Problem Statement – Swiggy Restaurant Data Analysis

Food delivery platforms like Swiggy generate massive amounts of transactional and user-based data — including orders, revenue, ratings, customer preferences, city-wise performance, and food category choices.
However, without proper analytical visualization, business leaders cannot easily identify revenue leaks, regional demand, performance gaps, or customer trends.

The challenge is to transform raw order data into actionable insights that help Swiggy answer key business questions such as:

- Which states and cities generate the highest sales?

- How does revenue vary by month, quarter, and day of the week?

- What is the revenue contribution of Veg vs non-Veg food?

- What is the average customer order value & rating score?

- What is the weekly revenue pattern – are there demand peaks or slow days?

- Which regions require marketing focus to improve performance?