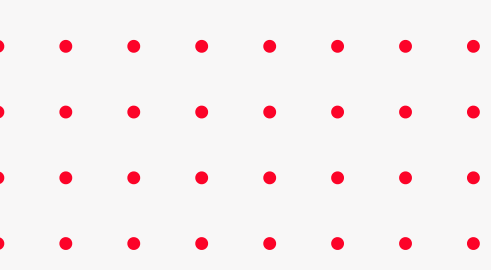


# Swiggy analysis project

Subiksha S | MBE 11





## Business Use Cases:

**Customer Insights:** Understanding customer preferences based on ratings and food types.

**Operational Efficiency:** Analyzing delivery times to improve logistics.

**Market Positioning:** Identifying key areas with high-rated restaurants.

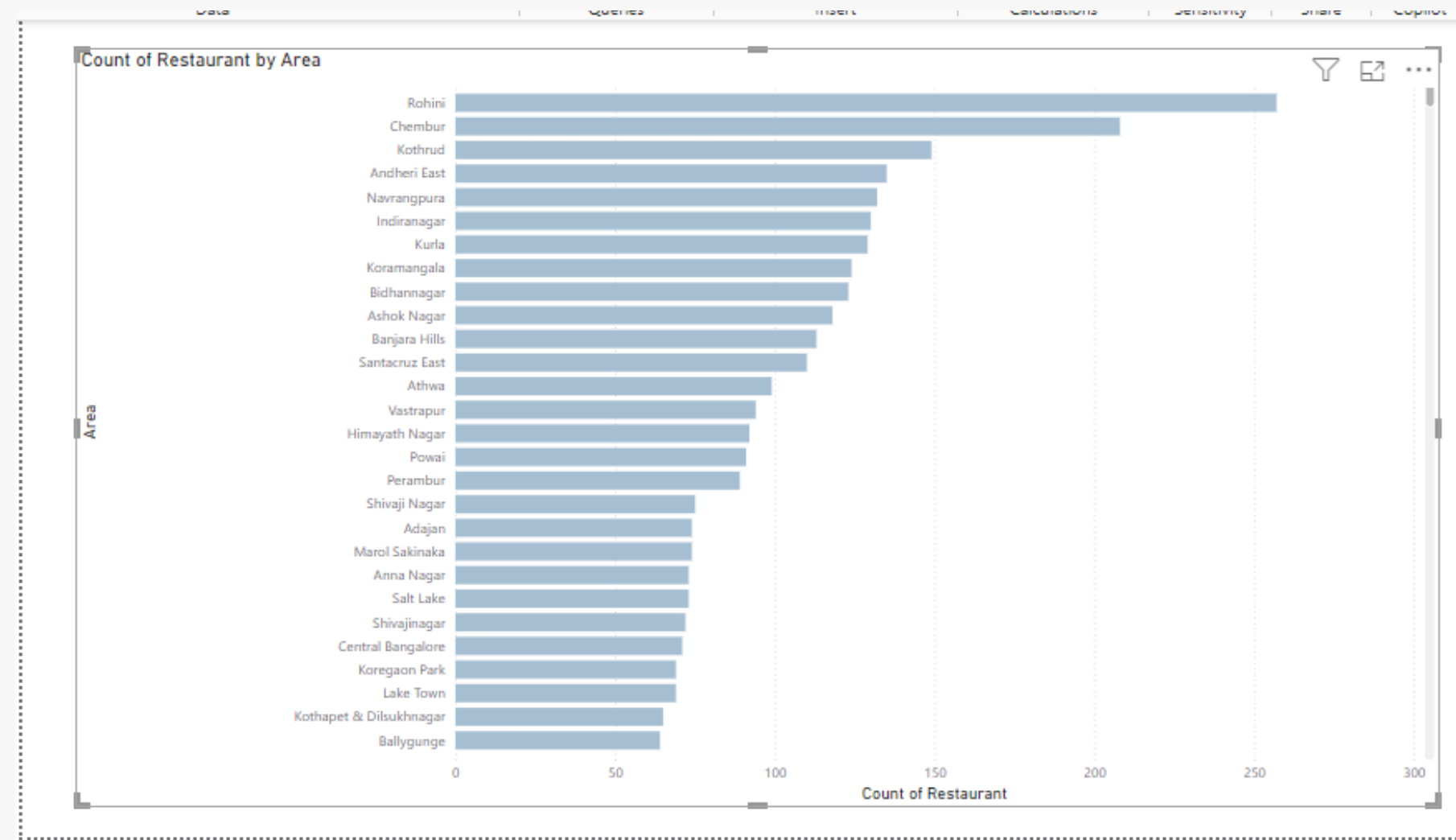
**Competitive Analysis:** Comparing prices and ratings across different restaurants.

**Decision Support:** Providing data-driven recommendations for business growth.

# Task 1:

## Top 10 Areas with Most Restaurants

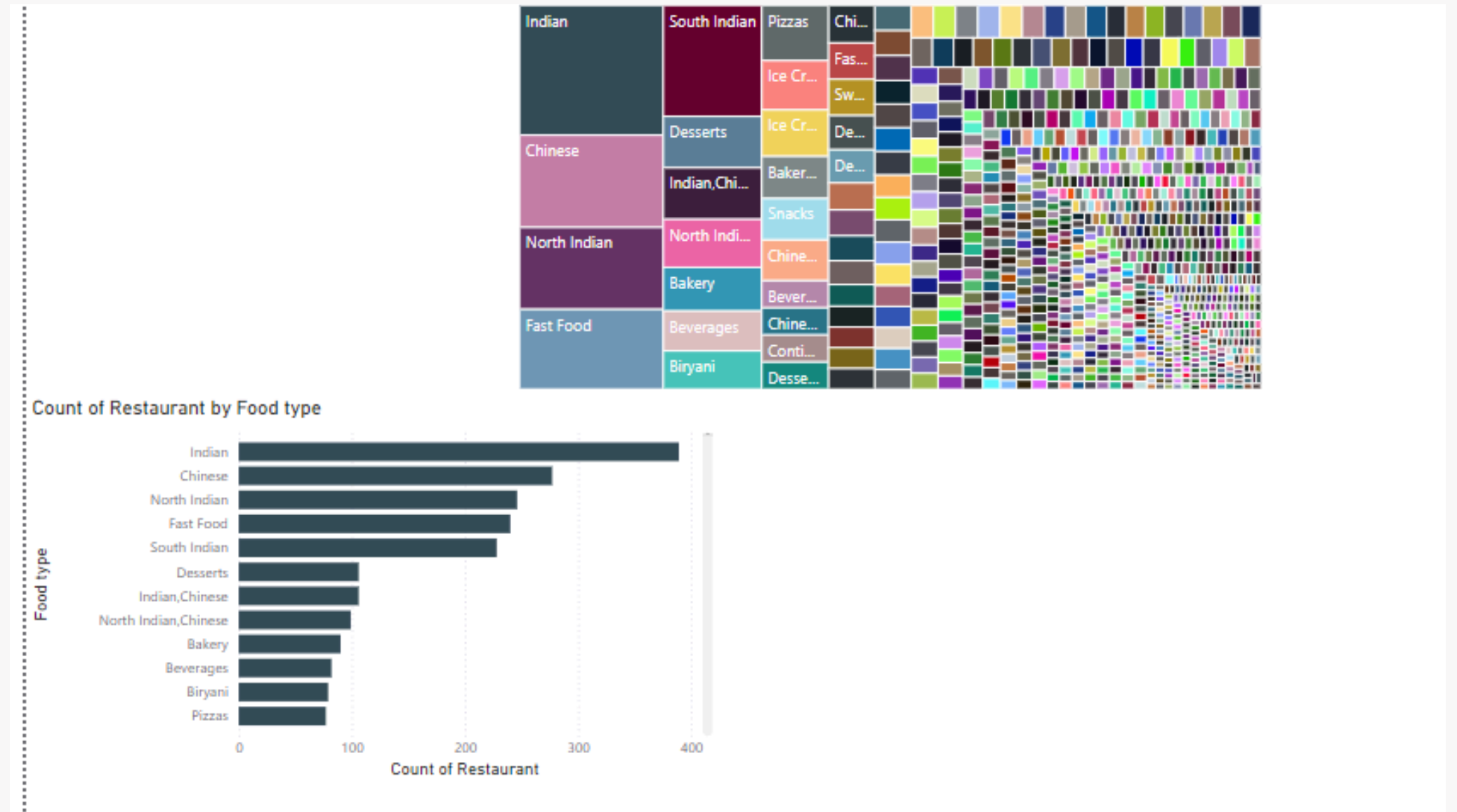
1. Rohini
2. Chembu
3. Kothrud
4. Andheri east
5. Navrangpura
6. Indiranagar
7. Kurla
8. Koramangala
9. Bidhannagar
10. Ashok nagar



# Task 2:

Most Popular Food Types  
Served by Swiggy Restaurants  
in Each City

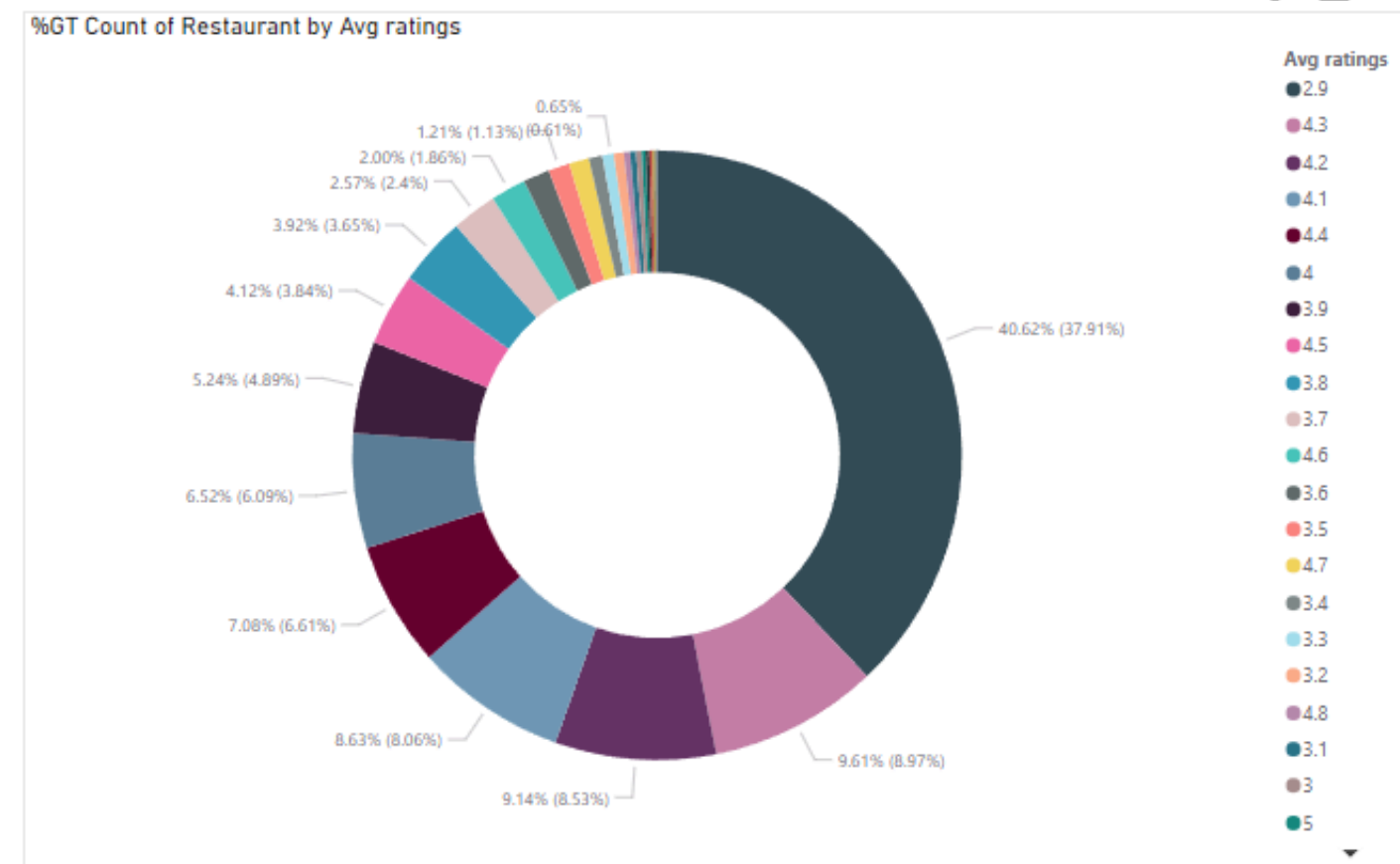
Indian food



# Task 3:

## Top Rated Swiggy Restaurants (In Percentage)

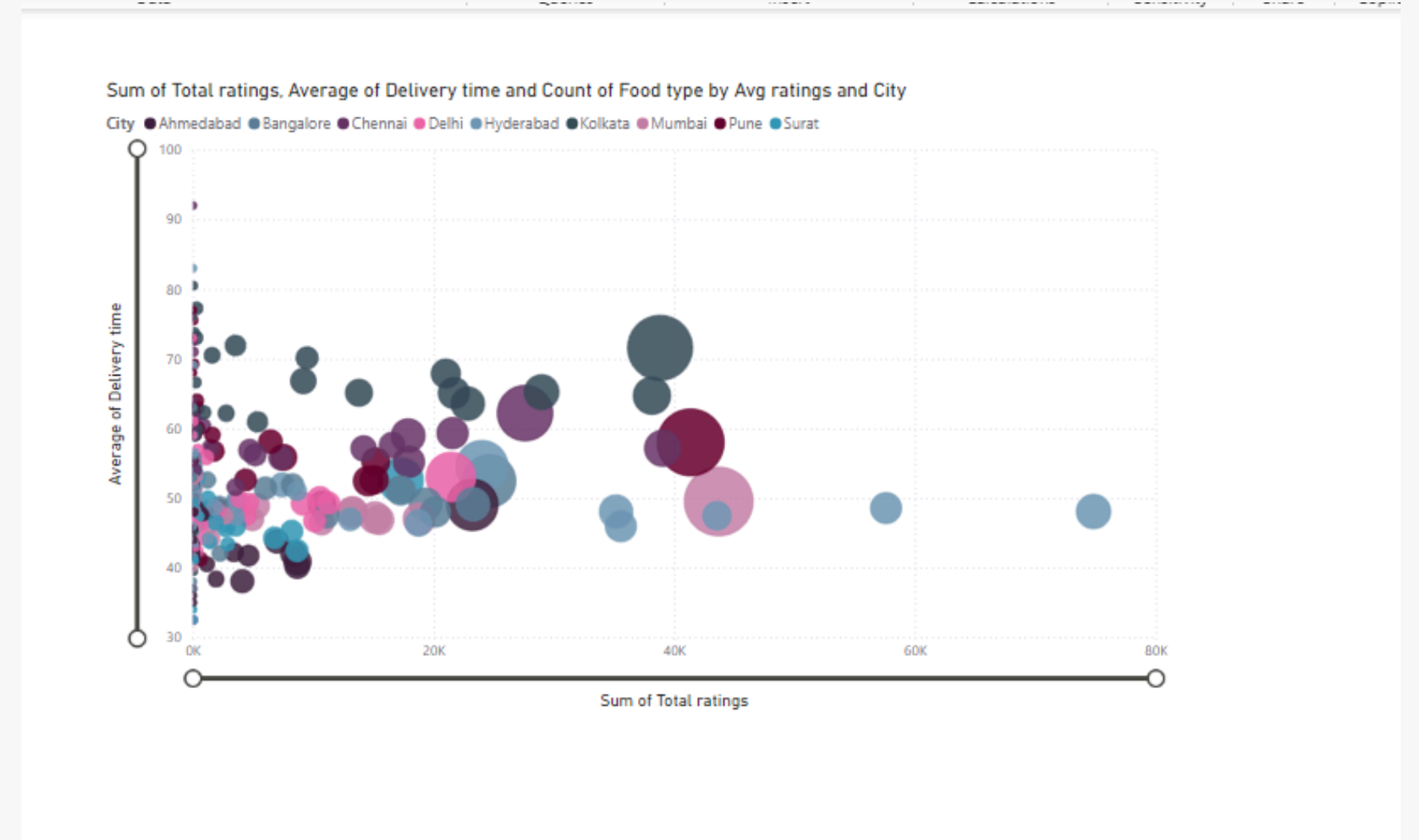
Percentage of top rated restaurants( above 4.5) : 3.14% of restaurants.



# Task 4:

## Correlation of Factors Affecting Average Rating

The ratings are based on the count of restaurants, delivery timing, food types.





# Task 5:

## Correlation Between Restaurant Price and Average Rating

**Objective:** Analyze the relationship between restaurant price and average rating.

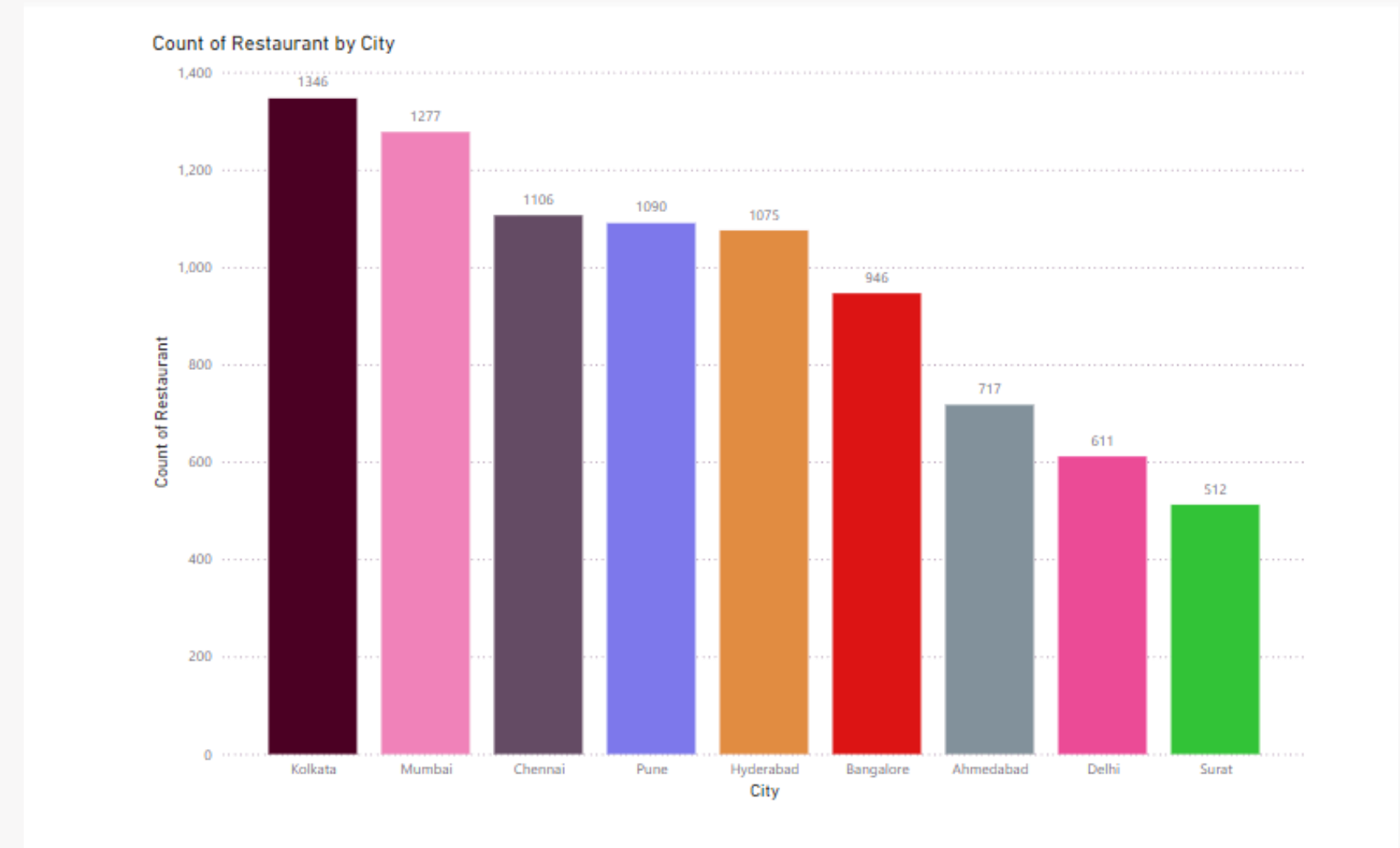
Output: Average rating: 3.66 based on price.



# Task 6:

## City-wise Restaurant Count

Kolkata has the highest number of restaurants.

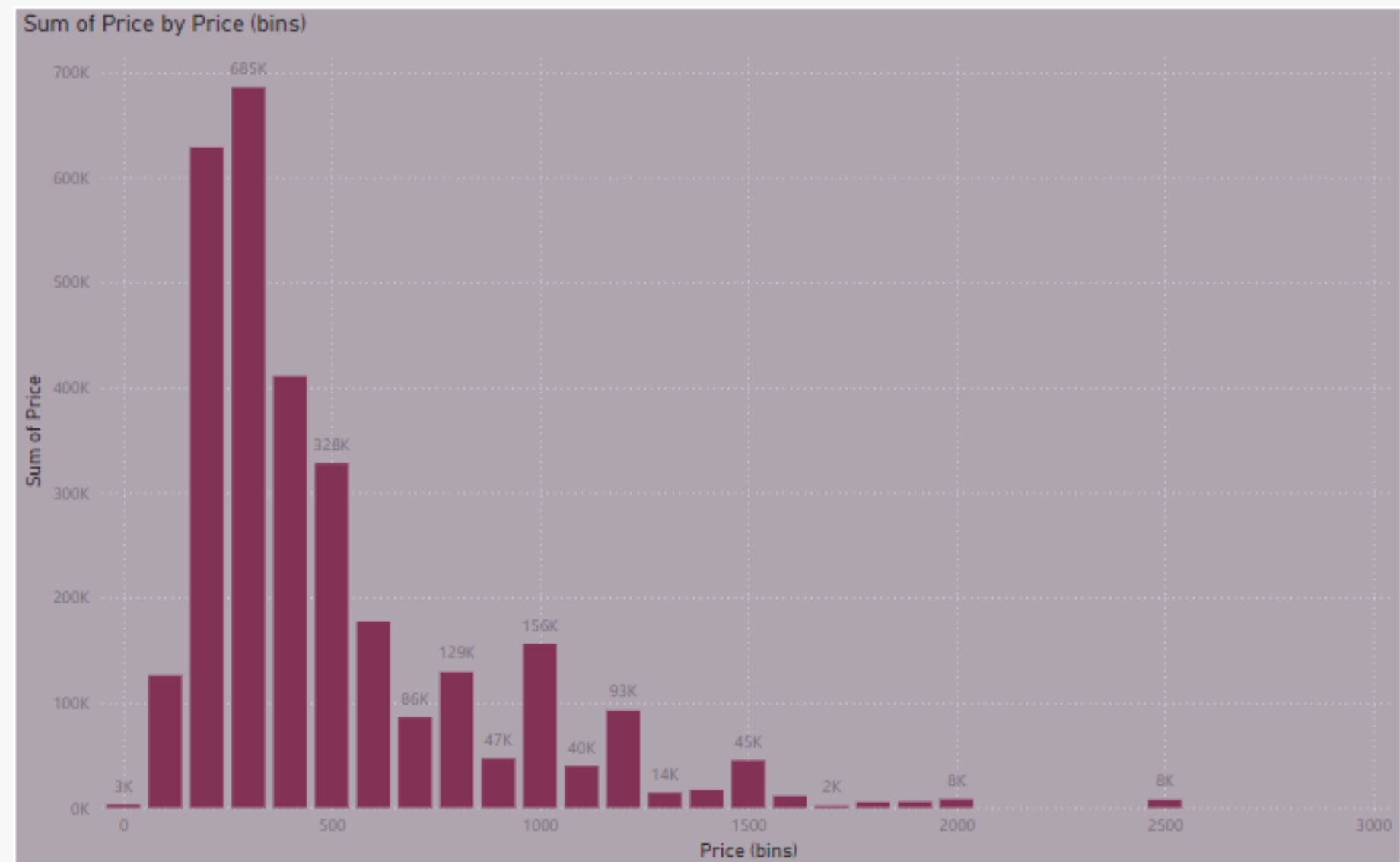




# Task 7:

## Price Analysis

Price range is distributed from Rs.100 to Rs.2500 And most of the restaurants have the price range of Rs.300.

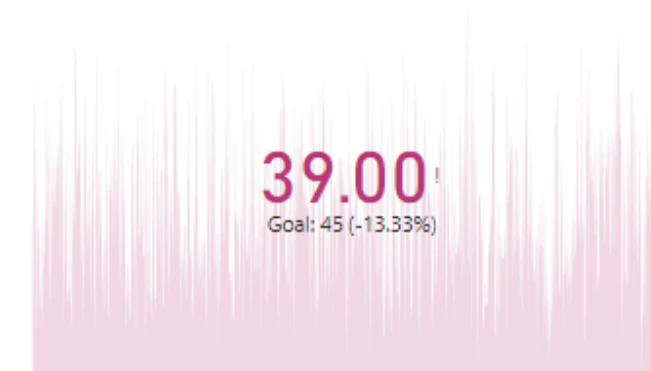


# Task 8:

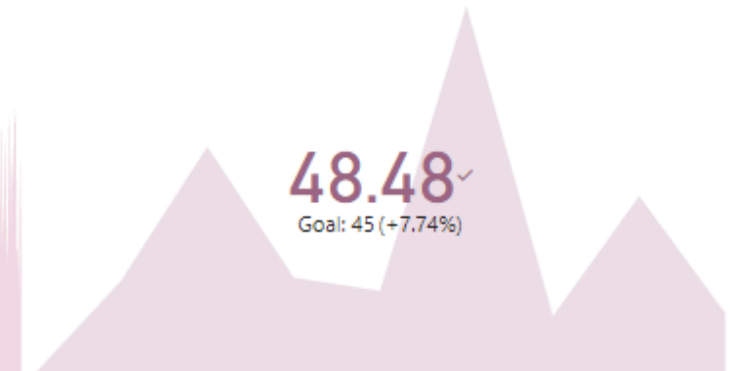
## Delivery Time Analysis

Average delivery time is 48 min in city wise and 38 min in area wise.

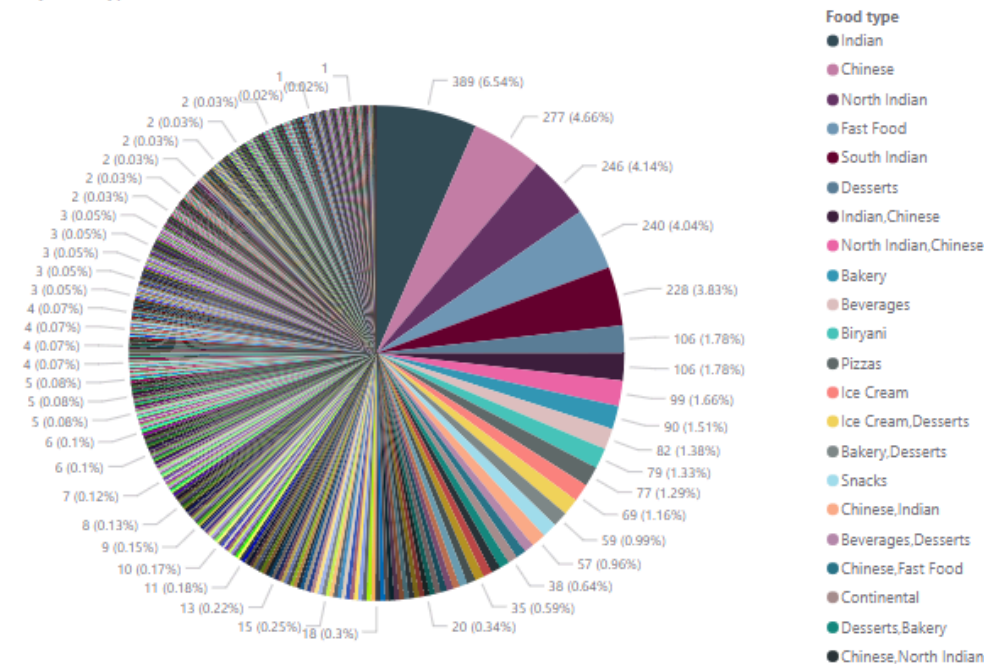
Average Delivery Time and Target Delivery Time by Area



Average Delivery Time and Target Delivery Time by City



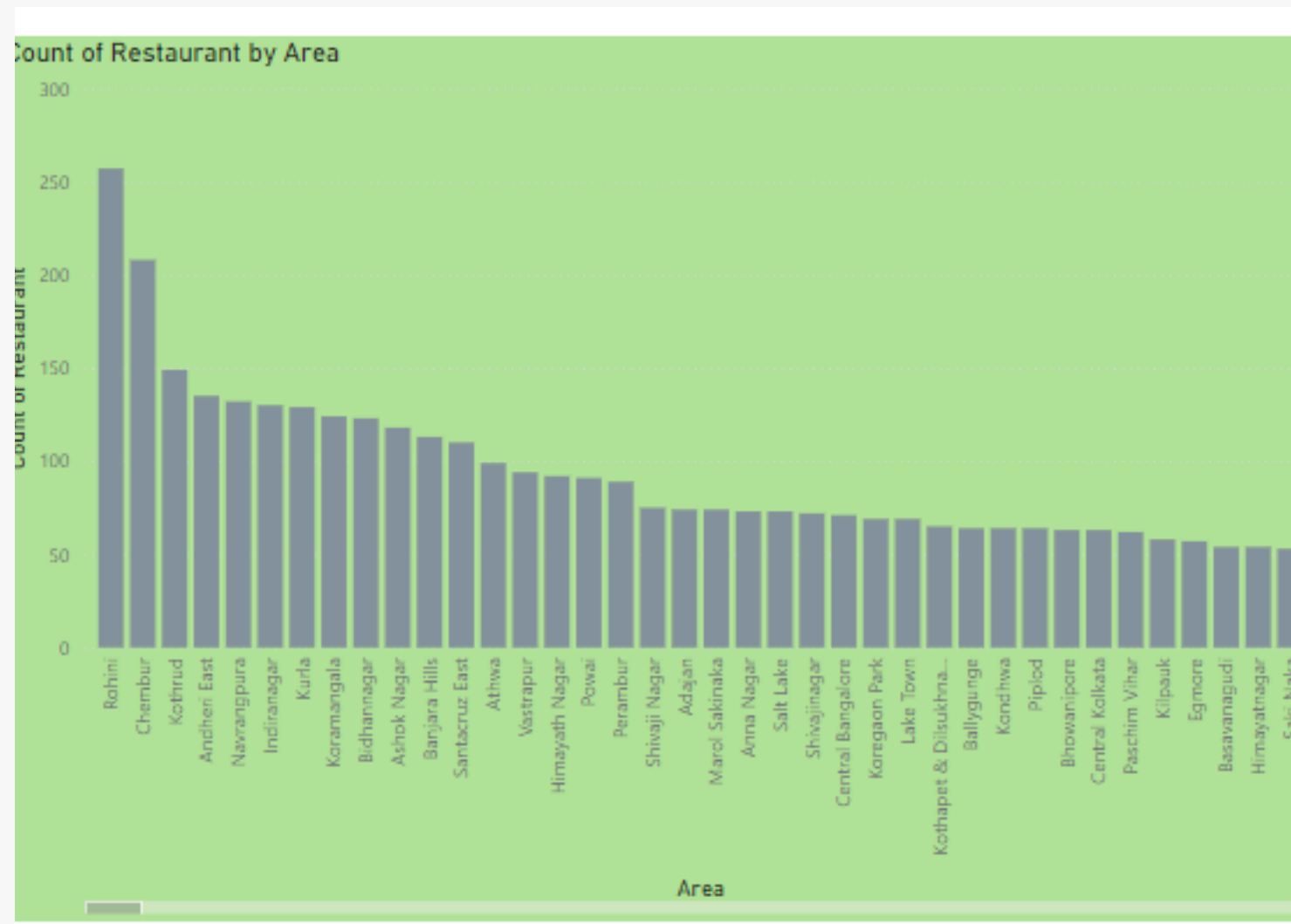
Count of ID by Food type



# Task 9

## Cuisine Analysis

Indian, Italian, Chinese etc

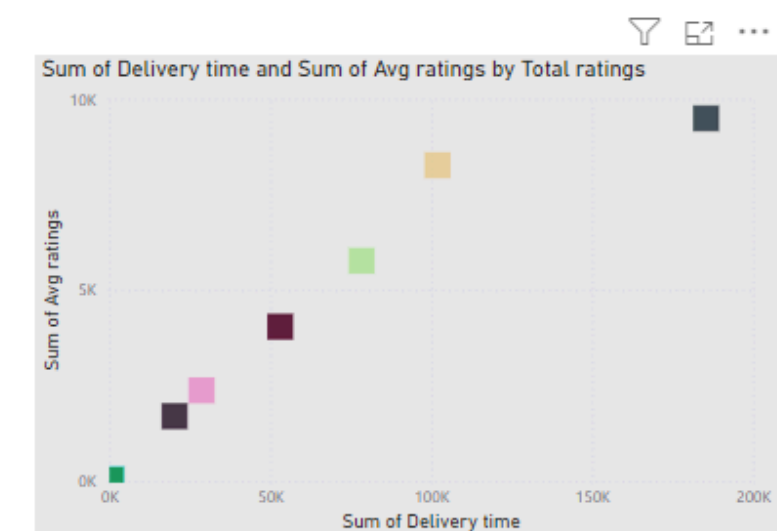
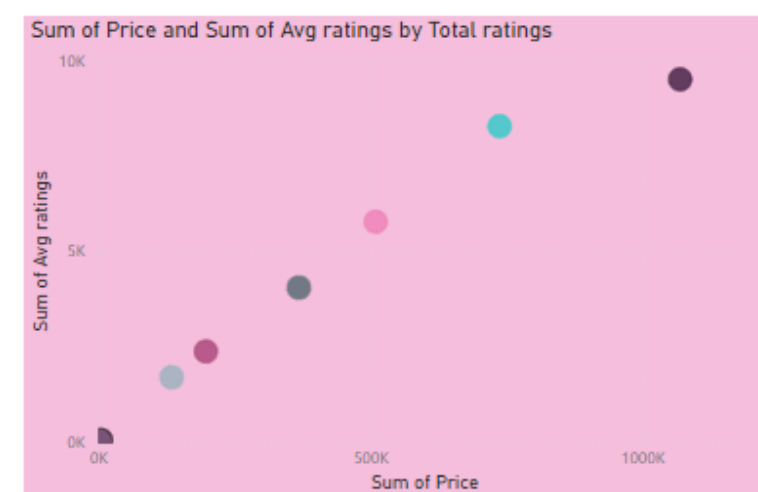


# Task 10:

## Area-wise Restaurant Analysis

Rohini has the highest number of restaurants.

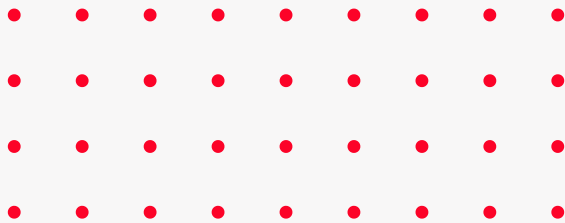
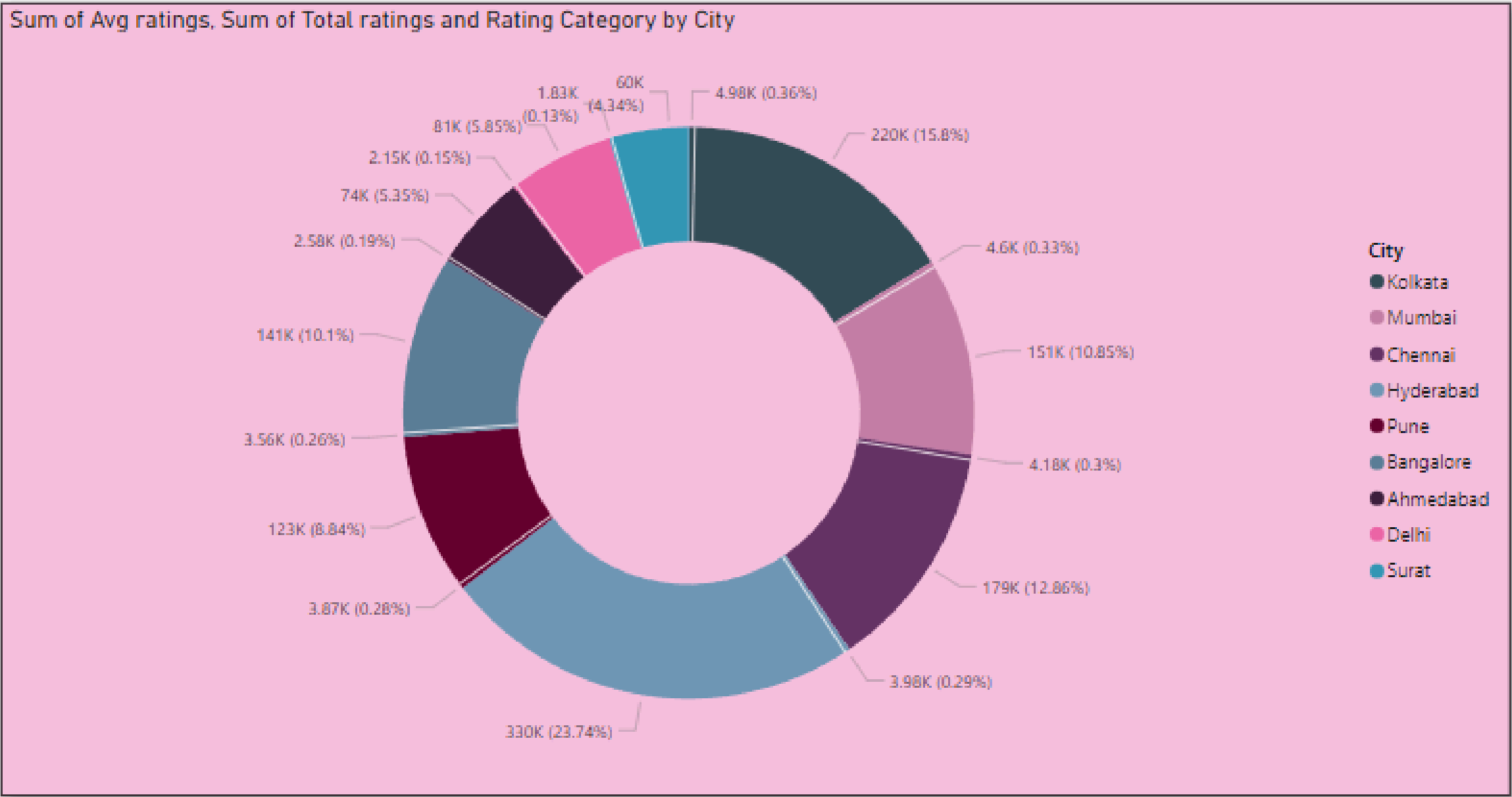
# Task 11: Correlation Analysis



# Task 12:

## Customer Feedback Analysis

Customer feedback is higher in Hyderabad



# **Business recommendations**

- Enhance Customer Satisfaction.
- Optimize Delivery Efficiency.
- Strengthen Market Positioning.
- Competitive Pricing and Menu Strategy.
- Drive Insights for Targeted Marketing.
- Implement Feedback Mechanisms.

# THANK YOU !!

