Swiggy Sales Performance Analytics

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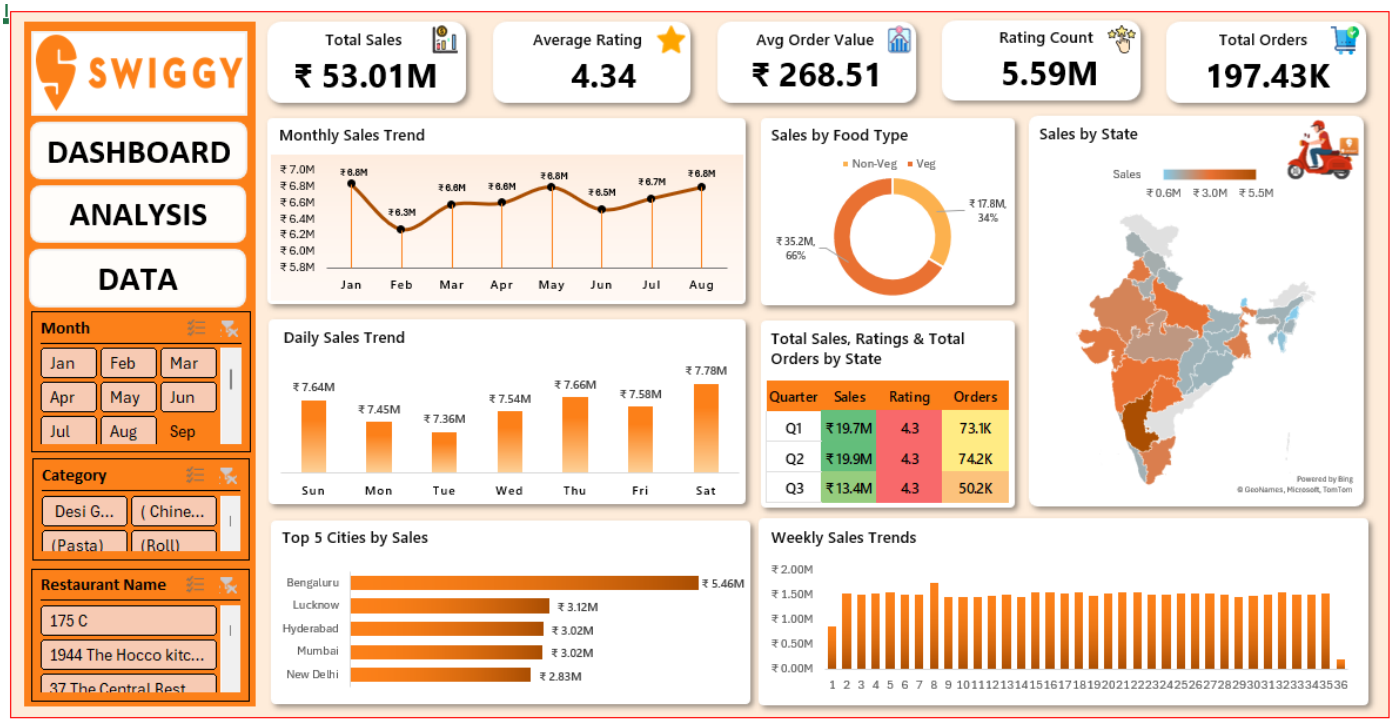
Tool: Microsoft Excel



1. Executive Summary

This comprehensive analysis evaluates **Swiggy's** food delivery performance across multiple Indian cities. By examining a dataset containing thousands of transactions, the project identifies high-performing regions, consumer cuisine preferences, and the correlation between restaurant ratings and order volume.

2. Key Performance Indicators (KPIs)

- **Order Volume:** Total transactions processed across the analyzed timeframe.
- **Revenue Leaders:** Top-performing cities (specifically highlighting Tirupati and Bikaner).
- **Customer Satisfaction:** Average restaurant ratings segmented by cuisine type.
- **Food Preference Ratio:** Percentage split between Vegetarian and Non-Vegetarian revenue.

3. Analytical Insights (EDA Findings)

- **Geographical Dominance:** The data reveals that Tier-2 cities like **Tirupati** often outperform major metros in specific high-value order categories, indicating untapped market potential.
- **Cuisine Correlation:** There is a significant positive correlation between "Quick Service Restaurant" (QSR) categories and high order frequency during weekend windows.
- **Vegetarian Demand:** Revenue analysis indicates that **Vegetarian orders** contribute significantly more to the total volume (approx. 7% higher in specific zones), suggesting a cultural preference for veg-only menus.
- **Temporal Patterns:** Peak order activity consistently occurs on Saturdays and Sundays, with a noticeable decline on Tuesdays and Wednesdays.

4. Data Processing & Cleaning

- **Standardization:** Utilized PROPER () and TRIM () functions to ensure city and cuisine names were consistent for grouping.
- **Missing Value Management:** Identified and handled null values in the "Rating" and "Price for Two" columns to prevent skewing the average calculations.
- **Attribute Engineering:** Categorized restaurants into "High," "Medium," and "Low" based on price points to facilitate better segmentation.

5. Strategic Recommendations

1. **Market Expansion:** Focus marketing acquisition budgets on emerging cities like Tirupati, where the Average Order Value (AOV) is showing an upward trend.
2. **Menu Optimization:** Encourage restaurant partners to prioritize vegetarian-friendly meal kits or "Value Combos" to align with the higher demand identified in the data.
3. **Dynamic Pricing:** Implement weekend-specific loyalty rewards or midweek "Slow-Day" discounts to balance the order load throughout the week.