

Swiggy Analysis Report

Introduction :

This report provides a comprehensive analysis of Swiggy, one of India's leading food delivery platforms. The analysis covers various aspects of Swiggy's operations, business model, market positioning, and performance metrics. It aims to uncover key insights into how Swiggy has revolutionized the food delivery industry and maintained its competitive edge amidst fierce competition. By examining consumer behavior, partnerships, technological advancements, and financial performance, this report aims to highlight Swiggy's strengths, challenges, and potential opportunities for growth.

Overview :

1. The *Swiggy Analysis* project aims to explore and interpret data related to Swiggy's food delivery services. The objective is to identify patterns in customer behavior, order trends, and operational efficiency, providing actionable insights to enhance Swiggy's performance and market strategy.
2. Power BI will be utilized to build an interactive dashboard for data visualization and decision-making.

Tool Clarification :

Power BI as the primary tool for analyzing and visualizing data. Here's how Power BI will play a key role in your project:

- Data Import and Transformation
- Interactive Dashboards
- Analytics and Insights
- Geospatial Analysis
- Real-Time Monitoring
- Collaboration and Sharing

Using Charts in Power Bi :

- Bar Chart
- Column Chart
- Line Chart
- Pie Chart
- Area Chart
- Stacked Area Chart
- Scatter Chart
- Slicer

Data Cleaning Steps in Power Bi :

1. Import the Data
2. Open Power Query Editor
3. Handle Missing Data
4. Remove Duplicates
5. Rename Columns
6. Standardize Data Formats
7. Remove Unnecessary Data
8. Handle Outliers
9. Create Calculated Columns
10. Save and Apply Changes

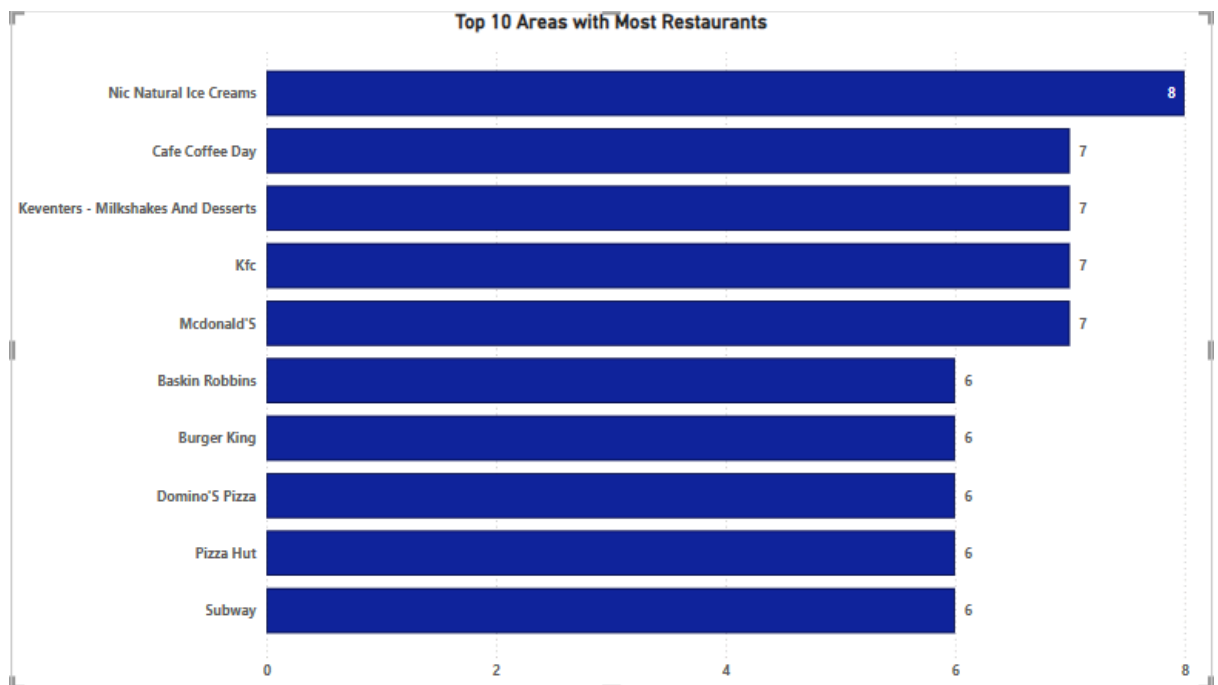
These are the steps used in Power bi .

Task 1 : Top 10 Areas with most Restaurants

The top 10 areas with the most restaurants, providing valuable insights into the restaurant distribution and concentration in various locations.

Methodology :

- Data Collection
- Data Cleaning
- Calculation
- Selection
- Visualization



Insights :

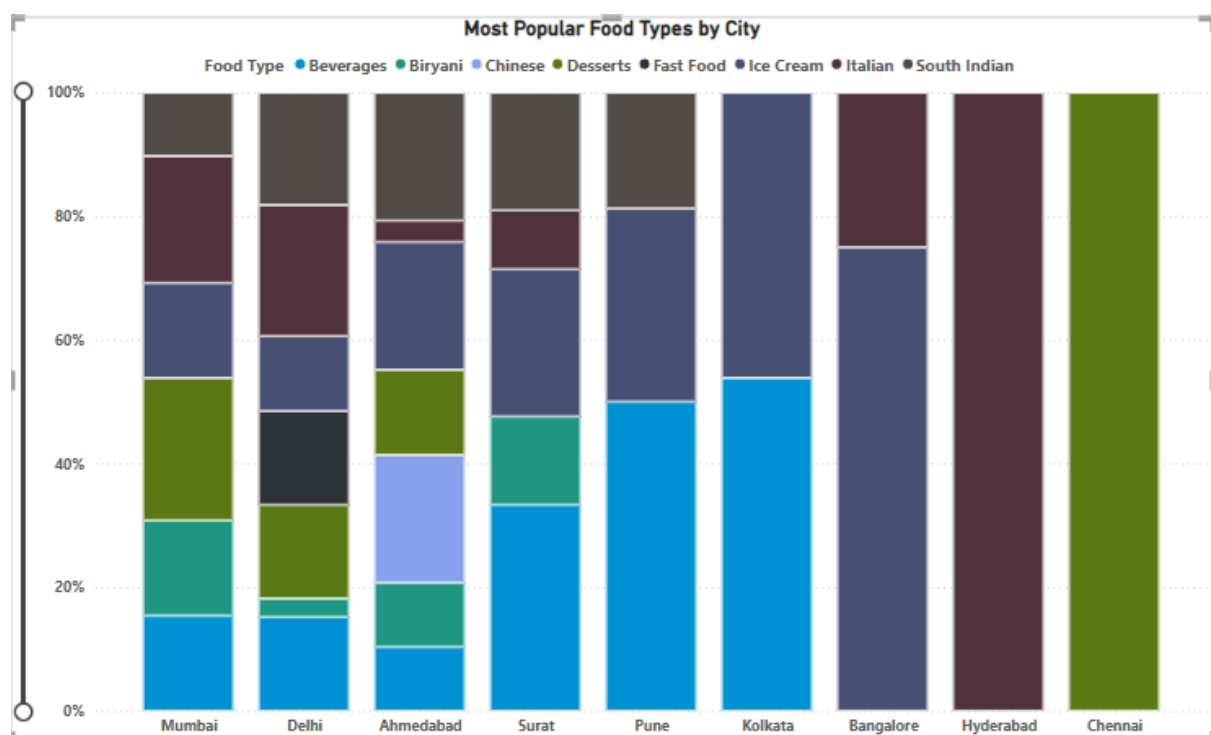
- The chart will reveal which areas have the highest concentration of restaurants, providing insights into food trends, popular dining areas, and market opportunities.
- It will highlight areas that may have strong competition or high demand for new restaurant openings.

Task 2 : Most Popular food types served by swiggy Restaurants in Each city

To identify and analyze the most popular food types served by Swiggy restaurants across different cities.

Methodology :

- Data Collection
- Data Cleaning
- Analysis
- Visualization
- Additional Insights



Insights :

- The analysis will reveal the most popular food types in each city, helping to identify regional preferences.
- It may also show if certain cities have a diverse range of food offerings or a strong preference for specific types of cuisine.

Task 3 : Top Rated swiggy Restaurants

To identify and analyze the top-rated Swiggy restaurants, providing insights into which restaurants consistently receive the highest customer ratings.

Methodology :

- Data Collection
- Data Cleaning
- Analysis
- Visualization
- Additional Insights



Insights :

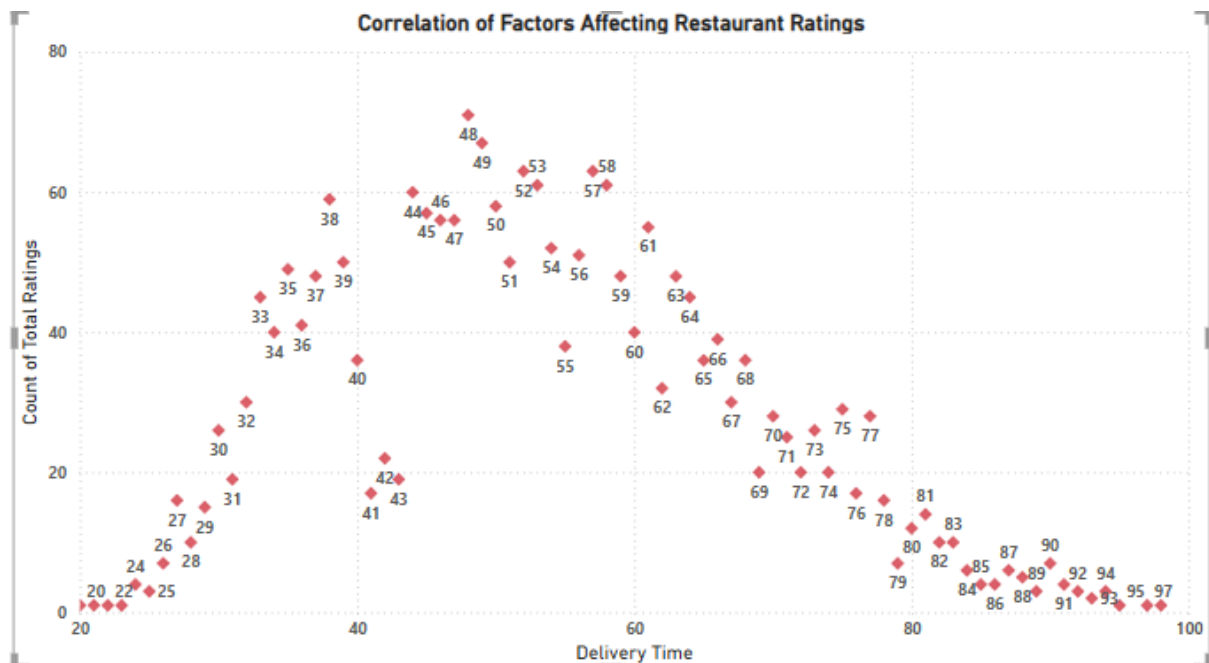
- The analysis will reveal which Swiggy restaurants are most highly rated by customers, providing valuable insights into customer preferences and expectations.
- Identifying top-rated restaurants can help customers make informed choices and encourage businesses to focus on the factors that contribute to high ratings, such as food quality, service, and customer experience.
- This analysis can also highlight areas where Swiggy may need to improve its restaurant offerings to maintain customer satisfaction.

Task 4 : Correlation of factors affecting average rating

To analyze and identify the correlation between various factors that influence the average customer rating of Swiggy restaurants.

Methodology :

- Data Collection
- Data Cleaning
- Correlation Analysis
- Visualization
- Additional Insights



Insights :

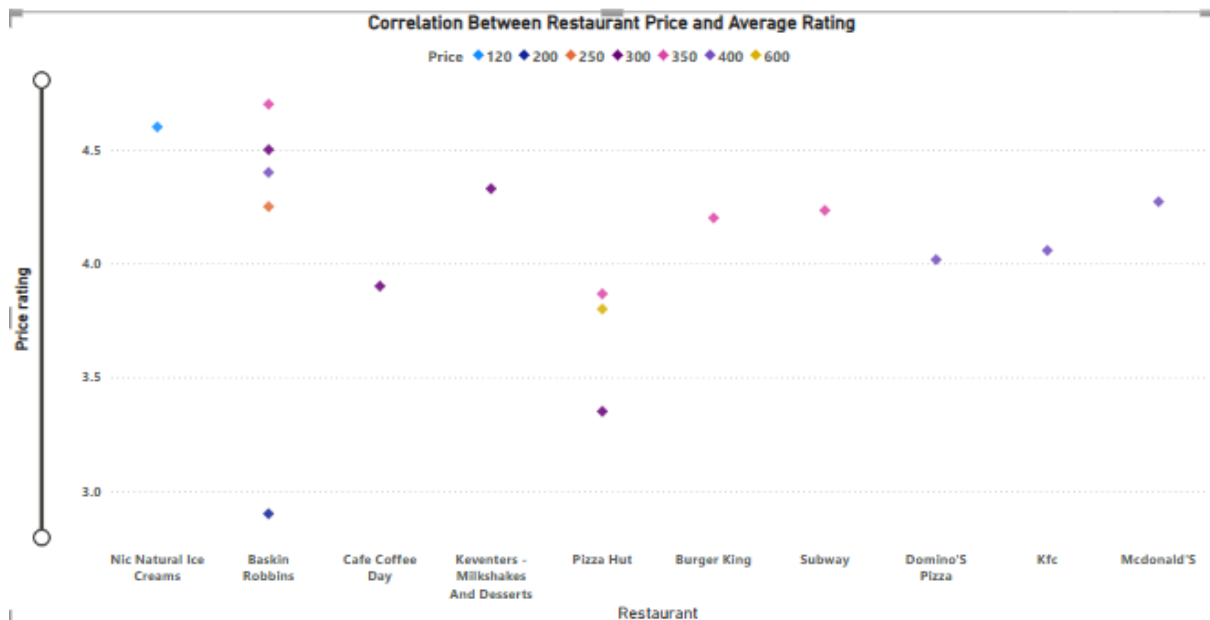
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Task 5 : Correlation between Restaurant price and average rating

To analyze the relationship between restaurant price levels (low, medium, high) and average customer ratings on Swiggy.

Methodology :

- Data Collection
- Data Cleaning
- Correlation Analysis
- Visualization



Insights :

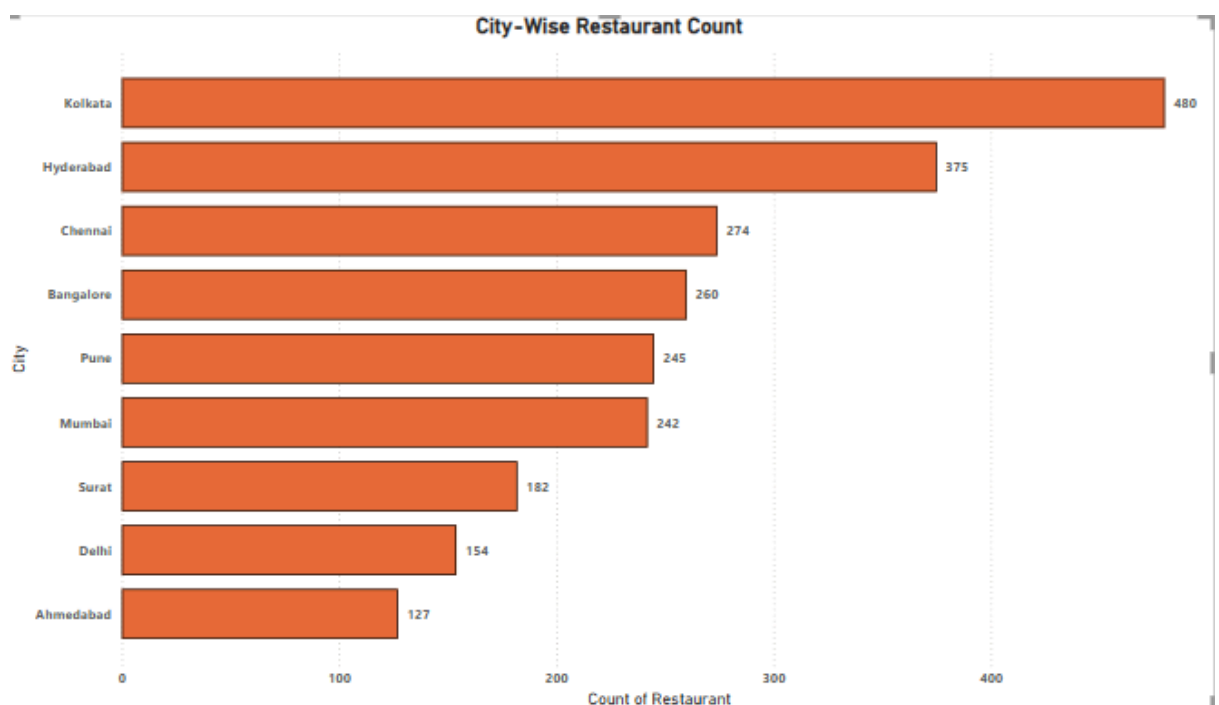
- The analysis will determine whether higher-priced restaurants receive better ratings, possibly due to better food quality, service, or ambiance.
- If there is little or no correlation, it suggests that price is not a significant factor in customer ratings, and other elements such as delivery time or food quality may play a larger role.

Task 6 : City wise Restaurant Count

To analyze and determine the distribution of restaurants across different cities. Understanding city-wise restaurant counts can provide insights into restaurant density, Swiggy's market penetration, and opportunities for growth in various locations.

Methodology :

- Data Collection
- Data Cleaning
- Analysis
- Visualization



Insights :

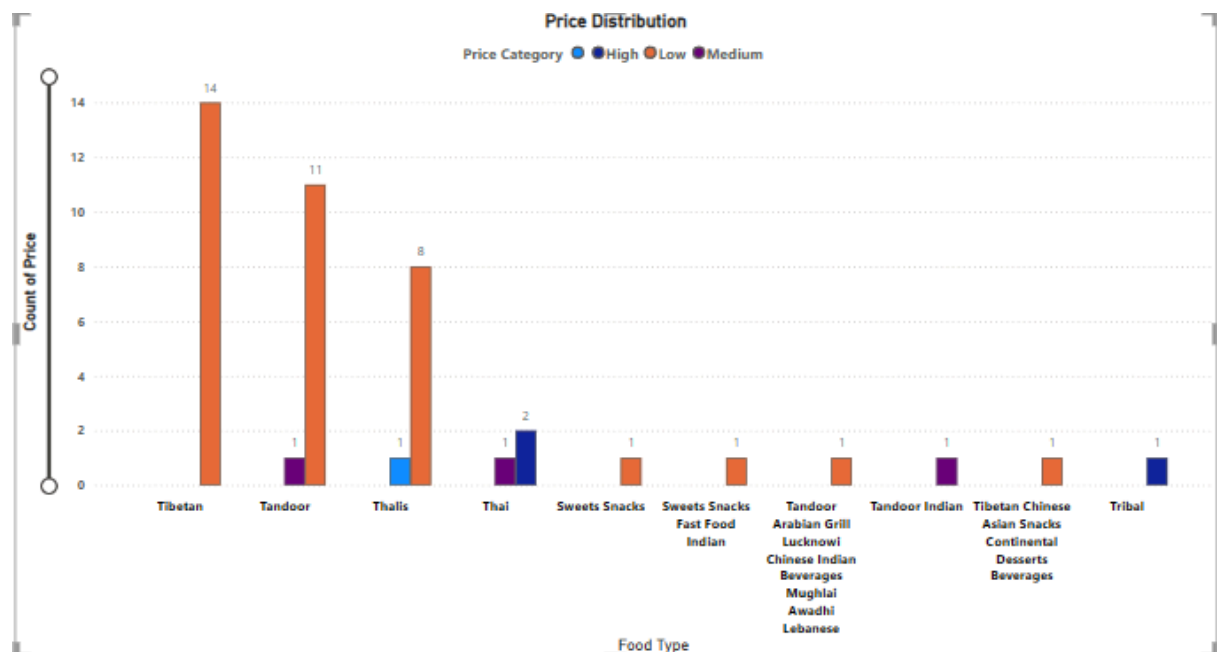
- The chart will reveal which cities have the highest concentration of restaurants, helping Swiggy identify its strongholds and areas for expansion.
- Cities with a lower count of restaurants could indicate growth opportunities or areas with less competition.

Task 7 : Price Analysis

To perform a comprehensive analysis of restaurant pricing on Swiggy, identifying trends and patterns such as price ranges across cities, average pricing by cuisine type, and customer preferences related to pricing.

Methodology :

- Data Collection
- Data Cleaning
- Analysis
- Visualization



Insights :

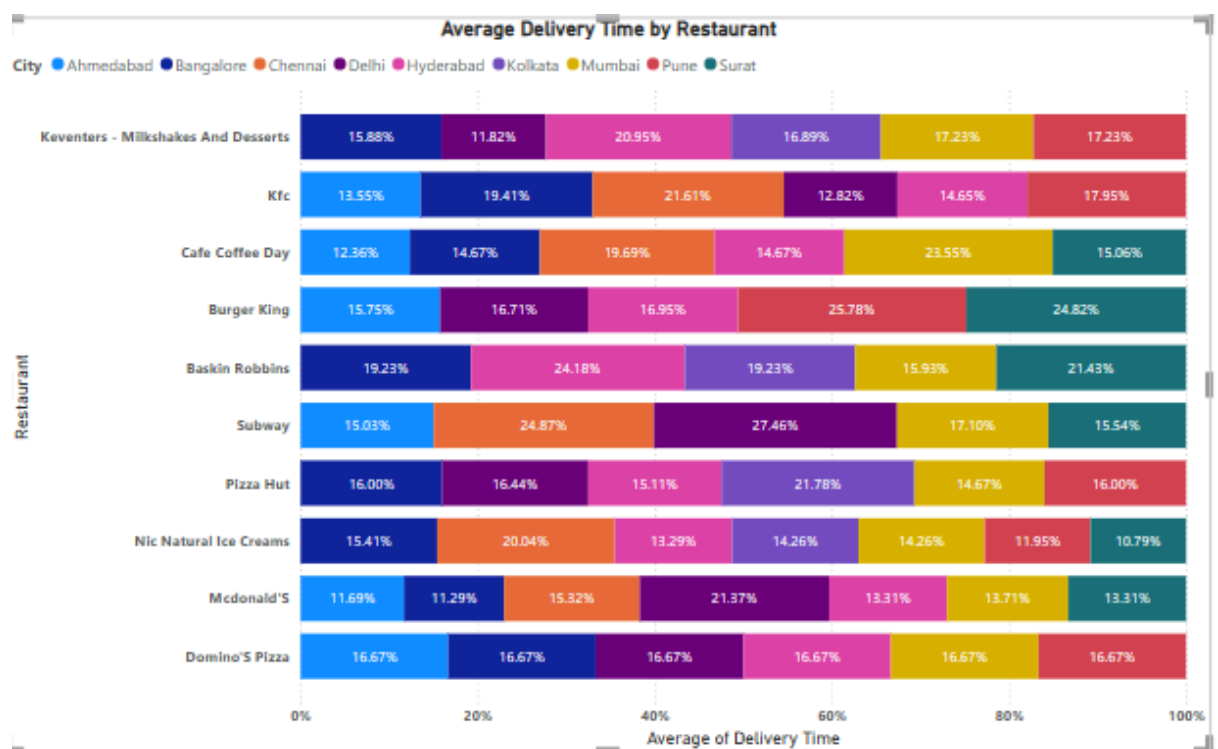
- **City-Level Insights:** Identify cities with higher average pricing and assess whether these cities align with customer purchasing power.
- **Cuisine-Level Insights:** Discover which cuisines have premium pricing and whether they correspond to higher customer ratings.
- **Market Segmentation:** Understand the distribution of restaurants in low, medium, and high price categories to gauge the market focus.

Task 8 : Delivery Time analysis

To analyze delivery times across Swiggy's restaurants and identify patterns, trends, and factors influencing delivery efficiency.

Methodology :

- Data Collection
- Data Cleaning
- Analysis
- Visualization



Insights :

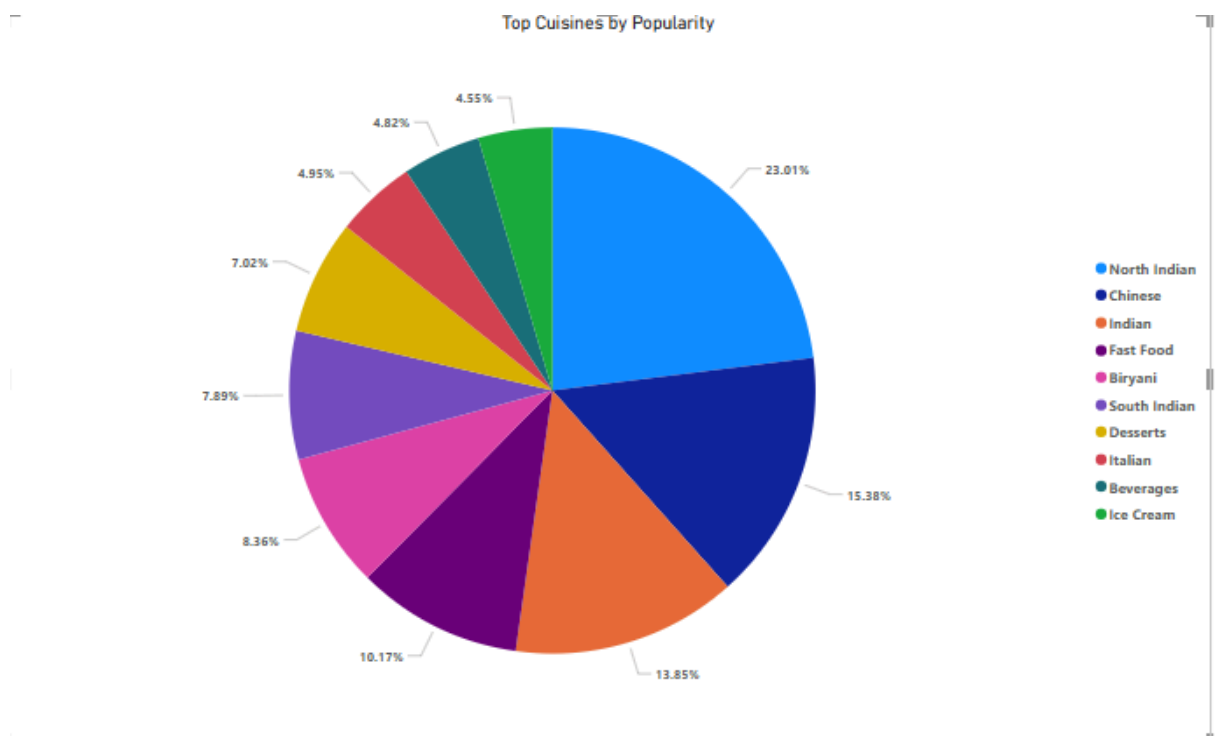
- **City-Level Insights:** Identify cities with longer average delivery times and explore potential causes, such as traffic conditions or restaurant density.
- **Cuisine Insights:** Determine which cuisines take longer to prepare and strategize on improving operational efficiency for such cuisines.
- **Volume Impact:** Assess if high order volumes lead to delays and identify threshold limits for timely deliveries.

Task 9 ; Cuisine Analysis

To analyze the distribution, popularity, and performance of different cuisines offered by Swiggy restaurants. This analysis provides insights into customer preferences, regional trends, and high-performing cuisine types, helping Swiggy optimize its offerings and promotional strategies.

Methodology :

- Data Collection
- Data Cleaning
- Analysis
- Visualization



Insights :

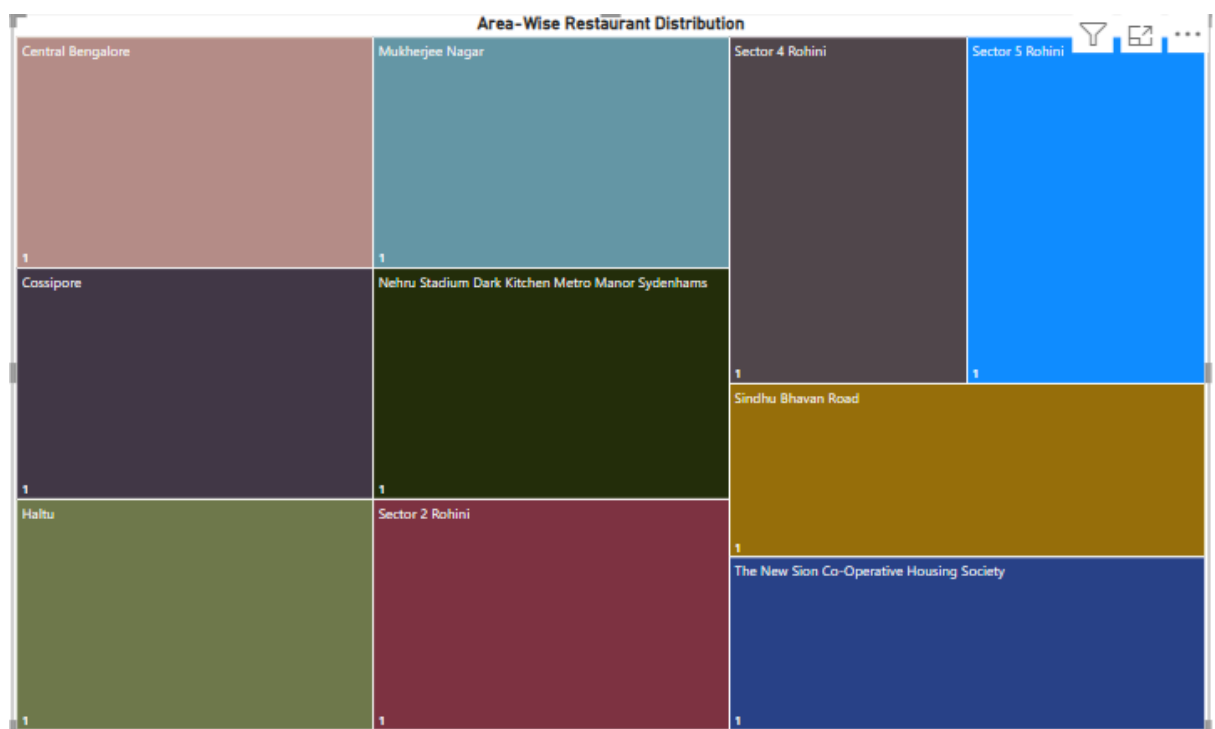
- **Popular Cuisines:** Identify the cuisines that dominate customer orders across cities.
- **Customer Preferences:** Understand which cuisines receive higher ratings and determine potential reasons, such as quality or value for money.
- **Regional Specialties:** Analyze the prevalence of specific cuisines in certain cities, such as South Indian cuisine in Chennai or Gujarati food in Ahmedabad.
- **Price Sensitivity:** Determine whether higher-priced cuisines correspond to higher customer satisfaction or order volumes.

Task 10 : Area wise Restaurant Analysis

To analyze the distribution and density of restaurants across different areas in a city.

Methodology :

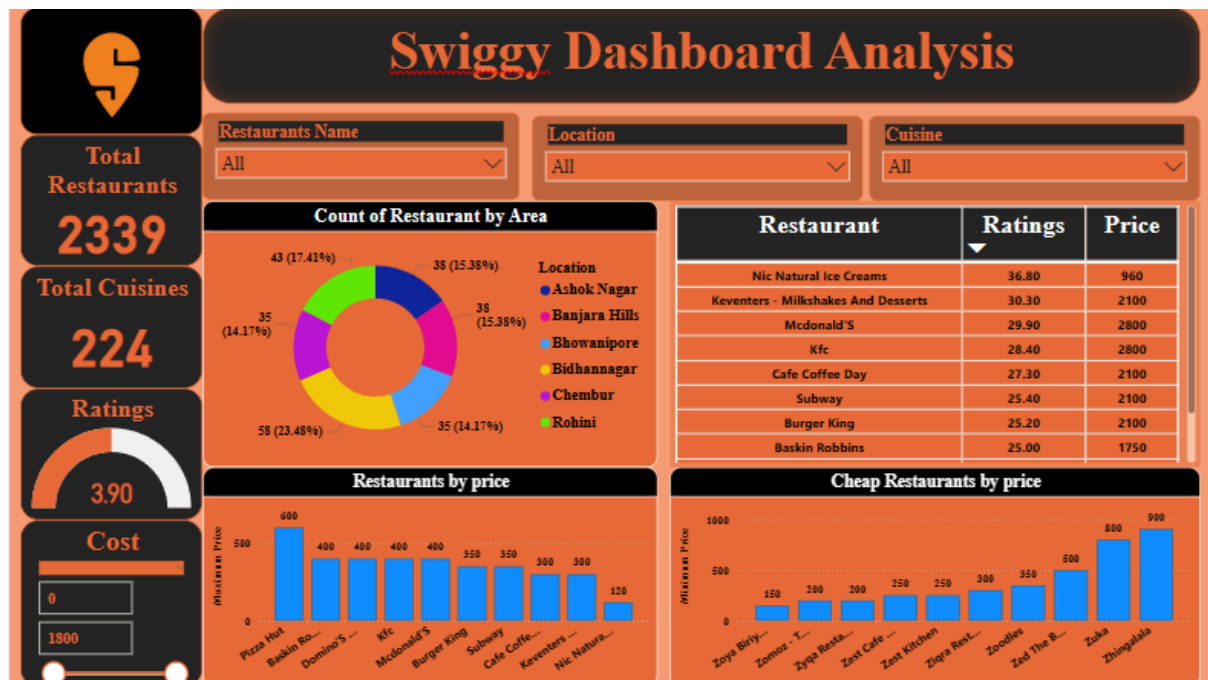
- Data Collection
- Data Cleaning
- Analysis
- Visualization



Insights :

- **Top Food Hubs:** Identify areas with the highest concentration of restaurants, such as business districts or residential hotspots.
- **Cuisine Trends:** Discover which cuisines dominate specific areas and where there is a lack of variety.
- **Service Gaps:** Highlight underserved areas with few or no restaurants, indicating opportunities for expansion.
- **Performance Metrics:** Assess how restaurant ratings and order volumes vary by area, identifying high-performing locations.

Final DashBoard :



- These dashboard reveal for Swiggy Analysis and provide useful insights for company growth .

Business Recommendations :

Analysis of Swiggy's restaurant data, delivery metrics, and customer preferences, the following recommendations aim to enhance Swiggy's operational efficiency, customer satisfaction, and market competitiveness:

- Optimize Restaurant Onboarding
- Enhance Delivery Efficiency
- Leverage Data for Personalized Offers
- Focus on Affordable Options
- Improve Customer Experience
- Analyze and Address Delivery Times
- Regularly Monitor Trends and Preferences

Conclusion :

Swiggy can strengthen its operational efficiency, address service gaps, and improve customer satisfaction. A data-driven approach to restaurant onboarding, delivery optimization, and targeted marketing will not only enhance customer experience but also solidify Swiggy's position as a market leader in the food delivery space.