

Swiggy Data Analysis

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About:

Swiggy is an Indian food delivery and quick commerce platform. It operates in over 580 Indian cities, allowing users to order from various restaurants and cuisines, as well as groceries, with delivery times as quick as 10 minutes via Swiggy Instamart.





Objective:

As a Data Analyst at Swiggy, Conduct in-depth SQL-driven analysis on Swiggy's customer, restaurant, and order data to uncover patterns in user behavior, restaurant performance, and operational efficiency – helping drive strategic decisions.



Problem Statement:

- *Display all customers who live in 'Delhi'.*
- *Find the average rating of all restaurants in 'Mumbai'.*
- *List all customers who have placed at least one order.*
- *Display the total number of orders placed by each customer.*
- *Find the total revenue generated by each restaurant.*
- *Find the top 5 restaurants with the highest average rating.*
- *Display all customers who have never placed an order.*
- *Find the number of orders placed by each customer in 'Mumbai'.*
- *List all delivery partners who have completed more than 1 delivery*
- *Find the customers who have placed orders on exactly three different days.*
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-- Display all customers who live in 'Delhi'.

SELECT

name

FROM

customers

WHERE

city = 'Delhi';

	name
▶	Rohini Verma
	Manish Kumar
	Sonali Mishra





-- Find the average rating of all restaurants in 'Mumbai'.

SELECT

AVG(feedback.rating) Avg_Rating

FROM

 feedback

LEFT JOIN

 customers **ON** feedback.customer_id = customers.customer_id

WHERE

 customers.city = 'Mumbai';

	Avg_Rating
→	3.8333



-- List all customers who have placed at least one order.

SELECT DISTINCT

customers.customer_id, customers.name

FROM

customers

JOIN

orders ON customers.customer_id = orders.customer_id;



	customer_id	name
▶	1	Amit Sharma
	2	Rohini Verma
	3	Rajesh Gupta
	4	Sneha Mehta
	5	Manish Kumar
	6	Priya Singh
	7	Vikas Reddy
	8	Anjali Patel
	9	Suresh Nair
	10	Kavita Deshmukh
	11	Vivek Bhatt
	12	Meera Joshi
	13	Pankaj Jain
	14	Nidhi Saxena
	15	Ashok Kumar
	16	Deepa Rao
	17	Karan Kapoor
	18	Sonali Mishra
	19	Arjun Desai
	20	Shweta Bansal

-- Display the total number of orders placed by each customer.

SELECT

c.customer_id, c.name, COUNT(o.order_id) AS total_orders

FROM

customers c

LEFT JOIN

orders o **ON** c.customer_id = o.customer_id

GROUP BY c.customer_id , c.name;



customer_id	name	total_orders
1	Amit Sharma	2
2	Rohini Verma	3
3	Rajesh Gupta	3
4	Sneha Mehta	2
5	Manish Kumar	4
6	Priya Singh	3
7	Vikas Reddy	3
8	Anjali Patel	3
9	Suresh Nair	1
10	Kavita Deshmukh	2
11	Vivek Bhatt	2
12	Meera Joshi	2
13	Pankaj Jain	2
14	Nidhi Saxena	3
15	Ashok Kumar	3
16	Deepa Rao	2
17	Karan Kapoor	1
18	Sonali Mishra	3
19	Arijun Desai	2

-- Find the total revenue generated by each restaurant.

SELECT

r.restaurant_id, r.name, SUM(o.total_amount) **AS** revenue

FROM

restaurants r

LEFT JOIN

orders o **ON** r.restaurant_id = o.restaurant_id

GROUP BY r.restaurant_id , r.name;



restaurant_id	name	revenue
1	Spice of India	1100.00
2	Tandoori Flames	1200.00
3	Biryani House	5300.00
4	Curry Pot	3200.00
5	Taste of Punjab	600.00
6	Royal Biryani	650.00
7	Coastal Delight	2100.00
8	Veggie Delight	1600.00
9	Gujarat Express	2550.00
10	Andhra Spice	4050.00
11	Punjabi Tadka	900.00
12	Flavours of Ben...	4050.00
13	South Treat	2950.00
14	The Great India...	1600.00
15	Rajasthani Rasoi	2100.00
16	Kerala Kitchen	950.00
17	Chaat Junction	2150.00
18	Maharashtrian ...	2050.00

-- Find the top 5 restaurants with the highest average rating.

SELECT

restaurant_id, name, **AVG**(rating) avg_rating

FROM

restaurants

GROUP BY restaurant_id , name

ORDER BY **AVG**(rating) **DESC**

LIMIT 5;

restaurant_id	name	avg_rating
3	Biryani House	4.800000
22	Paradise Biryani	4.800000
30	Lucknowi Nawabi	4.700000
6	Royal Biryani	4.700000
12	Flavours of Bengal	4.600000



-- Display all customers who have never placed an order.

SELECT

c.customer_id, c.name

FROM

customers c

LEFT JOIN

orders o **ON** c.customer_id = o.customer_id

WHERE

o.customer_id **IS NULL;**



customer_id	name
24	Sonal Kaur
25	Vivek Malhotra
26	Divya Iyer
27	Rakesh Yadav
28	Mona Sharma
29	Sudha Pillai
30	Gaurav Khanna

-- Find the number of orders placed by each customer in 'Mumbai'.

SELECT

c.customer_id, c.name, c.city, COUNT(o.order_id) total_orders

FROM

customers c

LEFT JOIN

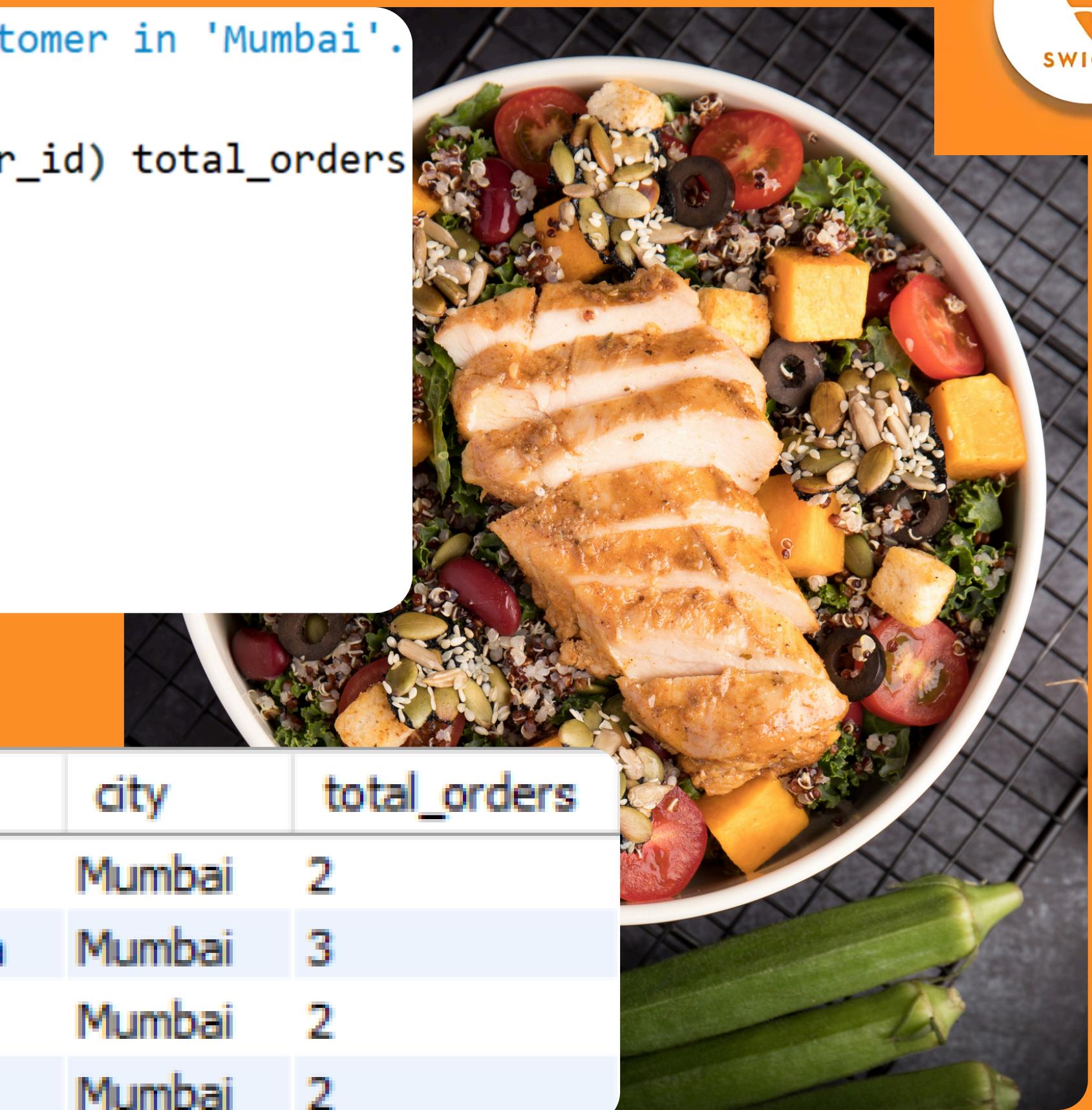
orders o **ON** c.customer_id = o.customer_id

WHERE

c.city = 'Mumbai'

GROUP BY c.customer_id , c.name , c.city;

customer_id	name	city	total_orders
1	Amit Sharma	Mumbai	2
3	Rajesh Gupta	Mumbai	3
19	Arjun Desai	Mumbai	2
23	Ravi Singh	Mumbai	2



-- List all delivery partners who have completed more than 1 delivery

SELECT

partner_id, COUNT(partner_id) deliveries

FROM

orderdelivery

GROUP BY partner_id

HAVING COUNT(partner_id) > 1;



partner_id	deliveries
1	2
2	5
3	3
4	6
5	4
6	4
7	3
8	2
9	2
12	2
13	2
16	2
...	...
...	...

-- Find the customers who have placed orders on exactly three different days.

SELECT

c.customer_id, c.name

FROM

customers c

JOIN

orders o **ON** c.customer_id = o.customer_id

GROUP BY c.customer_id , c.name

HAVING COUNT(DISTINCT o.order_date) = 3;

customer_id	name
2	Rohini Verma
6	Priya Singh
8	Anjali Patel
14	Nidhi Saxena
15	Ashok Kumar
18	Sonali Mishra





Key Insights:

Customer Insights:

- A significant number of active customers are located in Delhi, indicating a strong urban customer base.
- A subset of customers has never placed an order, suggesting a gap between sign-ups and actual conversions.
- Several customers placed orders on exactly three different days, indicating a possible weekly routine or trial pattern.

Restaurant Performance:

- Restaurants in Mumbai have a measurable average rating, helpful for benchmarking against other cities.
 - The top 5 highest-rated restaurants consistently maintain high service and food quality, making them ideal candidates for premium promotion.
 - Revenue distribution shows which restaurants are generating the most income, helping Swiggy identify high-performing partners.
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Key Insights:

Operational Efficiency:

- A number of delivery partners completed more than one delivery, which may indicate efficient dispatch systems or high-demand zones.
- City-specific order counts, like those in Mumbai, can guide city-level logistics and staffing needs.

Order Behavior:

- Most customers have placed at least one order, indicating initial platform engagement.
- Customers' total order counts vary widely, helping segment loyal vs. casual users for targeted marketing.





Thank You



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