

# Swiggy Case Study

Presented By  
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2020



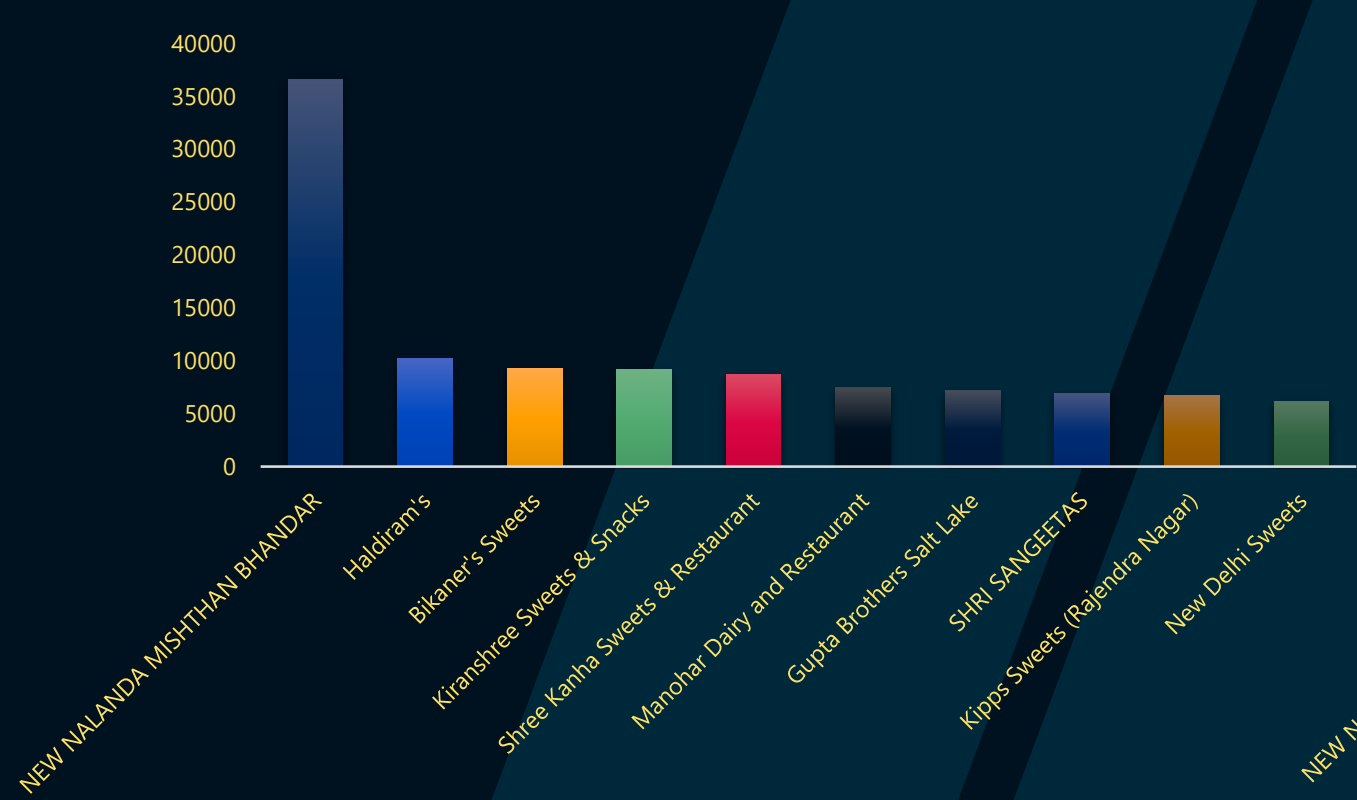
# Online Food Delivery in India

As of 2019, millennials accounted for ~63% of the overall user base of the online food delivery market. This is owed to increasing disposable income of the millennials, especially in the urban regions in India. Also, millennials prefer ordering food online since it is easy to handle and saves time and energy of cooking at home.

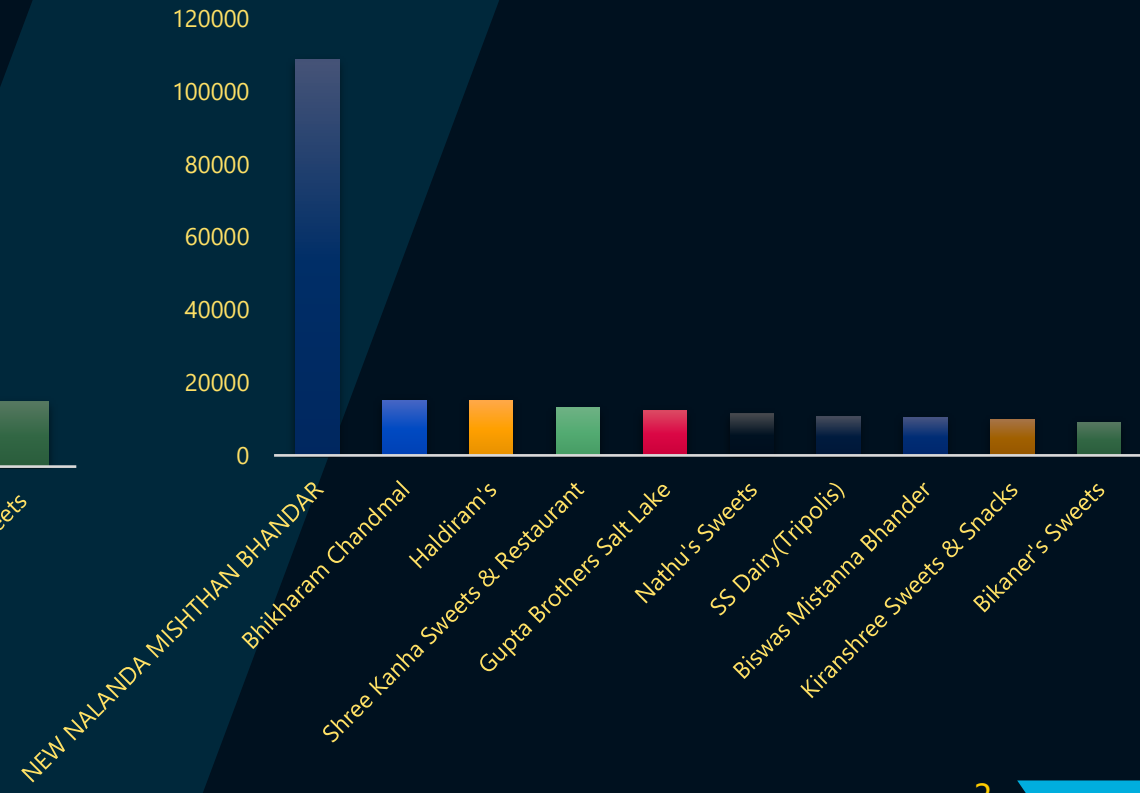
In 2019, out of the major online food delivery service providers, Zomato held a share of ~38% in terms of user base. Swiggy held a share of ~27% in the online food delivery user base of India in 2019. High adoption rates in tier I and tier II cities, as well as swift delivery services has helped these two companies to gain the high share in the Indian market.

# Charts For Pre & Post Diwali

Top 10 favourite reataurant Pre\_Diwali

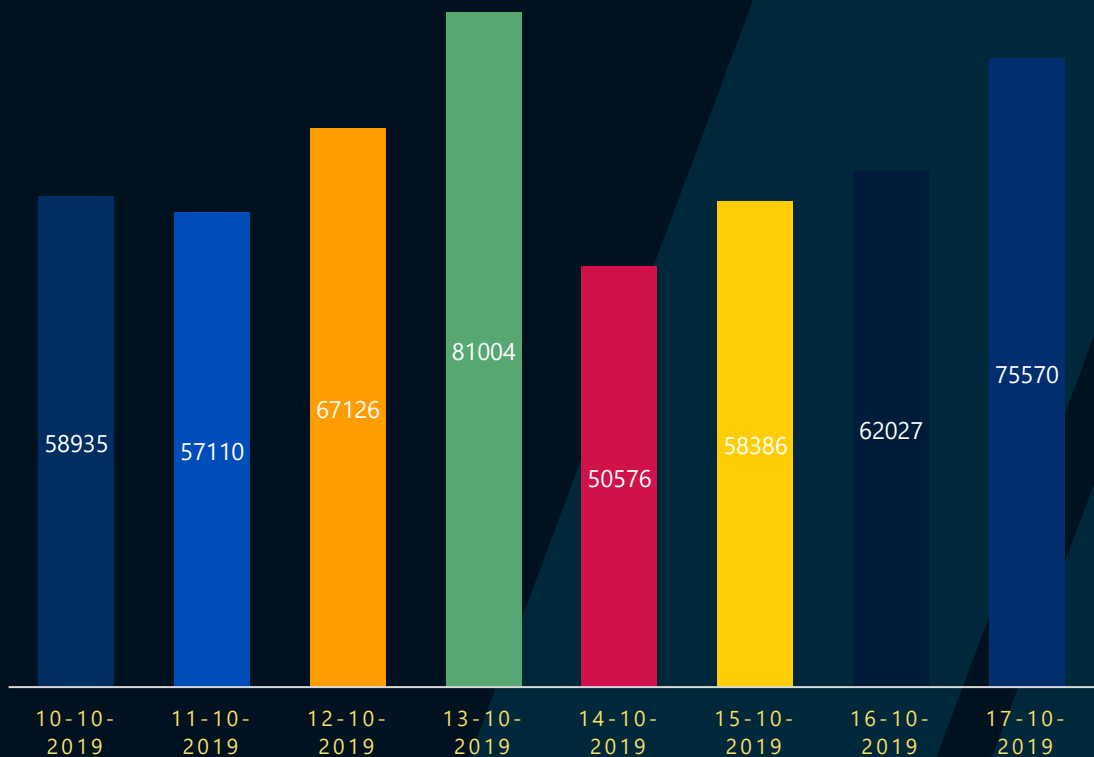


Top 10 Favourite restaurant Post Diwali

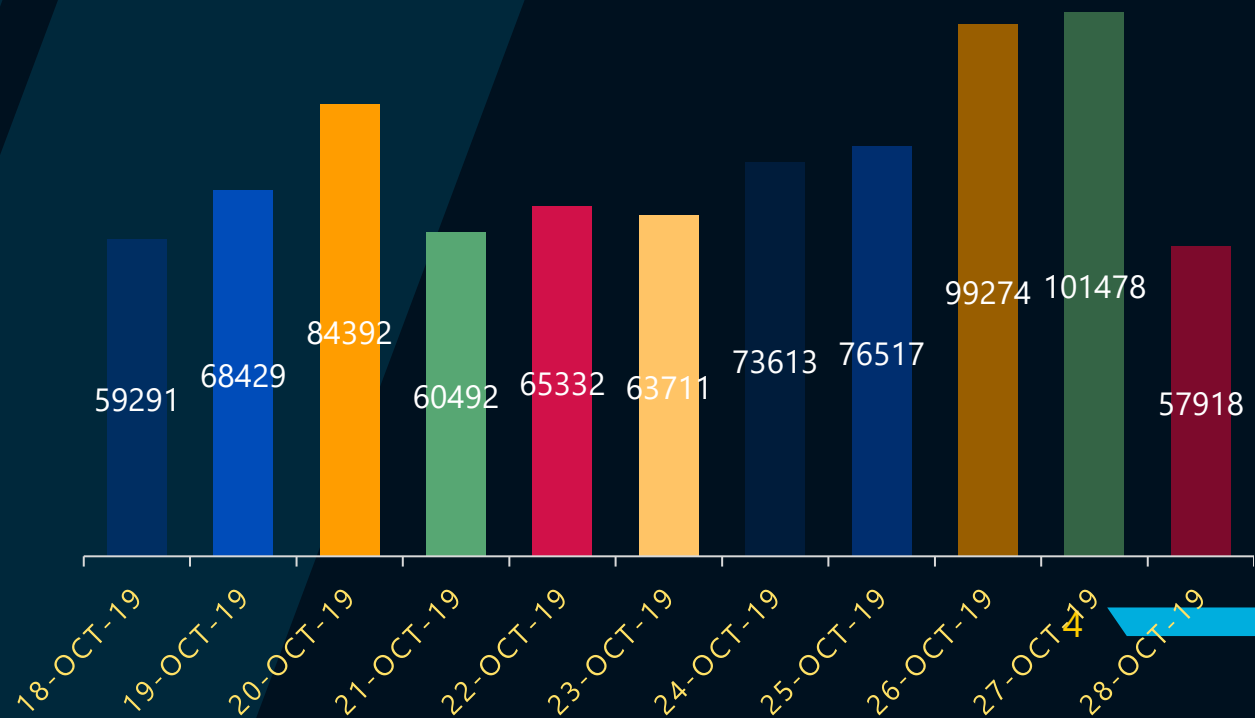


# Charts For Pre & Post Diwali

SALES PER DAY\_POST DIWALI

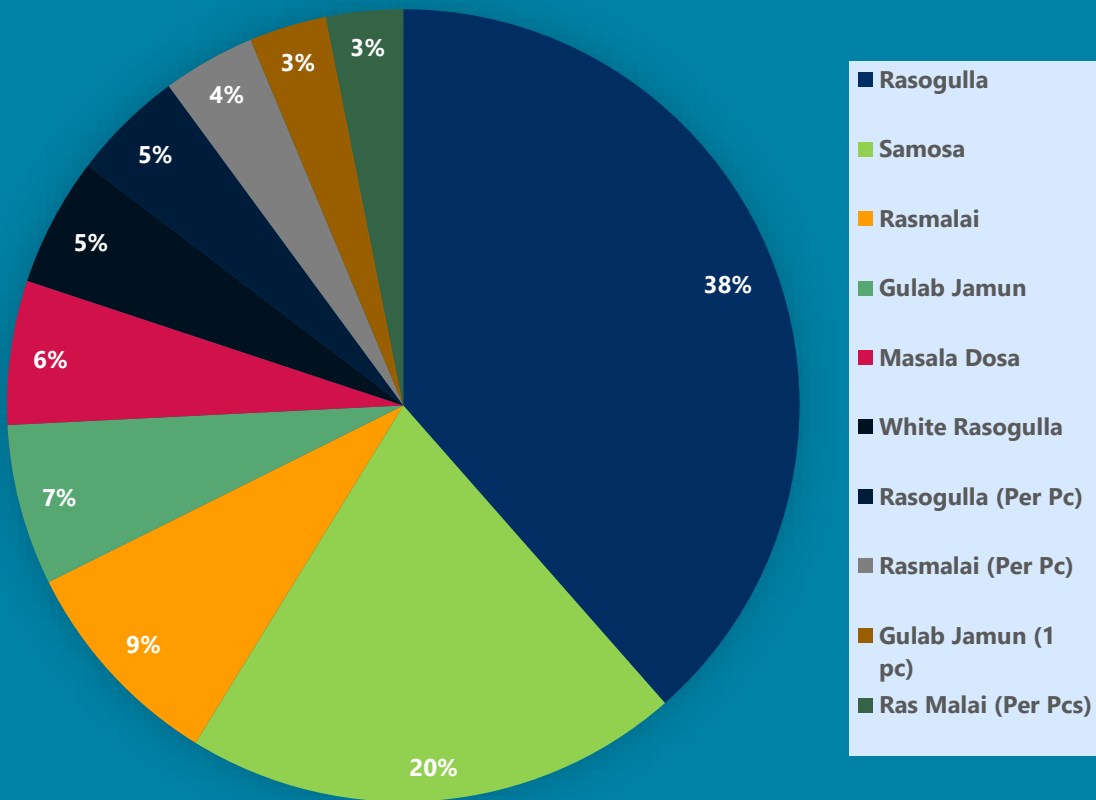


SALES PER DAY POST DIWALI

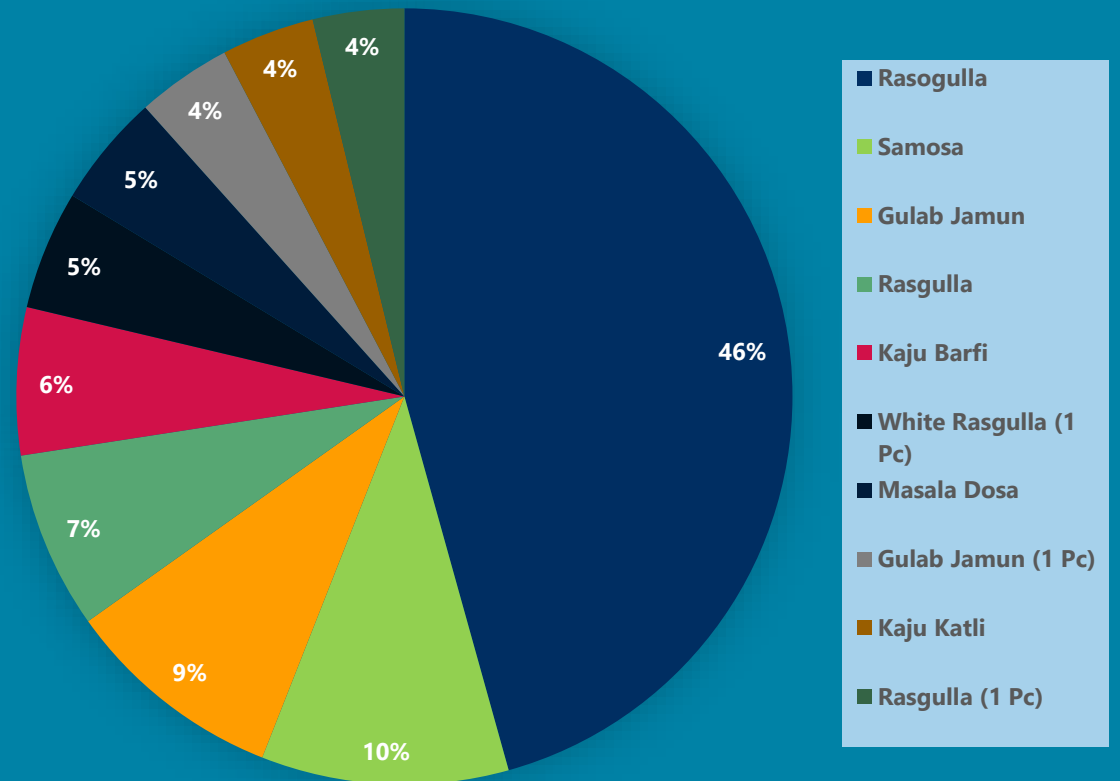


# Charts For Pre & Post Diwali

## Most fav items\_Pre Diwali

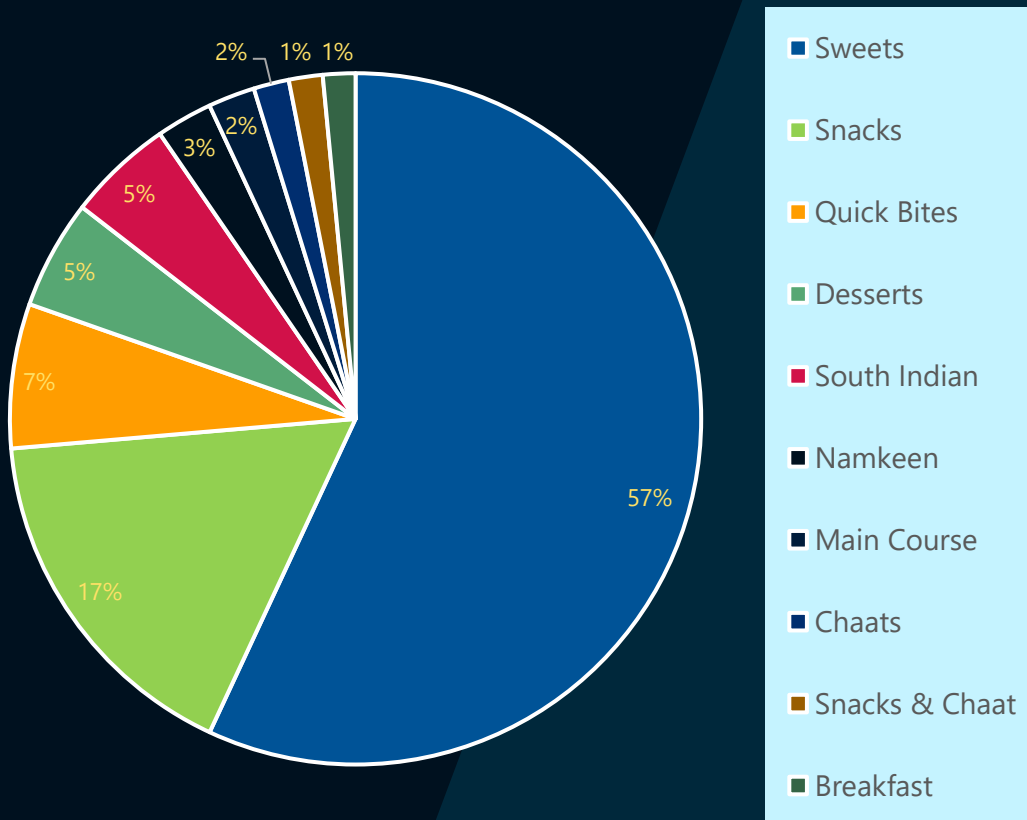


## Most fav items\_Post Diwali

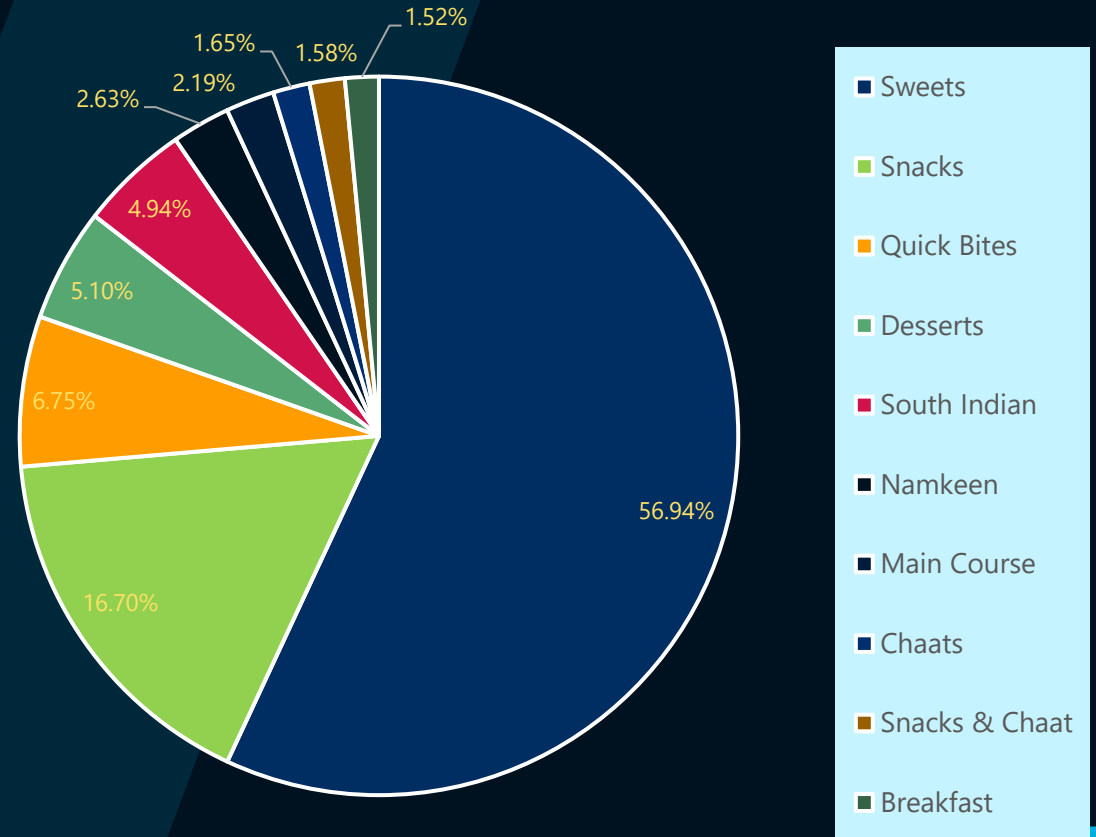


# Charts For Pre & Post Diwali

Most fav Category of items Pre Diwali

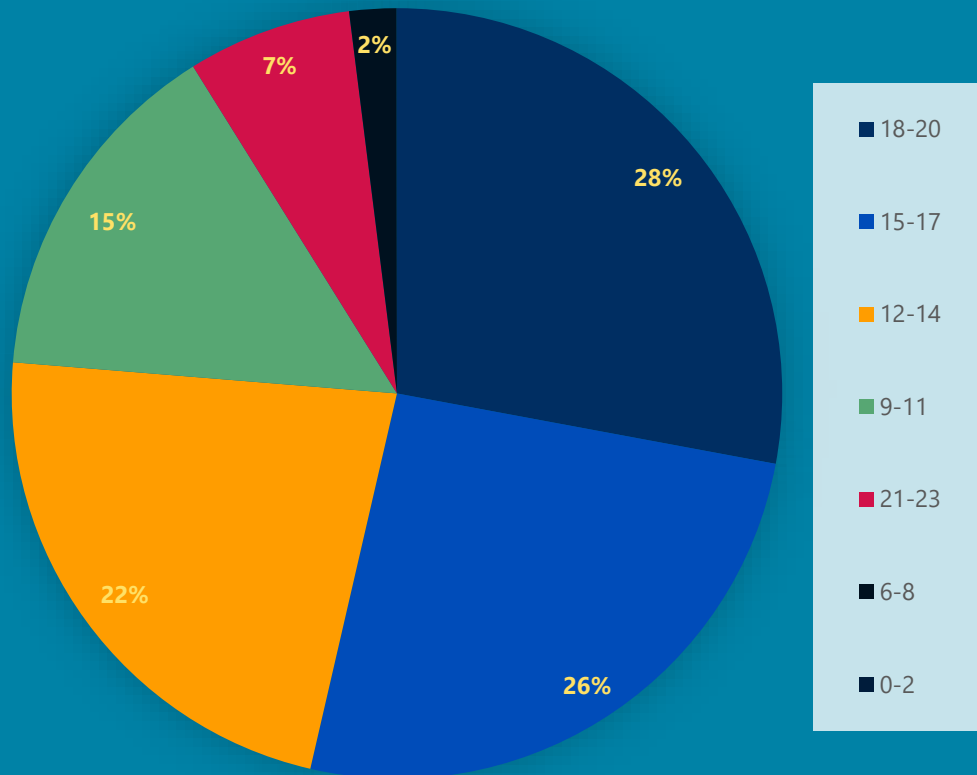


Most fav Category of items\_Post diwali

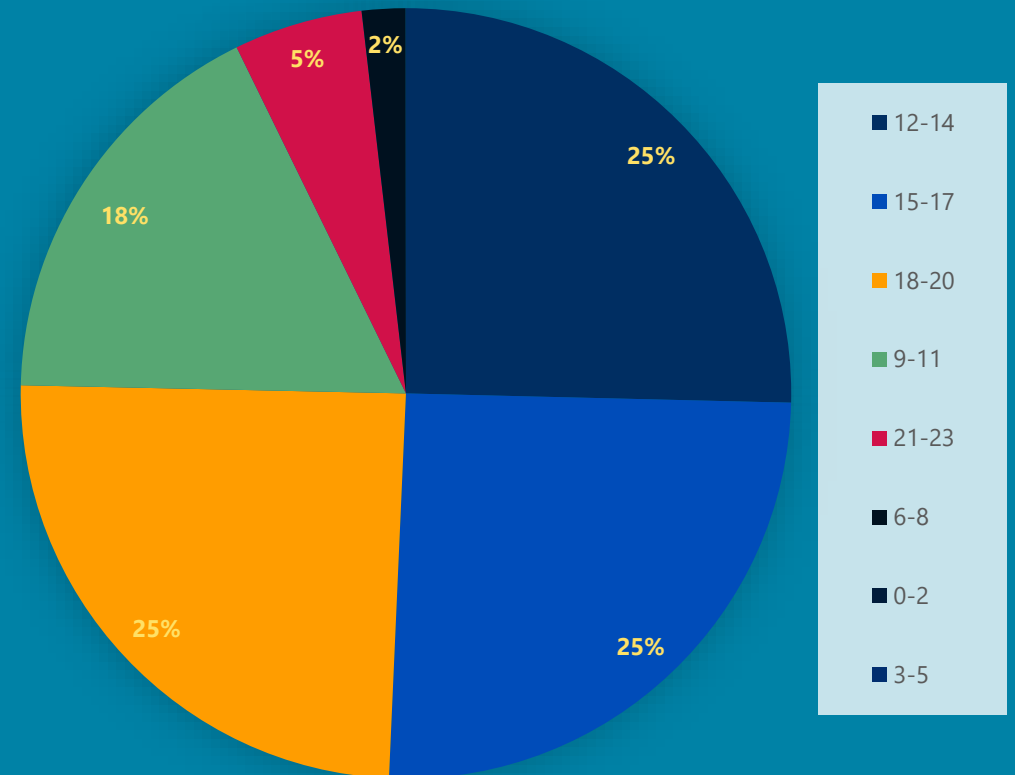


# Charts For Pre & Post Diwali

Total order per hour\_Pre Diwali



Total order per hour\_Post Diwali



# Insights / Conclusion

- ❖ Most busy hours in a day is 6:00 -8:00 PM, 3:00 -5:00 PM and 12:00-2:00 PM.
- ❖ Least busy hours in a day is 6:00 – 8:00 AM & 9:00 – 11:00 AM.
- ❖ Most favourite categories of food before and after Diwali is sweets.
- ❖ Rosgolla was the most selling items before & after Diwali.
- ❖ Sales is higher in weekends in the month of October, 2019 before & after Diwali.
- ❖ New Nalanda Misthan achieved the highest sales.



A cartoon illustration of a delivery person wearing a red cap and shirt, riding a red scooter with a delivery box. The background is light blue with a white hill. The entire illustration is framed by a dark blue geometric shape with diagonal lines.

# THANK YOU!

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