Swiggy Sales Analysis

Problem Statement:

<u>**KPI's:**</u>

- ➢ **Total Sales (₹)** – Overall revenue generated from food orders.

- ➢ **Average Rating** – Customer satisfaction level across all restaurants.

- ➢ **Average Order Value (₹)** – Revenue per order.

- ➢ **Ratings Count** – Total number of customer reviews.

- ➢ **Total Orders** – Number of food orders received.

<u>**CHART'S:**</u>

- ➢ **Monthly Sales Trend** – Shows how total sales fluctuate month by month.

- ➢ **Daily Sales Trend** – Highlights order and revenue variations across days of the week.

- ➢ **Total Sales by Food Type (Veg vs Non-Veg)** – Compares revenue contribution by cuisine type.

- ➢ **Total Sales by State (Map Visualization)** – Displays state-wise revenue distribution.

- ➢ **Quarterly Performance Summary** – Combines Sales, Ratings, and Orders by Quarter.

- ➢ **Top 5 Cities by Sales** – Identifies leading cities contributing the most revenue.

- ➢ **Weekly Trend Analysis** – Monitors weekly fluctuations in sales to identify consistency or peak periods.