Swiggy Food Delivery Business Intelligence Dashboard Analysis

Optimizing Insights for Enhanced Delivery Performance

Date： 2026.2.7

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Project Overview and Objectives

Project Introduction and Purpose

Swiggy BI Dashboard Overview

An interactive tool for analyzing Swiggy's business performance metrics efficiently.
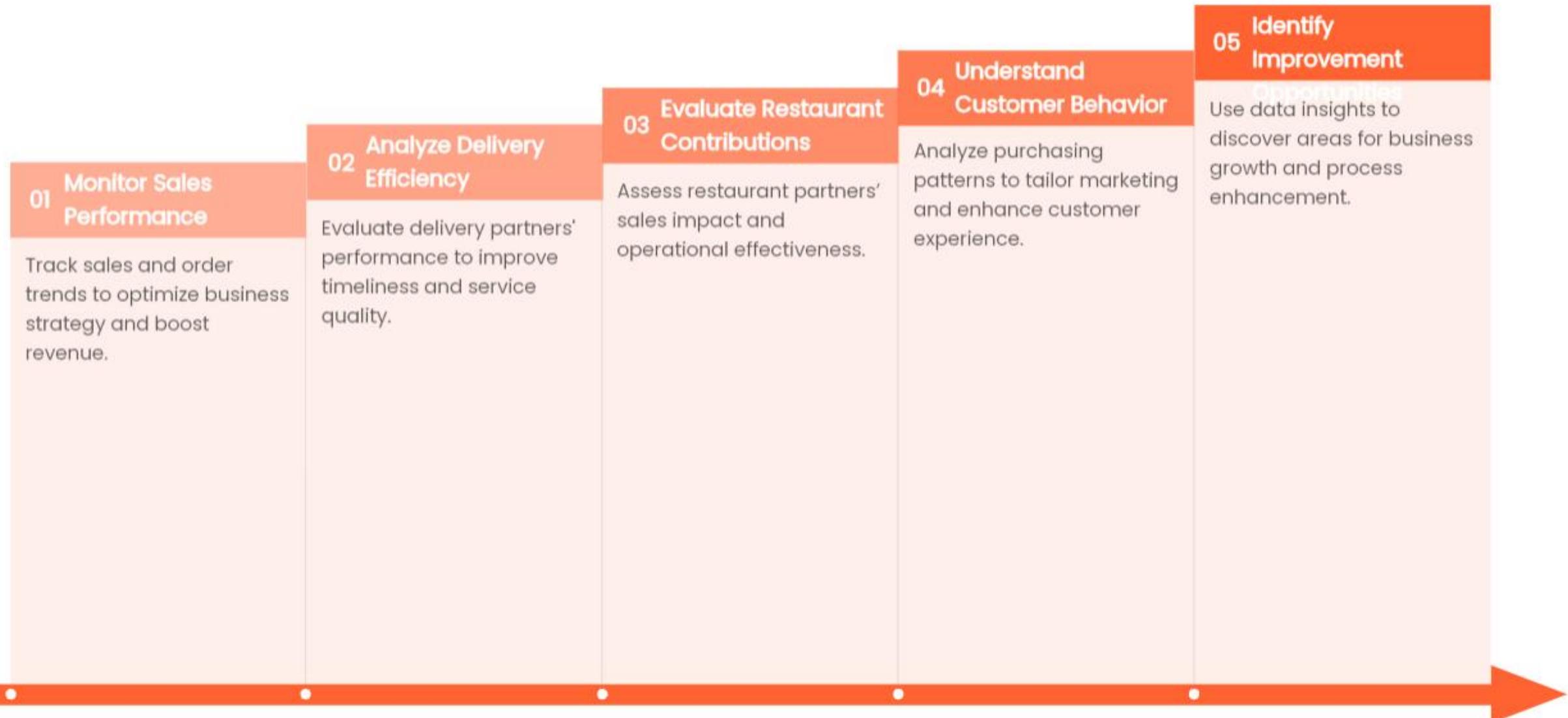
Power BI Interactive Features

Enables detailed insights through dynamic data visualization and user interaction.

Presenter Information

Analysis presented by Sujith Kumar, specializing in business intelligence solutions.

Project Goals and Impact

01 Monitor Sales Performance

Track sales and order trends to optimize business strategy and boost revenue.

02 Analyze Delivery Efficiency

Evaluate delivery partners' performance to improve timeliness and service quality.

03 Evaluate Restaurant Contributions

Assess restaurant partners' sales impact and operational effectiveness.

04 Understand Customer Behavior

Analyze purchasing patterns to tailor marketing and enhance customer experience.

05 Identify Improvement Opportunities

Use data insights to discover areas for business growth and process enhancement.

02

Business Area Analysis

Orders & Revenue

Sales & Orders
Track total sales of ₹4M and 5K orders.

Monthly Trends
Analyze sales patterns by season.

Avg. Order Value
Average order is ₹884.98.

Popular Cuisines
Top cuisines & revenue leaders.

Marketing Value
Data supports pricing strategies.

Line chart — 2024 monthly values: Jan 320000, Feb 340000, Mar 310000, Apr 370000, May 390000, Jun 420000, Jul 460000, Aug 450000, Sep 430000, Oct 480000, Nov 500000, Dec 520000

Metric	Value
Total Sales	₹4,000,000
Total Orders	5,000
Average Order Value	₹884.98
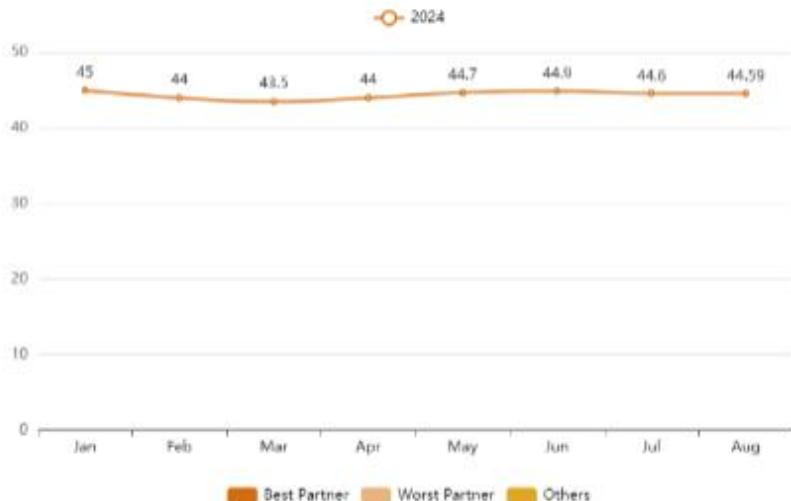
Delivery Ops

Time Efficiency
Average delivery time is 44.59 minutes overall.

Partner Ranking
Best and worst delivery partners identified clearly.
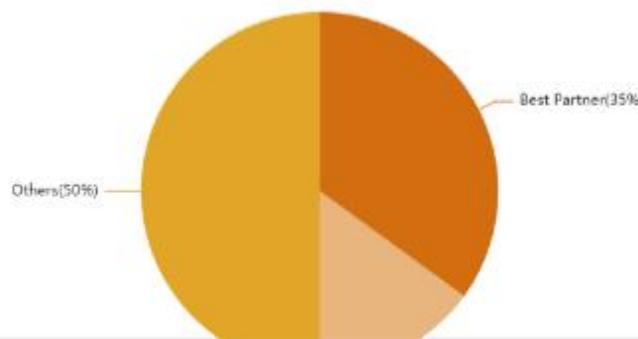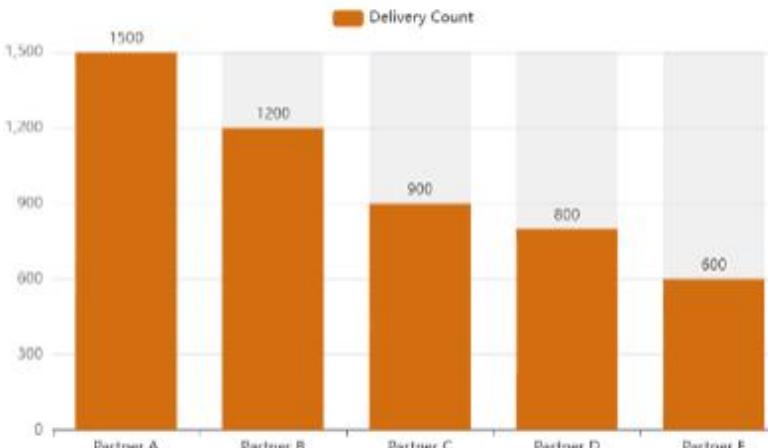
Monthly Trends
Delivery performance trends shown monthly.

Workload Balance
Workload distribution among partners monitored.

Business Value
Focus on performance monitoring and optimization.

Restaurant

Orders
Top restaurants' order average compared

1200

Sales Trend
Sales performance tracked over time

Cuisine Popularity
Cuisine demand and popularity trends
Supports strategic growth decisions

Legend: Wong LLC — Other Restaurant A — Other Restaurant B

	Q1	Q2	Q3	Q4
Other Restaurant B	800	950	1000	1200
Other Restaurant A	900	1100	1300	1400
Wong LLC	1200	1500	1700	1600

03

Customer Analytics and Strategic Insights

Key Business Insights Summary

01 Strategic Focus
Prioritize retention, delivery partner efficiency, and restaurant diversification.

02 Revenue Concentration
Majority of revenue depends on a small number of high-performing restaurants.

03 Delivery Optimization
Significant potential exists to improve delivery times and partner efficiency.

04 Customer Spending
Customers spend a lot on average but show low frequency of repeat orders.

05 Cuisine Demand
Fast Food and Indian cuisines dominate the customer demand landscape.

Project Conclusion and Outcomes

Transforming Data into Insights

Dashboard turns raw data into clear, actionable business insights effectively.

Driving Strategic Decision-Making

Facilitates smarter, strategic choices for Swiggy's sustained business growth.

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Enabling Revenue and Efficiency
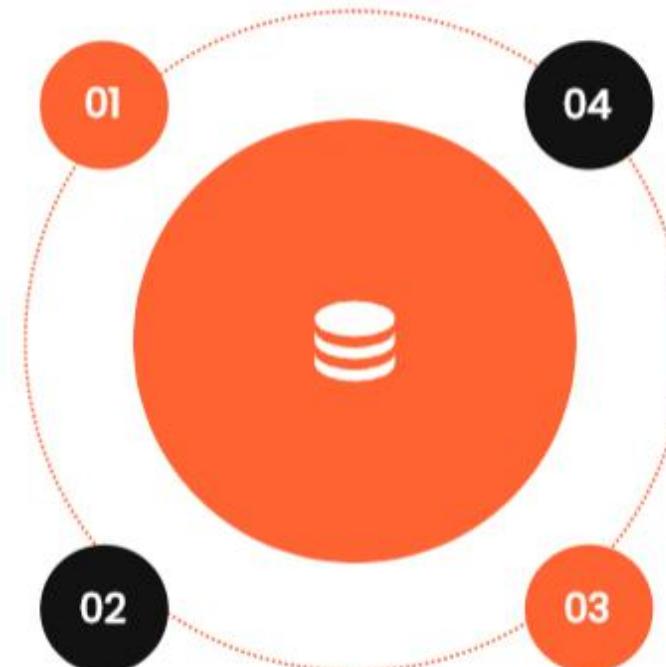
Supports data-driven growth and improves operational efficiency consistently.

Strengthening Partnerships and Loyalty

Enhances collaboration with restaurants and boosts customer loyalty programs.

Thanks