

PES University
Faculty of Management and Commerce (FOMC)
Centre for Business Data Analytics (CBDA)

Case 1: Swiggy Data Pre and Post Diwali

Diwali, the festival of light is celebrated with great fervor and enthusiasm by people. It is celebrated all across India every year in the month of October or November. The festival symbolizes the victory of good over evil.

This opportunity was well used by Swiggy, an Indian food ordering and delivery platform. Analysing the trend in food orders pre and post Diwali plays a major role in optimizing the operations.

Use the dataset provided in the excel sheet to analyse and answer the following questions.

Questions:

- 1) Find the item which has been sold 5th most in pre-Diwali.
 - a) White Rasgulla
 - b) Hot Jalebi
 - c) Paneer Patties
 - d) Samosa
 - e) Ras Malai
- 2) Find the change in quantity per order from pre- to post-Diwali.
- 3) Find the increase in order quantity, of the highest sold quantity after Diwali to the item before Diwali.
- 4) What hour of the day were the highest orders between 15th to 17th October?
 - a) 15th
 - b) 10th
 - c) 18th
 - d) 20th
 - e) 17th
- 5) If you are the operations manager of Swiggy in which city, would you increase the number of delivery partners pre-Diwali?
 - a) City 19
 - b) City 10048
 - c) City 10459
 - d) City 7

e) City 53

6) If you were planning to start a sweet shop, by analysing the data which sweets stock would you increase in the warehouse pre-Diwali?

- a) Kaju Barfi
- b) Gulab jamun
- c) Rasogulla
- d) Kalakand
- e) Kaju Katli