



Swiggy

# PROBLEM STATEMENT

## BRD: KPI's

- **Total Sales (₹)** – Overall revenue generated from food orders.
- **Average Rating** – Customer satisfaction level across all restaurants.
- **Average Order Value (₹)** – Revenue per order.
- **Ratings Count** – Total number of customer reviews.
- **Total Orders** – Number of food orders received.



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## BRD: CHART'S

- **Monthly Sales Trend** – Shows how total sales fluctuate month by month.
- **Daily Sales Trend** – Highlights order and revenue variations across days of the week.
- **Total Sales by Food Type (Veg vs Non-Veg)** – Compares revenue contribution by cuisine type.
- **Total Sales by State (Map Visualization)** – Displays state-wise revenue distribution.
- **Quarterly Performance Summary** – Combines Sales, Ratings, and Orders by Quarter.
- **Top 5 Cities by Sales** – Identifies leading cities contributing the most revenue.
- **Weekly Trend Analysis** – Monitors weekly fluctuations in sales to identify consistency or peak periods.