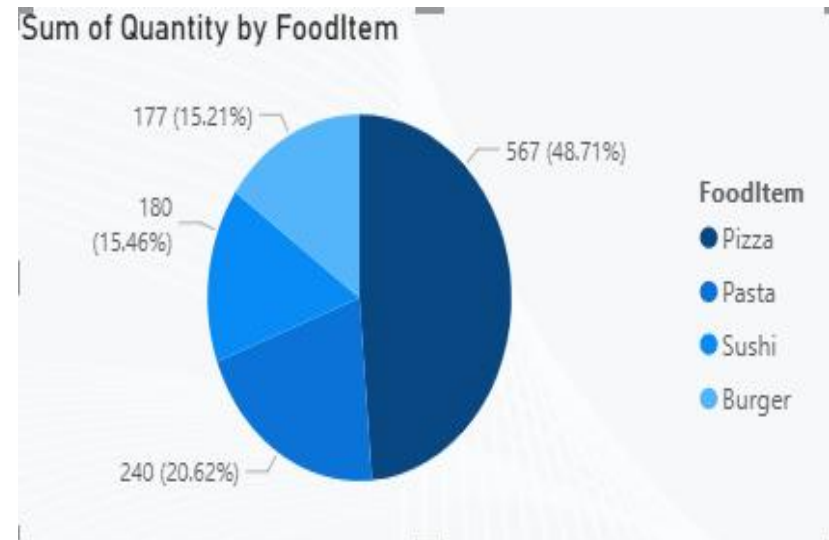# food delivery dashboard insights

Submitted By
Rishana Rahim P

Sum of Quantity by Food Item (Pie Chart)

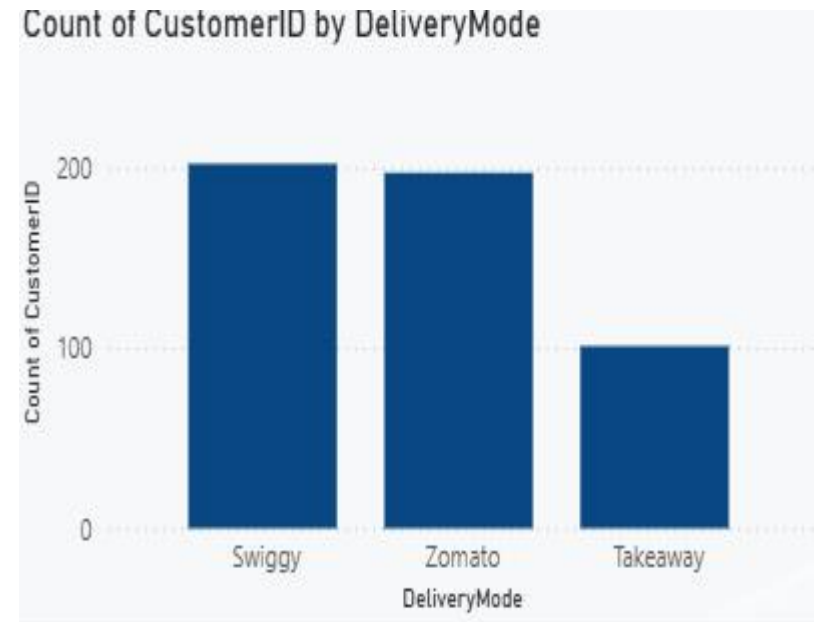1) Pizza has the highest quantity sold (48.7%), indicating it is the most popular food item.

2)Sushi and Pasta follow with ~20–21% each, showing moderate demand.

3)Burger is the least ordered (15%), suggesting limited customer preference or market reach.

Sum of Quantity by FoodItem

177 (15.21%)
567 (48.71%)
180 (15.46%)
240 (20.62%)

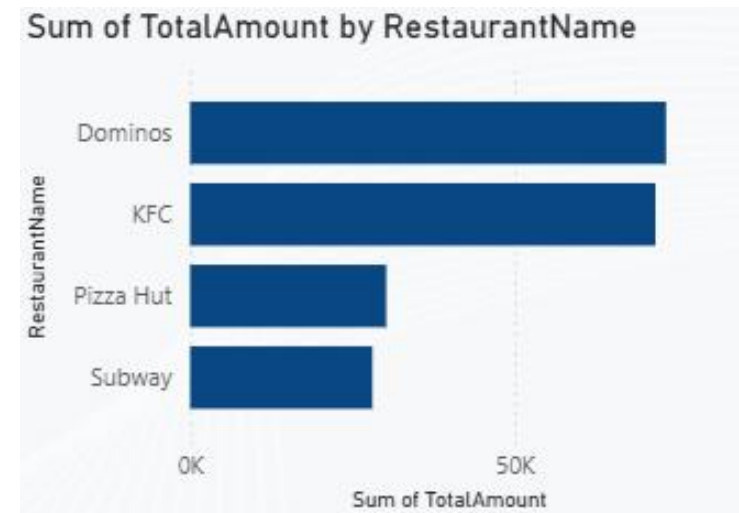FoodItem
● Pizza
● Pasta
● Sushi
● Burger

Count of Customers by Delivery Mode (Bar Chart)

1. **Swiggy and Zomato have equal customer volumes** (~200 each), showing strong competition.

2. **Takeaway** has significantly fewer customers (~100), indicating customers prefer online home delivery over self-pickup.
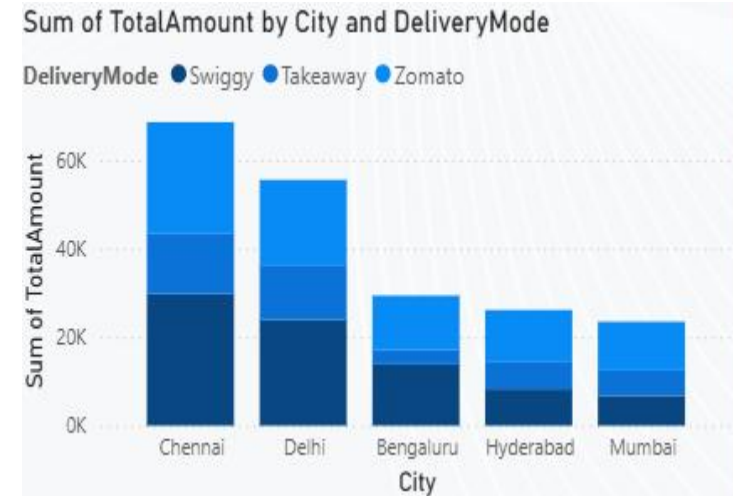

Count of CustomerID by DeliveryMode

Sum of Total Amount by Restaurant Name (Horizontal Bar Chart)

1. **KFC generates the highest revenue**, followed closely by **Dominos**, showing strong brand power and frequent orders.

1. **Pizza Hut** and **Subway** contribute relatively less, suggesting lower order frequency or smaller basket size.
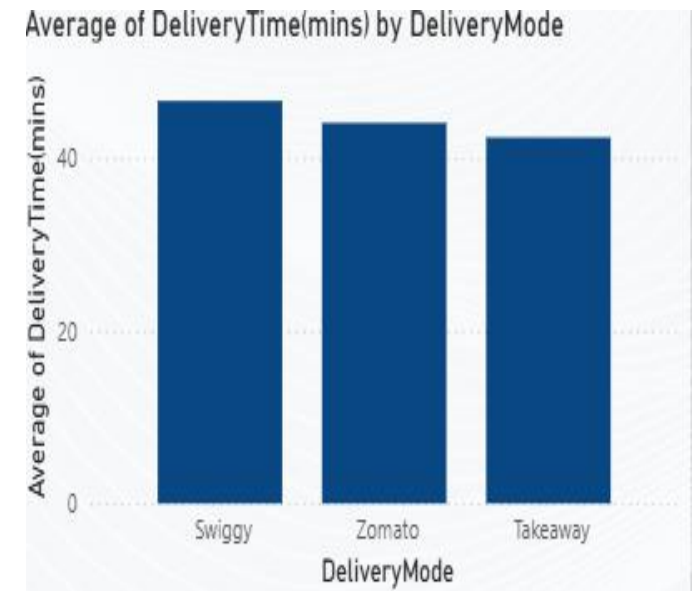
Sum of TotalAmount by RestaurantName

Sum of Total Amount by City & Delivery Mode (Clustered Bar Chart)

1. **Chennai** leads with the highest revenue, followed by **Delhi**—major revenue-generating markets.

2. **Zomato performs strongly in Delhi**, while both platforms have comparatively lower revenue in Bengaluru, Hyderabad, and Mumbai.

3. **Swiggy dominates revenue across most cities**, especially Chennai.

4. **Takeaway mode revenue is the lowest across all cities**, confirming low interest in pickup orders.

Sum of TotalAmount by City and DeliveryMode
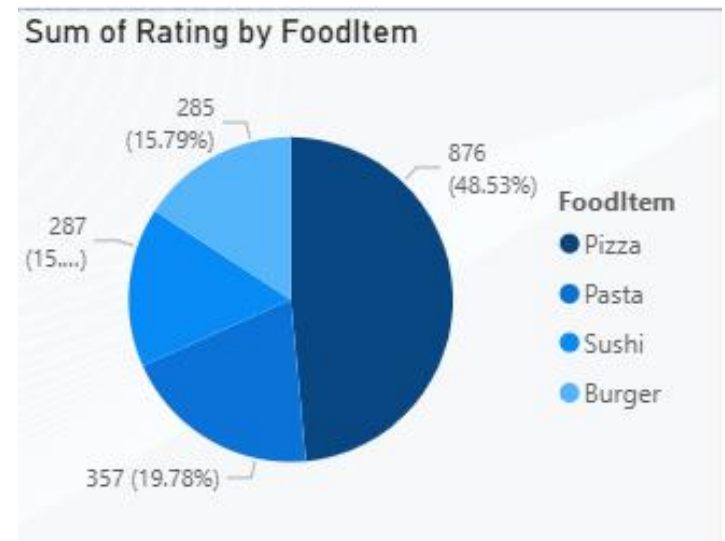DeliveryMode ● Swiggy ● Takeaway ● Zomato

Average Delivery Time (mins) by Delivery Mode (Bar Chart)

1. **Swiggy has the highest delivery time (~48 mins)**—slowest among the three.

2. **Zomato is slightly faster (~45 mins)**.

3. **Takeaway is the fastest (~43 mins)**, as expected since customers pick up themselves.
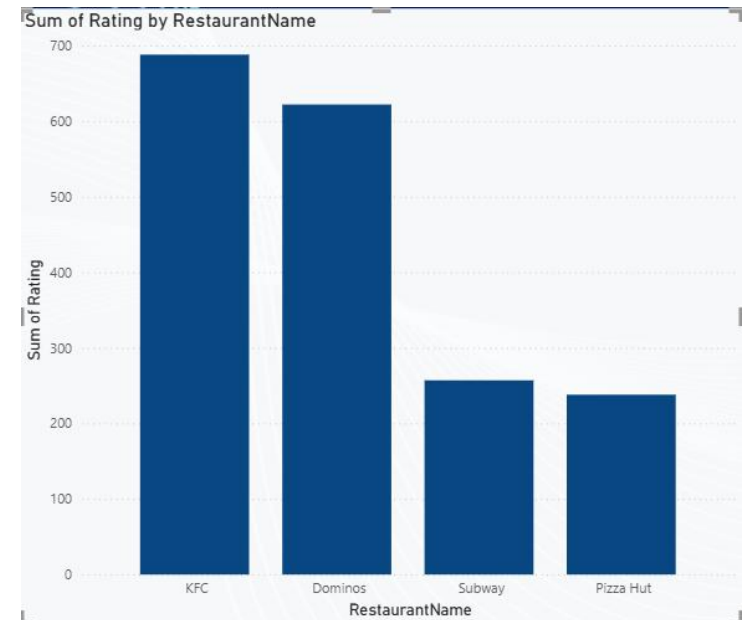   **Insight:** Faster delivery could help Swiggy retain customers and reduce churn.

Average of DeliveryTime(mins) by DeliveryMode

Sum of Ratings by Food Item (Pie Chart)

1. **Pizza again leads in total ratings (48.5%)**, aligning with its high sales—customers both order and rate it more.

2. **Burger** has moderate ratings (~20%), indicating decent satisfaction.

3. **Pasta and Sushi have comparatively lower ratings**, possibly signaling lower engagement or satisfaction.

Sum of Rating by FoodItem

285 (15.79%)

876 (48.53%)

287 (15....)

357 (19.78%)

FoodItem
- Pizza
- Pasta
- Sushi
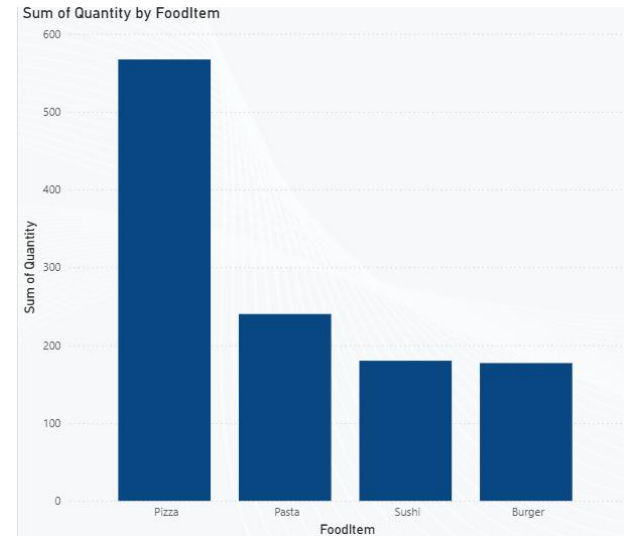- Burger

Rating by Restaurant

1. **KFC has the highest ratings**, showing strong customer satisfaction and popularity.

2. **Dominos is the second most-rated**, indicating good customer experience and strong brand preference.

3. **Subway has moderate ratings**, suggesting average customer engagement.

4. **Pizza Hut has the lowest ratings**, which may indicate fewer customers rating or lower satisfaction compared to others.
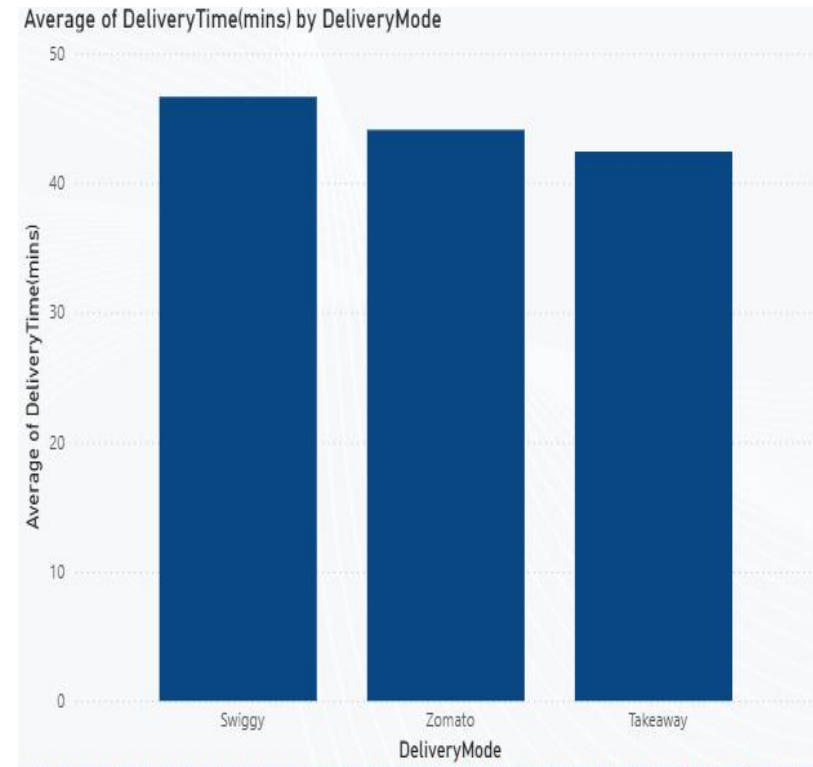

Sum of Rating by RestaurantName

Sum of Quantity by Food Item

1. **Pizza is the most ordered item** with the highest quantity, showing strong customer preference.

2. **Pasta** has moderate demand compared to Pizza.

3. **Sushi and Burger are the least ordered**, indicating lower customer preference or niche demand.
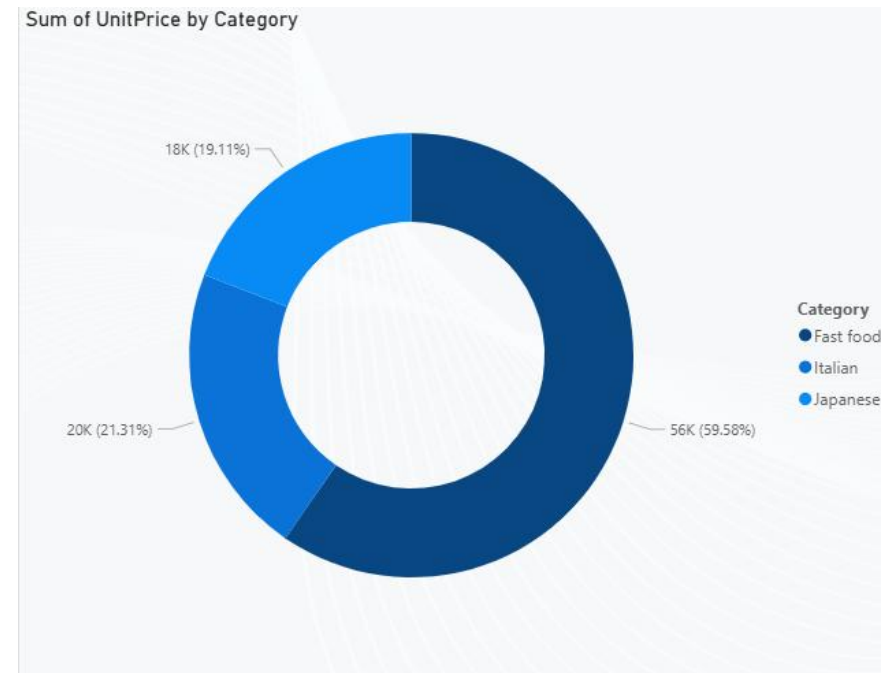

Sum of Quantity by FoodItem

Average Delivery Time by Delivery Mode

1. **Swiggy has the highest delivery time (~47 mins)**, making it the slowest.

2. **Zomato delivers slightly faster (~44 mins)**.

3. **Takeaway is the fastest (~42 mins)** as customers pick up their orders themselves.

Average of DeliveryTime(mins) by DeliveryMode

Sum of Unit Price by Category

1. **Fast Food contributes the highest unit price share (≈60%)**, indicating it is the most sold and most revenue-generating category.

2. **Italian cuisine contributes around 21%**, showing moderate value.

3. **Japanese has the lowest share (~19%)**, suggesting fewer orders or lower pricing compared to other categories.

Sum of UnitPrice by Category

18K (19.11%)

20K (21.31%)

56K (59.58%)

Category
- Fast food
- Italian
- Japanese

ISSUE IDENTIFIED	DESCRIPTION	HOW IT WAS CORRECTED
Imbalance in Food Item Orders	Pizza orders were significantly higher than other items, showing low variety in customer choices.	Menu mix analysis was done and promotions introduced for lower-ordered items (e.g., Sushi & Burger) to balance demand.
High Delivery Time for Swiggy	Swiggy's average delivery time was the highest, which could impact customer satisfaction.	Optimized delivery routes and increased delivery partners in high-order areas to reduce delays.
Uneven Restaurant Rating Distribution	KFC and Dominos received far more ratings than Subway & Pizza Hut, indicating low engagement for some brands.	Feedback prompts and rating reminders added for lower-rated restaurants to boost customer engagement.
Revenue Concentration in One Category	Fast Food category dominated pricing and revenue share, showing low contribution from Italian and Japanese items.	Introduced combo offers and pricing adjustments for Italian & Japanese categories to improve sales share.

THANK YOU