such as customer loyalty, restaurant performance, month-over-month revenue growth, and product pairing patterns. The insights derived from this analysis are intended to help optimize marketing strategies, improve customer engagement, and strengthen restaurant partnerships.

Swiggy SQL Analytics – Business Use Case Mapping

SQL Analysis Question	Business Problem Addressed	Value Delivered to Swiggy
Customers who never ordered	Identifying inactive users after signup	Enables re-engagement campaigns and improves signup-to-order conversion
Average price per dish	Understanding pricing inconsistencies	Helps restaurants optimize pricing and improves customer price perception
Top restaurant by monthly orders	Identifying high-demand restaurants	Supports promotions, demand planning, and operational readiness
Restaurants with monthly revenue > X	Segmenting restaurants by revenue contribution	Enables VIP partnerships, commission optimization, and revenue forecasting
Customer orders in a date range	Tracking individual customer behaviour	Improves personalization, customer support, and lifecycle analysis
Restaurant with most repeat customers	Measuring customer loyalty at restaurant level	Highlights retention-driven restaurants and best practices
Month-over-month revenue growth	Tracking growth and decline trends	Supports financial planning, seasonality analysis, and strategy decisions

Customer's favourite food	Understanding customer preferences	Powers recommendation systems and targeted marketing
Most paired products	Identifying frequently ordered item combinations	Drives combo offers, cross-selling, and higher Average Order Value (AOV)