Swiggy Insights

City-wise Distribution

- **Top cities represented:**
- **Bangalore, Hyderabad, Mumbai, Pune, Kolkata, Chennai, Delhi**
- **Concentration:** Most restaurants are in **Bangalore, Hyderabad, and Pune**, indicating high data representation from these cities.

Price Insights (Average Cost for Two)

- **Most restaurants fall in ₹250–500 range**: ~4,269 restaurants.
- **Premium restaurants (>₹1000)** are limited: only ~25–75 restaurants.
- **Affordable range (₹0–250)** is significant: ~2,791 restaurants.
- **Interpretation:** Majority of restaurants are mid-range, suitable for everyday dining. Premium dining is rare.

Ratings Analysis

- **Most restaurants have ratings between 3–4.4**, indicating moderate customer satisfaction.
- **Extremely low ratings (<3)** or **perfect ratings (4.7–5)** are rare.
- **Insight:** There's potential for restaurants with consistently high quality to differentiate themselves.

Cuisine/Food Type Trends

Popular cuisines:
- North Indian, Chinese, Mughlai, Fast Food, Biryani
- **Other cuisines:** Thai, Italian, Continental, Desserts, Seafood appear but are less common.
- **Insight:** Multi-cuisine restaurants dominate, with a few specialized options for niche tastes.

Delivery Time Insights

- Most delivery times range between **45–70 minutes**.
- **Longest delivery times** may indicate restaurants far from city centers or higher preparation times.
- **Insight:** Optimizing delivery logistics could improve customer satisfaction.

Total Ratings / Popularity

- Restaurants with **100–500 ratings** are common.
- **Highly rated with many reviews (>1000)** are fewer, showing only a few "popular hotspots" dominate.
- **Insight:** Marketing and customer retention strategies could focus on mid-tier restaurants to increase visibility.

Customer Preferences

- Multi-cuisine options dominate.
- Popular combinations: North Indian + Chinese + Mughlai, or Fast Food + Desserts.
- **Insight:** Customers prefer variety, so restaurants offering diverse menus tend to attract more reviews and sales.

Opportunities & Recommendations

- **Premium Dining:** Few high-price, high-rating restaurants — potential to target for gourmet or unique experiences.

- **Underserved Cuisines:** Certain cuisines like Japanese, Thai, Continental have fewer restaurants — room for new entrants.

- **Delivery Efficiency:** Restaurants with longer delivery times could improve logistics for better ratings.

- **High Review Growth:** Mid-rated restaurants could focus on marketing and service improvements to reach top-rated status.