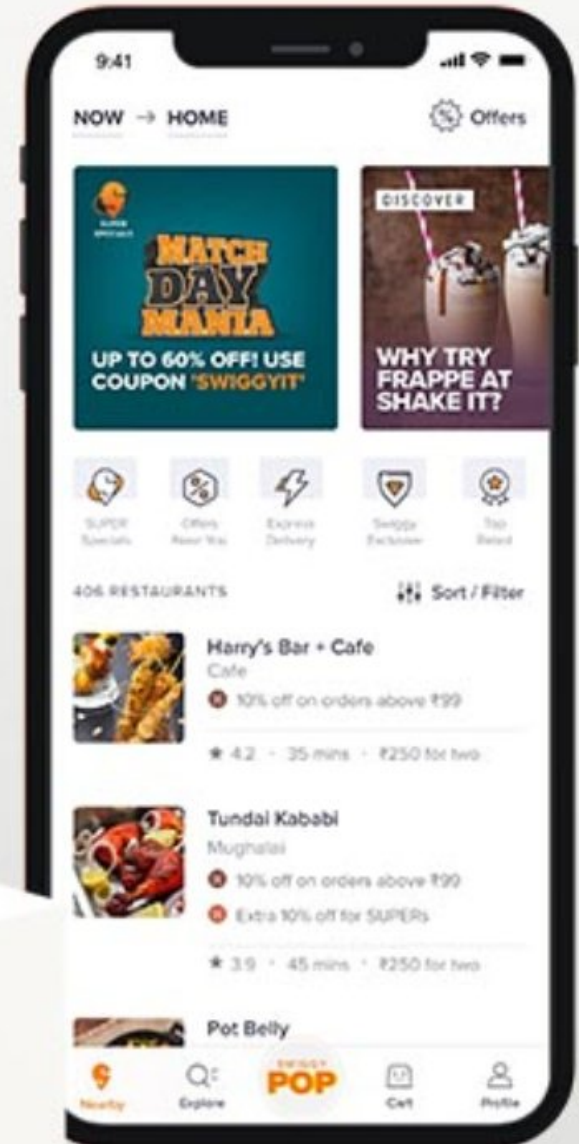




Click Here!



**DashBoard**





# Power Bi Dashboard



Swiggy Karo, Phir Jo Chahe Karo!



## OVERVIEW

Amount

Quantity

149K

Orders\_count

100K

Users\_count

671M

Top 10% customer

61K

Rating\_count



Veg

156K

Avg Price

182.11



Non-Veg

140K

Avg Price

231.81



Other

14K

Avg Price

50.38

Default

Top 10

Top 100

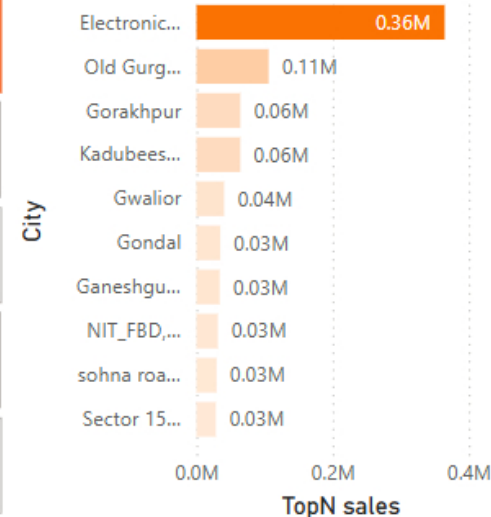
Top 20

Top 30

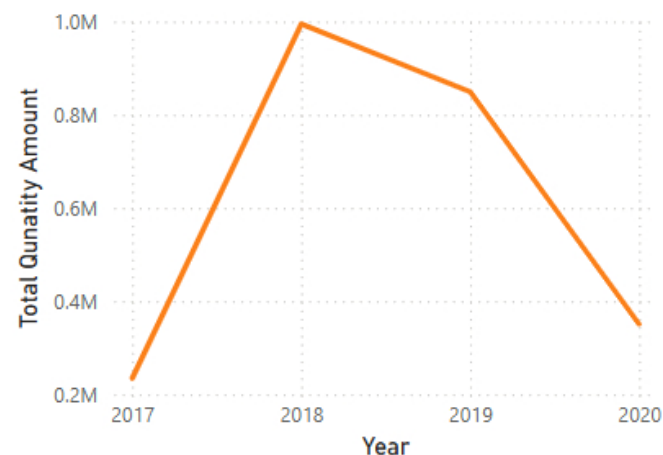
Top 5

### TopN sales by City

TopN sales 0.03M 0.36M



### Amount by Year



# Power Bi Dashboard

2017

2018

2019

2020



Swiggy Karo, Phir Jo Chahe Karo!



## OVERVIEW

Female

Male

26K

User Count

378M

Top 10% customer

229M

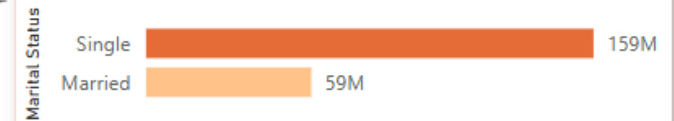
Current yr sale

49M

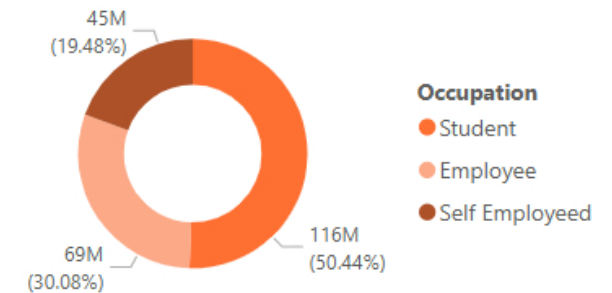
Previews Yr Sale

## Sales

### Marital Status

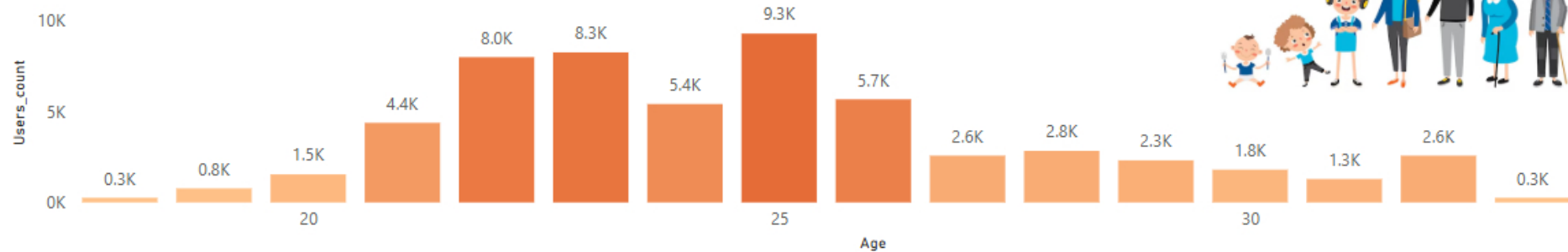


### Occupation



## Users by Age

TopN sales 1.09M 35.86M





# Power Bi Dashboard



Swiggy Karo, Phir Jo Chahe Karo!



## OVERVIEW

City

All

821

Total city

671M

Top 10% customer

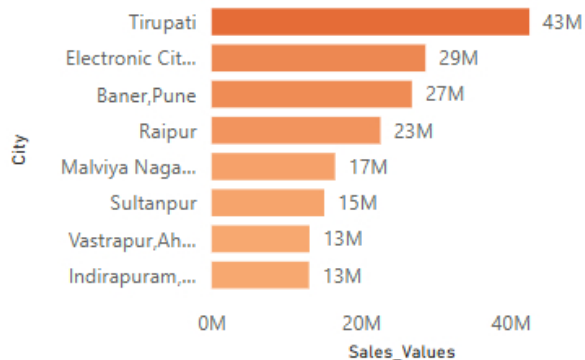
140M

Current yr sale

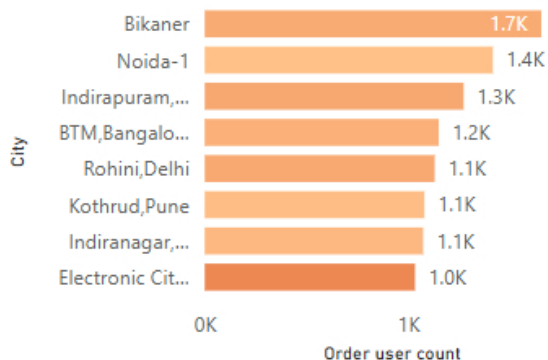
331M

Previews Yr Sale

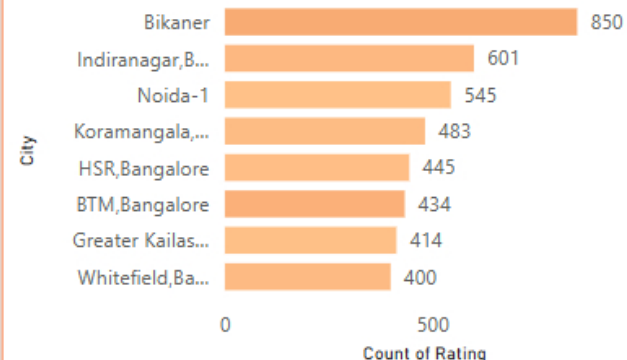
### Sales



### Users Count



### Rating Count



### Sales\_Values by Country and City



City	Sales	Orders	Current yr sale
BBK_Chattarpur,Delhi	0	1	0
Naharlagun	79	1	79
Noida	88	1	88
Expressway,Delhi			
Itanagar	167	2	167
Mahim	273	1	273
Dadar,Mumbai			
Starbucks_BKC,Mum	202	1	202
Total	963829618	148577	140443088





# Power Bi Dashboard



Swiggy Karo, Phir Jo Chahe Karo!

## OVERVIEW

City

All

148K

Resturant count

4

AVG Rating

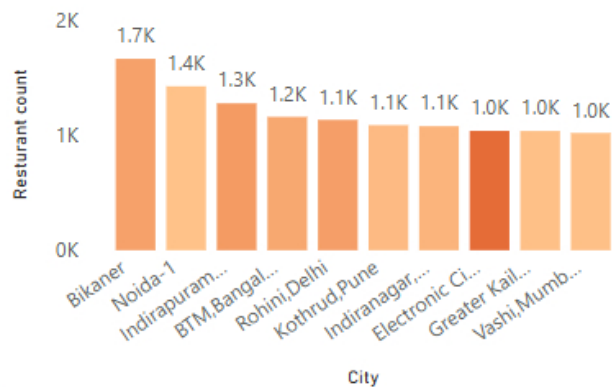
140M

Current yr sale

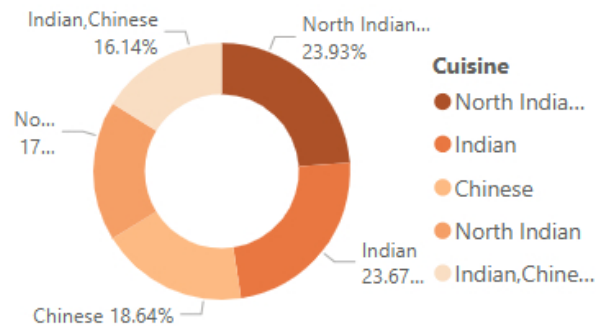
331M

Previews Yr Sale

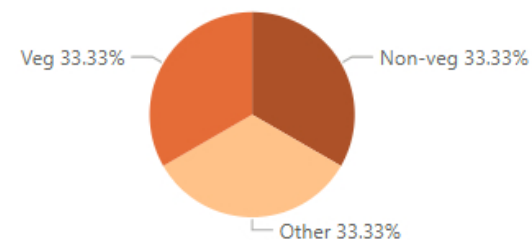
## Sales



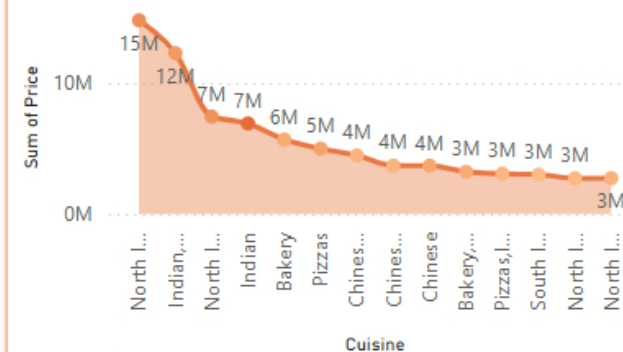
## Top 5 Cuisine Restaurant



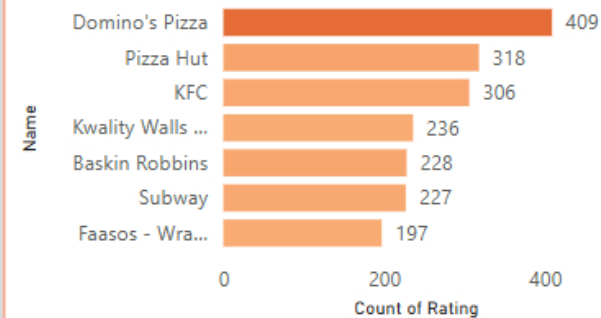
## Restaurant By Veg and Non-Veg



## Sum of Price by Cuisine



## Rating Count





SWIGGY

# Insights



SWIGGY

## Overview



- Tirupati city ranked 1st with the highest order amount of 43 million in sales, followed by Electronic City, Bangalore, which generated 29 million in sales.
- Customer preference is for vegetarian options, with sales of 122 million, which is 7.2% more than non vegetarian sales.
- In 2018, sales increased rapidly by 356% compared to the previous year. However, in 2019, sales dropped by 17%.

## User Performance



- In 2018, sales increased rapidly by 356% compared to the previous year. However, in 2019, sales dropped by 17%.
- Revenue from male customers is higher. Offer discounts to female customers to attract more female buyers.
- The top 10% of customers account for 80% of sales. Implement a VIP program for top users, offering exclusive discounts.

## City Overview



- In the current year, Raipur generated the highest sales with 22 million, followed by Electronic City, Bangalore.
- Bikaner has the highest user count, rating count, and orders count.
- Bikaner has the highest user count, rating count, and orders count.

## Restaurant Analysis



- Bikaner leads with the highest user count, rating count, and order count, followed by
- Noida and Indirapuram closely in restaurant presence.
- North Indian, Indian, and Chinese are the most popular cuisines. Price-wise, North Indian cuisine contributes the highest revenue 15M.
- Veg, Non-Veg, and Other categories are equally distributed 33.33% each.