

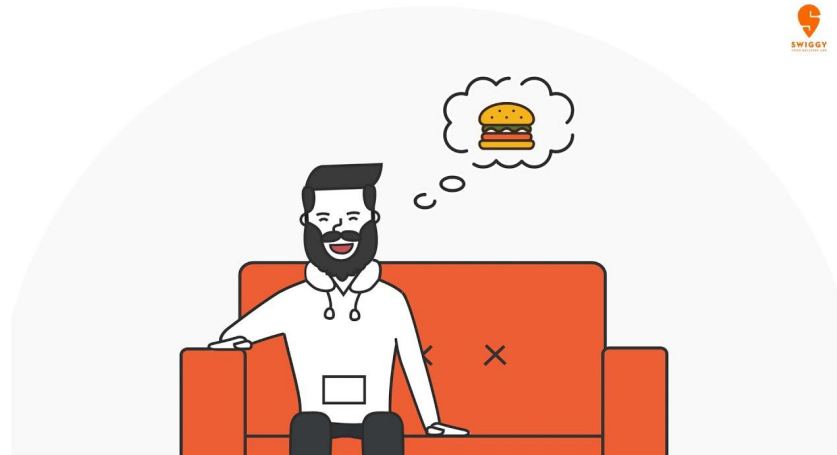


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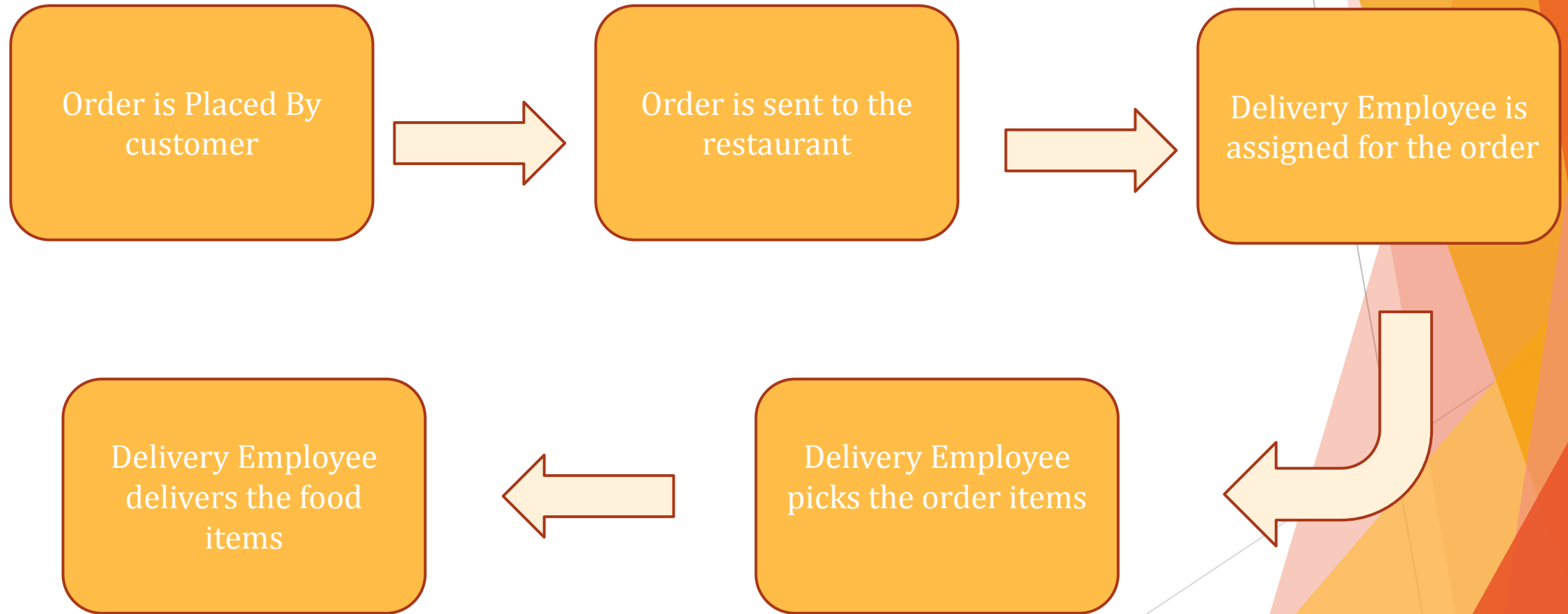


About Swiggy



- ▶ Swiggy is an Indian online food ordering and delivery platform. Founded in July 2014.
- ▶ Swiggy is based in Bangalore and operates in 500 Indian cities as of September 2021.
- ▶ It has its own fleet of delivery boys who are equipped with smartphones and the Swiggy app, which helps the user to track their delivery through routing algorithms.
- ▶ Swiggy offers an online ordering platform for a variety of listed neighborhood partner restaurants and their fleet of delivery personnel who pick up orders from the partner restaurants and deliver them to customers' doorsteps

Process flow



Success story and Motivation

- ▶ In 2013 two founders, Sriharsha Majety and Nandan Reddy designed an e-commerce website called "Bundl" to facilitate courier service and ship goods within India.
- ▶ Bundl was quickly paused, and they moved into the food delivery market.
- ▶ The company built out a dedicated delivery network and grew rapidly, primarily driven by the focus on logistics and locking in key resources.
- ▶ Swiggy began its Journey from Bengaluru with six delivery executives and 25 restaurants on its platform.
- ▶ In the time of 3 years, it has scaled up with over 6,000 delivery executives across India in more than 8 cities like Delhi-NCR, Mumbai, Bengaluru, Hyderabad, Chennai, Kolkata, and Pune.

Business Model

- ❖ A single point of contact platform provided by Swiggy.
- ❖ Food can be ordered directly from nearby restaurants and delivered to the doorstep via their app. There is a wide selection of restaurants and their menus with prices displayed within the app for ordering.
- ❖ Customer– Users can download the Swiggy app on their phones once they are registered Swiggy users. Using the Swiggy app, they can place an order for food.
- ❖ As the Order approaches, users can track it on their phones.
- ❖ Fees and Payments - Swiggy charges based on type of order, distance, peak hour, and payment method, Credit Card or Cash on Delivery.
- ❖ 15-25% commission on total order bill (inclusive of Goods and Service Tax) from restaurants

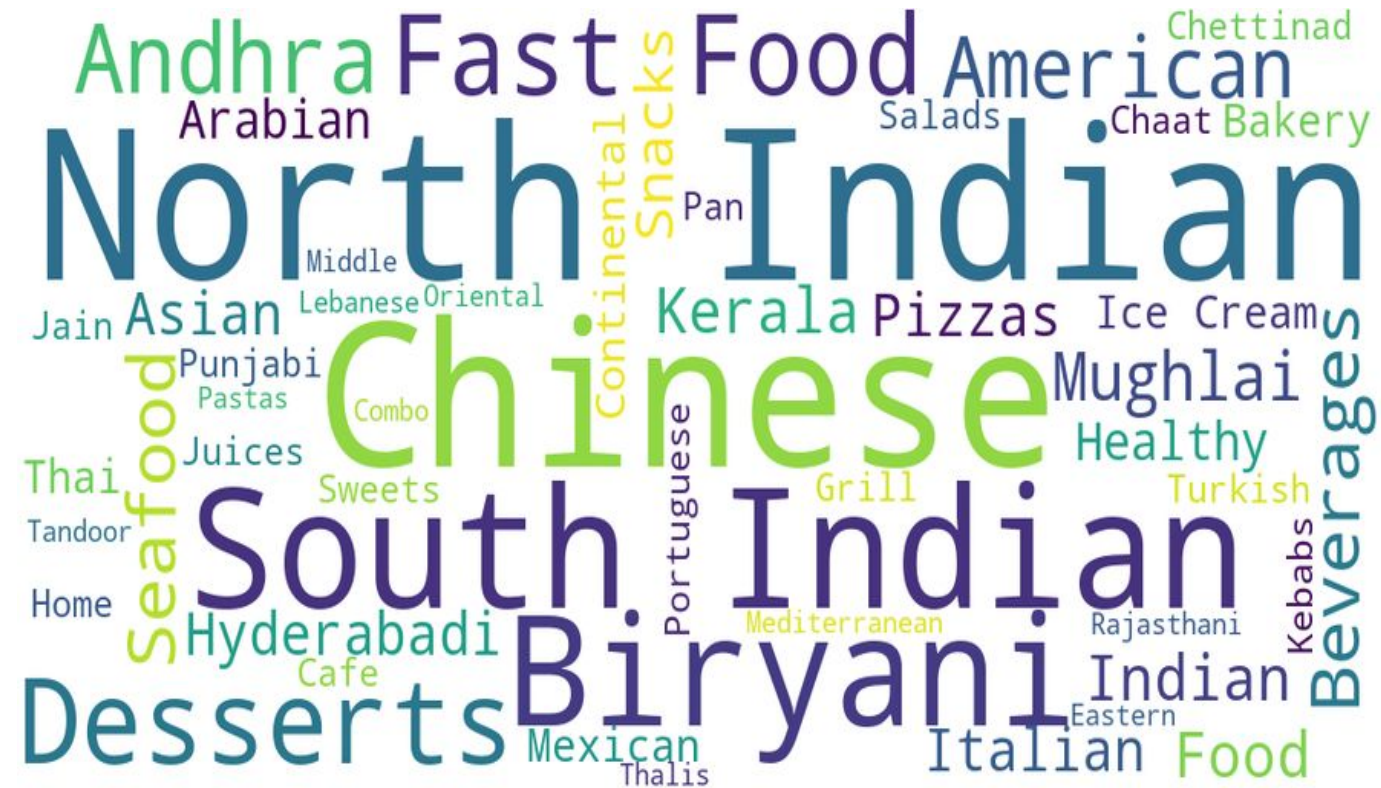
Business model

- ▶ Swiggy has acquired kint.io (two member Artificial Intelligence startup which applies deep learning and computer vision to identify objects in videos), belong.co served as the consulting partner for Swiggy's first technology-led Acqui-hire.
- ▶ Swiggy in August 2019 acquired Scootsy Logistics Pvt. Ltd. which delivers food, fashion apparel and accessories, home decor and more.
- ▶ Swiggy in December 2017 acquired Bengaluru based Gourmet Asian food startup 48East.
- ❖ Swiggy value proposition:-
 - ▶ Digital Wallet:- This category includes services like Patym, Freecharge, PhonePe and Mobikwik.
 - ▶ Cards:- A person can place an order using their credit and debit card.
 - ▶ Others:- Lazypay, cash on delivery.
- ❖ Swiggy revenue model:-
 - ▶ delivery charges- The first type of revenue stream Swiggy obtained is from its customers. A **nominal delivery fee of Rs. 20 to Rs. 40** is charged from customers on orders below a threshold value of Rs. 250. Swiggy raises the charges during high order demands or unusual weather conditions.

Business models

- ▶ Swiggy acquires another major part of the revenue stream from commissions. It **collects commissions** from restaurants to generate sales leads and to deliver their food items through Swiggy's fleet. Restaurants have to pay **15% to 25%** on every order placed from Swiggy's website. advertisement form restaurant
- ❖ Swiggy concentrates on customer satisfaction and for the same they provides
Customer support 24 hours a day ,7 days a week so that customers can get help if they have any queries or problems.
- ▶ The company keeps engaging with its customers through the mobile app, website or through social media platforms.
- ▶ Swiggy has connected itself parallelly with cricket, thus lots of ad of Swiggy is based on cricket seasons.
- ▶ Swiggy connects with the user emotionally, through social media and ads.
- ▶ Some of the examples are.

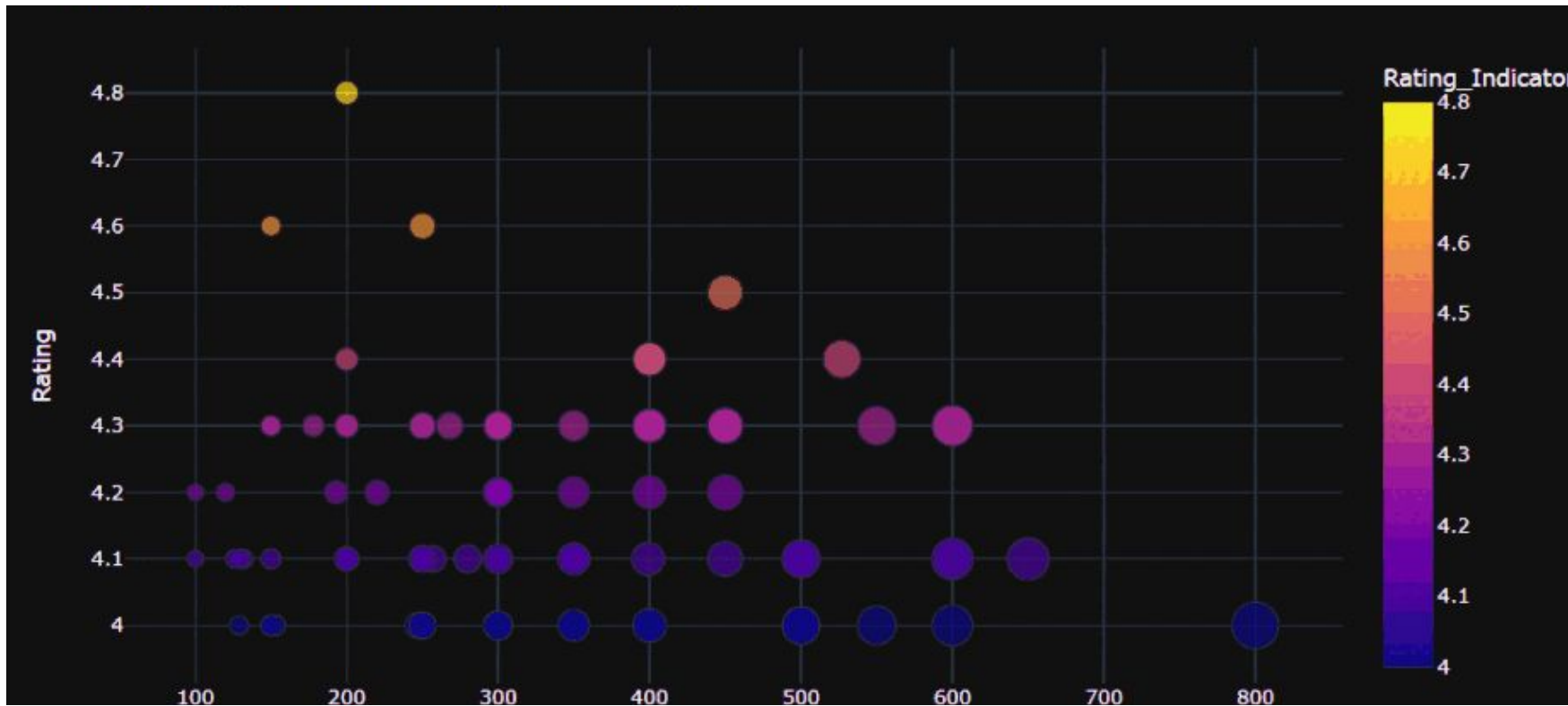
Food That Is Usually Ordered By Customers



What's in the name?



The Swiggy app is rated by | customers



Food Delivery Dimensional Model

OLTP System

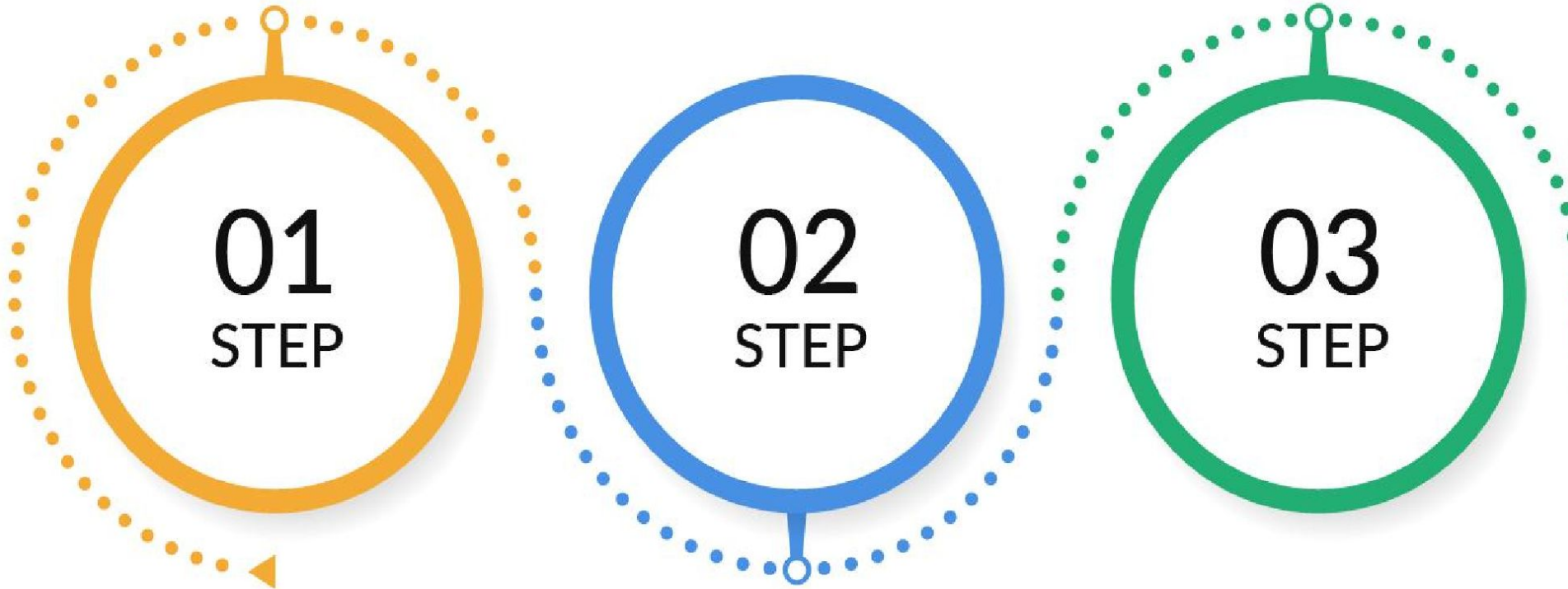
Reporting and
Complex Queries

01
STEP

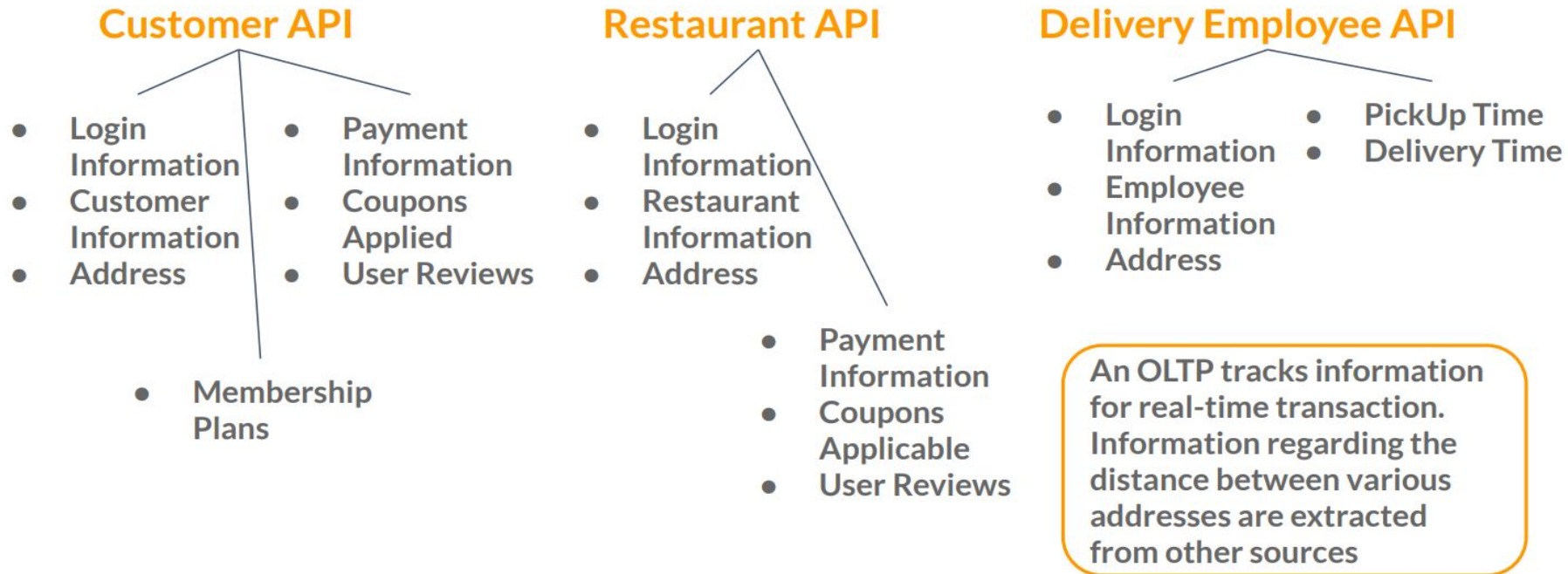
02
STEP

03
STEP

Creating
Dimensional Model

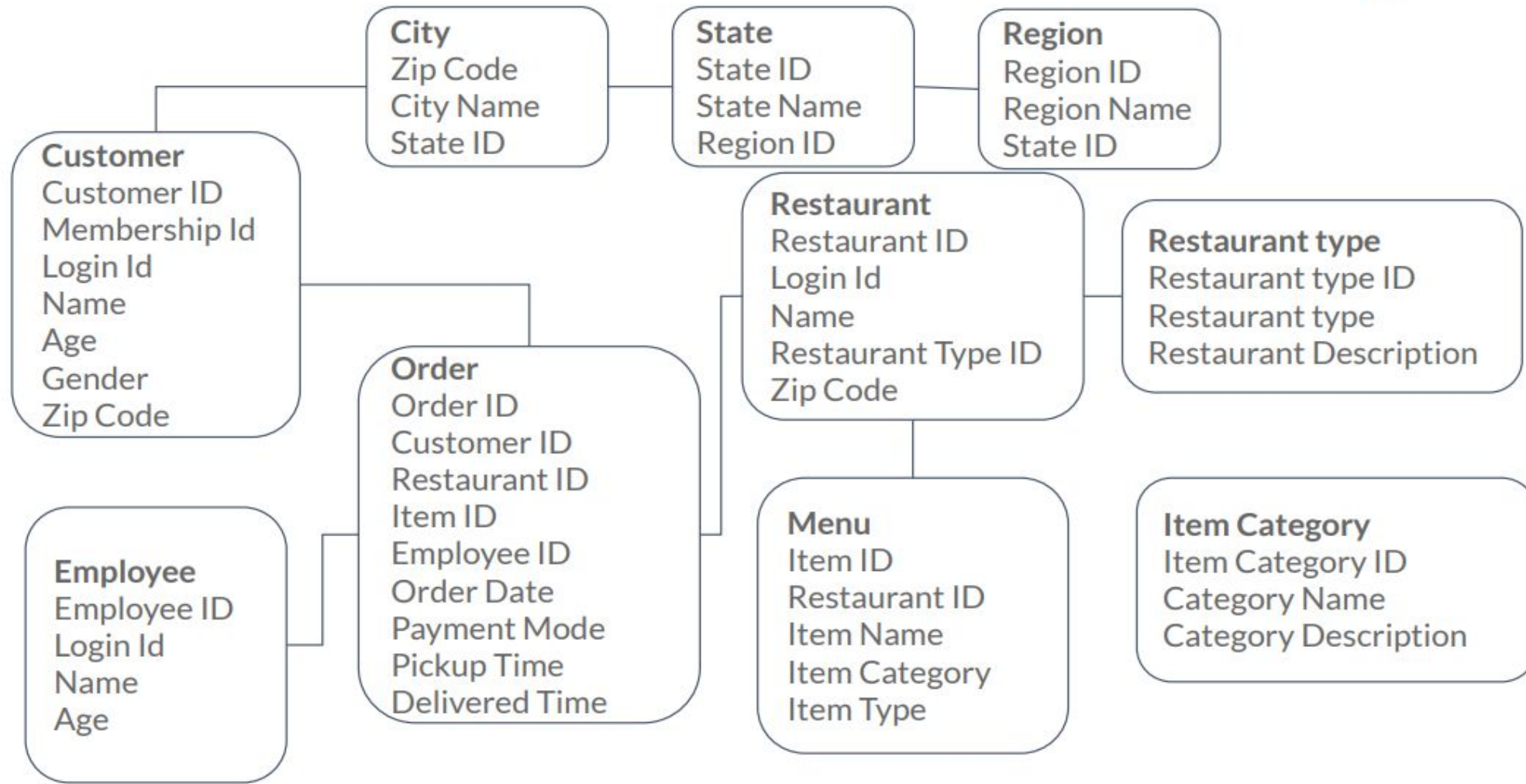


OLTP | Food Delivery Source Data Distribution



There are three main interfaces from which the data is collected in an OLTP system

OLTP | A Relational Model



Dimensional Model | Process and Grain

Sales

Process:

The Company wants to track orders placed on their application.

Grain:

The company wants to track atomic data regarding every food item sold.

If two different items are sold in one transaction, the number of rows will be 2.



Delivery

- **Process:** The Company wants to track delivery information regarding the orders that are placed.
- **Grain:** The grain is the atomic data regarding every transaction. For every transaction, there is one row only.



Sales Dimensional Model | Dimensions

Date Dimension	Customer Dimension	Restaurant Dimension	Food item Dimension
Date ID	Customer ID	Restaurant ID	Food Item ID
Date	Login ID	Login Id	Food Item Name
Month	Name	Name	Food Item Category
Year	Age	Category	Food Item Type
Month in number	Gender	Date of joining	Preparation Time
Day	Date of joining	Membership plan	Food Item Initial Price
Weekend or Weekday	Address	Address	Food Item Description
Holiday	State	State	
Week Number	Zip Code	Zip Code	
Quarter			

| Facts

Sales Fact Table

Date ID

Customer ID

Restaurant ID

Item ID

Quantity ordered

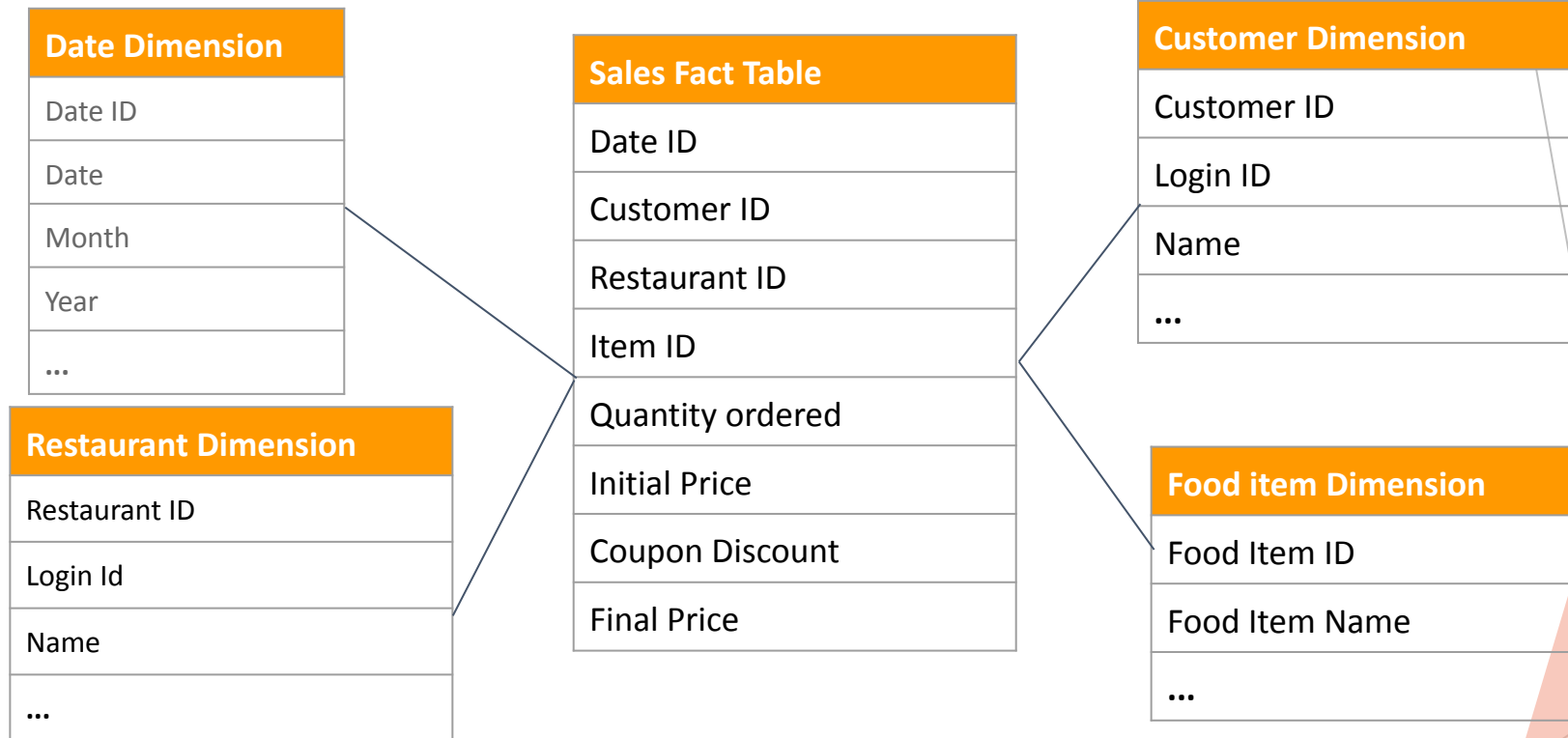
Initial Price

Coupon Discount

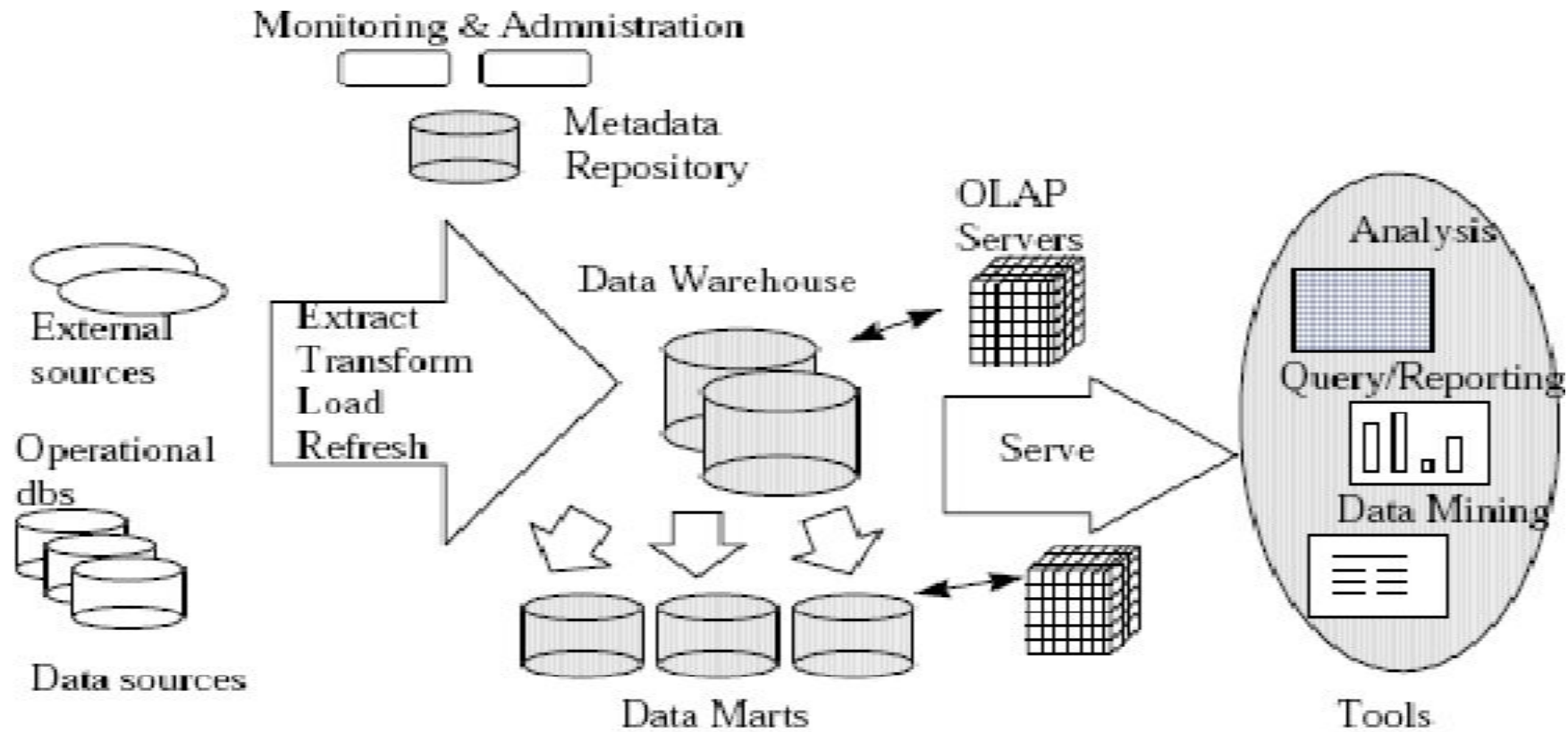
Final Price



Sales Dimensional Model | Star Schema



OLAP | Architecture.



Reporting Analytics for Sales

Sales across the Date Dimension

Quarter	Sales
Q1	100000
Q2	150000
Q3	120000

Drill Down into detail

Quarter	Month	Sales
Q1	April	20000
Q1	May	30000
Q1	June	50000

Drill Down into detail

Quarter	Month	Day	Sales
Q1	April	Weekdays	15000
Q1	April	Weekends	5000

Reporting Analytics for Sales

State	Sales
KR	30000
MR	40000
MP	50000

Drill Down into detail

State	District	Sales
KR	Mys	10000
KR	Ban	5000
KR	Bel	15000

Delivery Dimensional Model

Facts

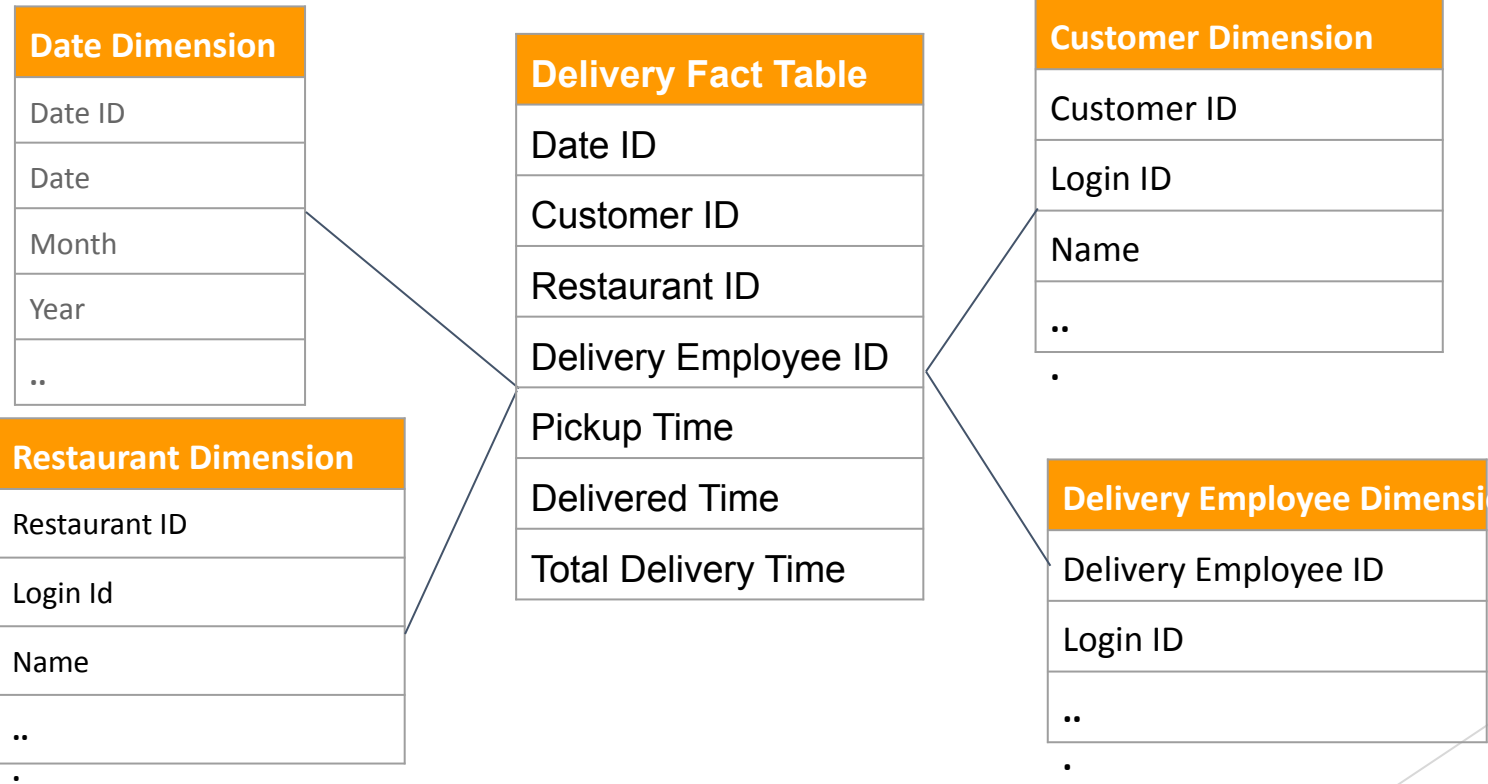
Delivery Fact Table
Date ID
Customer ID
Restaurant ID
Delivery Employee ID
Pickup Time
Delivered Time
Total Delivery Time

Dimensions

Delivery Employee Dimension
Delivery Employee ID
Login Id
Name
Age
Phone Number
Address

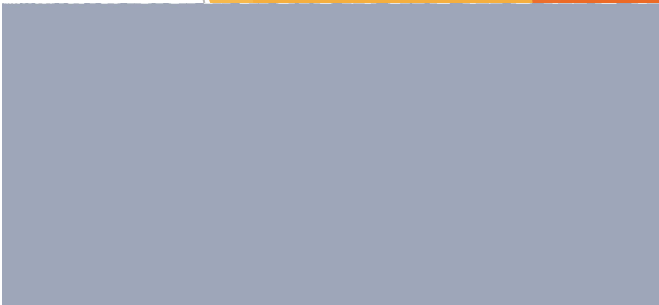
All the other dimension tables are already made for Sales Fact Table and can be used here.

Delivery | Star Schema



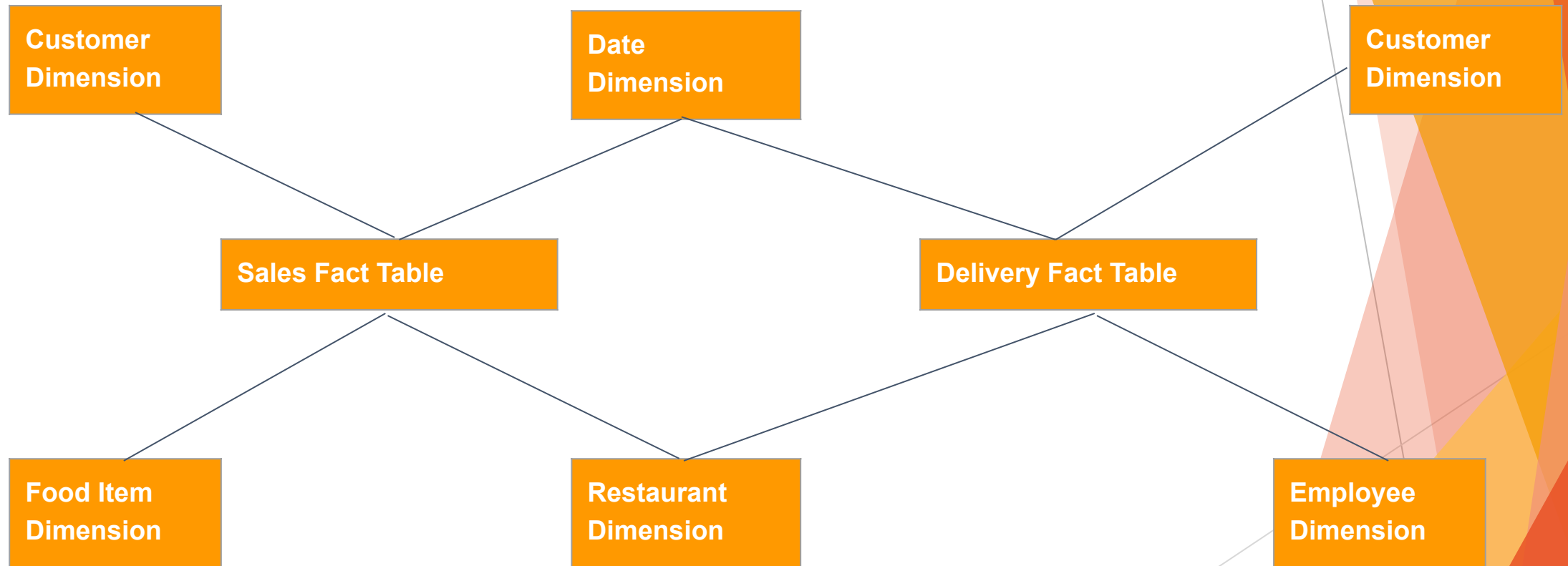
Reporting Analytics for Delivery

Average time across the Restaurant Region



State	Average Time per Delivery(min)	Drill Down into detail	State	District	Average Time per Delivery
KR	30		KR	Mys	30
MR	40		KR	Ban	40
MP	25		KR	Bel	20

A Sample of Data Warehouse | Sales and Delivery



Reference

- ▶ <https://www.swiggy.com/>
- ▶ <https://bstrategyhub.com/swiggy-business-model-how-does-swiggy-make-money/>
- ▶ <https://jungleworks.com/swiggy-business-model-explained-2/>
- ▶ <https://whatisthebusinessmodelof.com/business-models/swiggy-business-model/>

**When you get fresh groceries delivered
from Swiggy.**



AaaaAHhh,



kadak hai

- ▶ <https://www.youtube.com/watch?v=GmsWXkQmjX8>



THANK YOU

'Swiggy Karo, Phir Jo Chahe Karo!