Swiggy Data Analytics Capstone Project

Final Stakeholder Report

1 Executive Summary

This analysis reviewed **197K+ Swiggy orders** across **28 states**, **942 locations**, and **4,437 categories**, generating **₹53M in total revenue**.
The objective was to identify **key demand drivers, revenue concentration, pricing behavior, and performance gaps** to support better business planning.

The analysis reveals **strong weekday dominance, high revenue concentration among top restaurants and categories, and clear customer preference for value-for-money pricing** — highlighting multiple opportunities for revenue growth and operational optimization.

2 Key Business Findings

🔷 Demand & Timing Patterns

- **Weekdays account for 71% of total orders (140K) and 70% of revenue (₹37.59M)**.
- **Weekends contribute only 29% of orders (57K) and 30% of revenue (₹15.42M)**, despite higher leisure time.
- Order volume fluctuates across days, with **Saturday and Sunday showing spikes**, but not enough to balance weekday dominance.

Business Impact:
There is a **clear underutilization of weekend demand**, indicating untapped revenue potential.

🔷 Revenue Concentration Risk

- **Top 10 restaurants generate ₹18M (~31%) of total revenue**.
- These restaurants also contribute **63K orders (~32%)**.
- High ratings (4.0+) and mid-premium pricing (₹200–₹400) drive their performance.

Business Impact:
Revenue dependency on a small restaurant group increases **concentration risk** and limits platform scalability.

🔷 Category Performance

- A small group of categories contributes a **disproportionate share of revenue**.
- **Top categories (e.g., Recommended)** generate the highest revenue.
- Categories like **Beverages show consistently low demand and revenue**.
- **3–5 core categories contribute ~17% of total revenue**.

Business Impact:
Menu optimization and category-level focus can significantly improve platform efficiency.

🔷 Pricing & Customer Ratings

- **Mid-priced items (₹100–₹300) consistently receive the highest ratings**.
- Extremely high-priced items show **lower or inconsistent ratings**.
- Some premium items perform well when quality is perceived as high.

Business Impact:
Customers prioritize **value for money**, not just low or premium pricing.

🔷 Order Value Insights

- Average Order Value (AOV): **₹268**
- Certain days show **high revenue but lower order count**, indicating higher-value purchases.

Business Impact:
Revenue growth can be achieved through **order value optimization**, not just order volume.

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3 Strategic Recommendations

✅ 1. Boost Weekend Performance

- Introduce **weekend-only offers**, bundles, and family meals.
- Promote high-rated restaurants during weekends.
- Run targeted campaigns in underperforming time slots.

✅ 2. Reduce Revenue Concentration Risk

- Promote **mid-performing restaurants** using visibility boosts.
- Incentivize new and emerging restaurants.
- Diversify revenue sources beyond top 10 partners.

✅ 3. Optimize Category Strategy

- Increase visibility of **high-performing categories**.
- Rework or bundle **low-performing categories** like beverages.
- Use category-specific pricing and promotions.

✅ 4. Price for Value, Not Extremes

- Focus menu pricing in the **₹100–₹300 sweet spot**.
- Maintain premium pricing only for high-rated, quality-backed items.
- Use rating-price analysis to guide menu revisions.

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4 KPIs for Ongoing Monitoring

Stakeholders should continuously track:

- Weekday vs Weekend Revenue Share
- Top 10 Restaurant Revenue Dependency
- Category Revenue Contribution
- Average Order Value (AOV)
- Rating vs Price Trends

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5 Conclusion

The analysis demonstrates that Swiggy's performance is driven by **weekday demand, a small set of restaurants and categories, and value-driven pricing behavior**.
By addressing weekend underperformance, diversifying revenue sources, and aligning pricing with customer expectations, Swiggy can unlock **sustainable revenue growth and operational efficiency**.

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Capstone Project – Data Analytics (Excel | Python | SQL | Power BI)