**Swiggy Power BI Dashboard – Detailed Analysis Report**

**Project Overview**

This Power BI dashboard analyzes Swiggy restaurant data to uncover actionable insights related to restaurant count, cuisine performance, customer ratings, pricing, and delivery metrics across various Indian cities. The visual theme uses a custom wood-textured background for a visually engaging experience. Transparent visuals and slicers enhance interactivity and usability.

**Key Metrics (KPI Cards)**

Displayed on the left side of the dashboard, the key performance indicators summarize important figures:

* Total Restaurants: 5,195  
  Indicates the total number of restaurants listed across all cities.
* Average Delivery Time: 53.35 minutes  
  Represents the overall average delivery duration.
* Average Price: ₹380.97  
  Shows the average cost of meals across all cuisines.
* Total Ratings: 3 million  
  Reflects the cumulative number of user ratings collected from all cuisines and restaurants.

**Visual Breakdown and Insights**

1. **Total Ratings by Cuisine**  
   (Funnel chart)
   * Chinese cuisine has the highest number of ratings (396K), followed by Desserts (227K), North Indian (220K), Beverages (188K), and Indian (176K).
   * This suggests that Chinese cuisine is the most engaged or preferred based on user ratings.
2. **Average Ratings by Cuisine**  
   (Pie chart)
   * Paan has the highest average rating of 4.6, followed by Ice Cream Cakes (4.475) and Indonesian cuisine (4.5).
   * Dessert and niche categories tend to receive higher average satisfaction.
3. **Average Delivery Time by City**  
   (Bar chart)
   * Kolkata has the highest average delivery time (69 minutes), while Surat has the lowest (47 minutes).
   * Cities like Surat and Hyderabad seem to offer quicker deliveries, whereas Kolkata may need operational improvements.
4. **Average Price by Cuisine**  
   (Donut chart)
   * Japanese and Korean cuisines are the most expensive, averaging ₹1,240.
   * Indonesian cuisine follows with an average price of ₹1,050.
   * Asian cuisines are generally priced higher, possibly indicating a premium market.
5. **Count of Restaurants by City**  
   (Bar chart)
   * Kolkata has the most restaurants listed (810), followed by Chennai (795) and Pune (768).
   * Indicates a high level of restaurant activity and competition in these cities.
6. **Cuisine Performance Table**
   * Displays average rating and rank for each cuisine.
   * Special Discount (The Scoop) has the highest average rating (4.30).
   * Vietnamese, Turkish, and Singaporean cuisines are also highly rated.
   * Indicates that promotional offers may positively influence customer ratings.
7. **Restaurant Rating Table**
   * Lists restaurants with perfect 5.0 ratings.
   * Includes names like Afresh, Cafe Kokomo, Fat Tiger, Tricky Shakes, etc.
   * These may have limited but very positive customer reviews.
8. **Total Ratings by Restaurant**
   * The Bowl Company, Bawarchi, and Lucky Restaurant lead in total rating volume.
   * These restaurants could be considered high-performing and consistently popular.

**Interactivity Features**

* Slicers for City and Cuisine allow the user to filter visuals dynamically.
* Transparent visuals make the design aesthetically clean.
* Color differentiation helps in comparative analysis.

**Technical Tools and Measures Used**

* Platform: Power BI Desktop
* Data Transformation: Cleaned and modeled restaurant dataset
* DAX Measures Used:
  + Max Ratings
  + Rank Average Rating
  + Rating Max Restaurant
* Visual Enhancements: Transparent background visuals, wood-textured theme

**Final Observations**

* Chinese cuisine dominates in total ratings, while dessert-type cuisines lead in average ratings.
* Higher delivery times are seen in metro cities like Kolkata and Chennai.
* Premium cuisines like Japanese and Korean are priced higher than the rest.
* The dashboard enables deep insight into restaurant-level and cuisine-level performance and can be used by marketing teams, restaurant owners, or data analysts to make informed decisions.