A Project Report On

Swiggy Dashboard Analysis (Power BI)

SUBMITTED BY

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- **Project Title**:
  Swiggy Order Analytics Dashboard using Power BI

- **Objective:**
  To analyze food delivery operations by tracking key performance metrics such as order volume, revenue, delivery duration, and user/rider satisfaction. The dashboard also incorporates forecasting for data-driven business insights.

- **Dataset Overview:**

- **File:** swiggy_dataset.xlsx
- **Rows:** 1000+
- **Columns:** 25
- **Key Fields:**
  - OrderID , OrderDatetime, City, CuisineType
  - OrderValue, DeliveryFee, DiscountApplied, TotalAmount
  - UserRating, RiderRating, DeliveryTime, PickupTime

- **Tools & Technologies:**
  - Power BI (for data visualization and DAX-based analytics)
  - Excel (data source)
  - DAX (for calculated columns & measures)

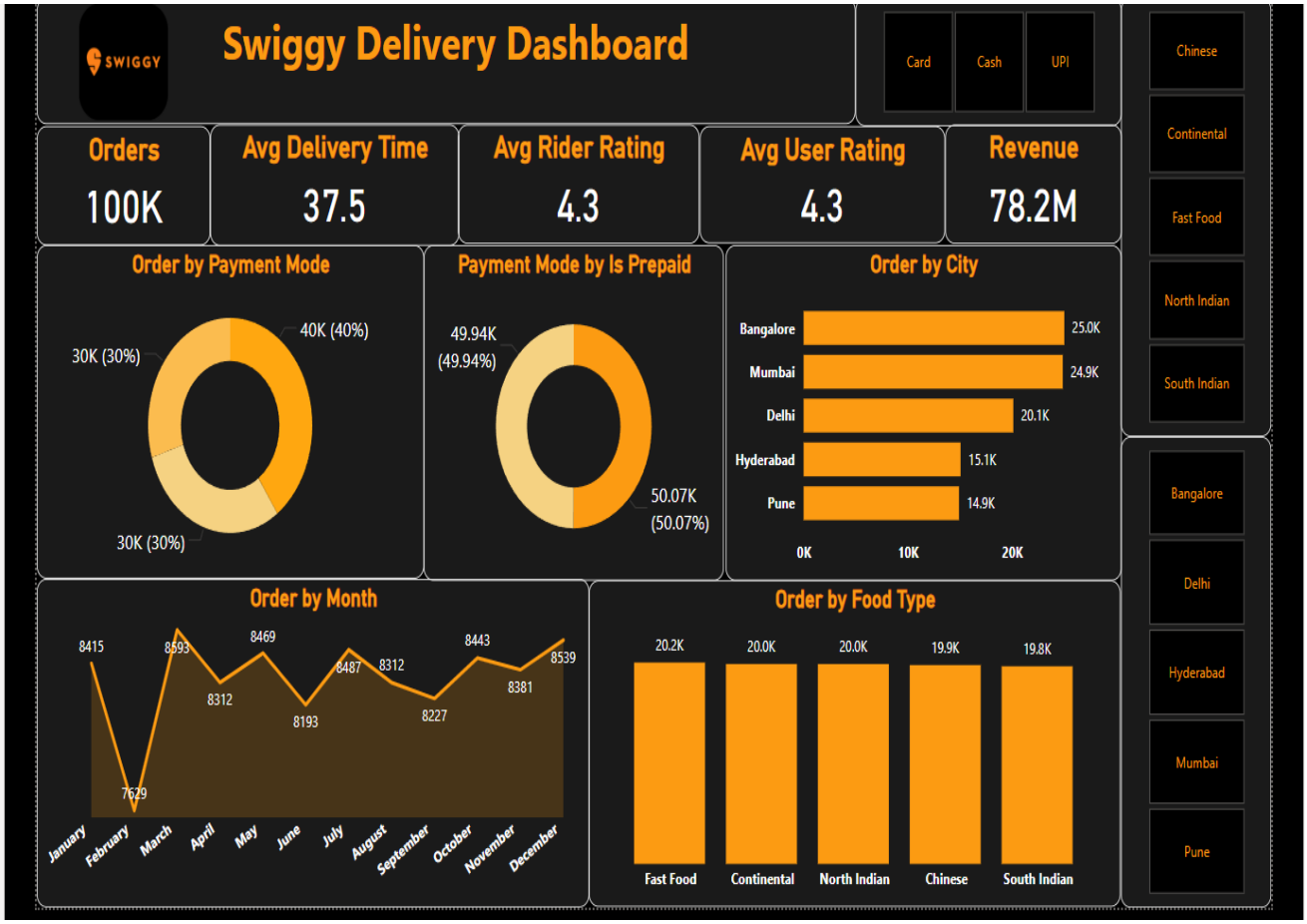
- **Key Visuals in Dashboard:**

Visual	Description
KPI Cards	Total Orders, Revenue, Avg. Order Value, Avg. Delivery Duration
Line Chart	Order Trends Over Time
Bar Chart	Top Cities by Order Count
Pie/Donut Chart	Payment Mode & Cuisine Type Distribution

- **Important DAX Calculations:**

➢ 📌 **Delivery Duration (Minutes):**

```
DeliveryDurationMinutes =
DATEDIFF('Sheet1'[PickupTime],
'Sheet1'[DeliveryTime], MINUTE)
```



📊 Insights from Swiggy Dashboard

🔶 High-Level KPIs

- Total Orders: 100K orders delivered.
- Average Delivery Time: 37.5 minutes — acceptable for food delivery; consider strategies for reducing this further.
- Average Rider & User Rating: Both are 4.3, showing a balanced satisfaction rate.
- Total Revenue: ₹78.2 million — strong earning performance.

💳 Payment Mode Analysis

- ➢ Card, Cash, and UPI are evenly split:
- ➢ Each method accounts for around 30–40%.
- ➢ Indicates that customers prefer a variety of payment options. No single method dominates, so all modes should be maintained and optimized.

🌆 City-Wise Performance

- ➢ Top cities by order volume:

1. Bangalore – 25K
2. Mumbai – 24.9K
3. Delhi – 20.1K

- ➢ Pune and Hyderabad slightly lower at ~15K
- ➢ 🔎 Focus marketing or delivery optimization in Delhi, Pune, and Hyderabad to close the gap with top cities.

📅 Monthly Order Trends:

- ➢ Orders dip in February (7.6K) – possibly due to a shorter month.
- ➢ March peaks at 8.6K, followed by fluctuations.
- ➢ December (8.5K) also sees a rise — likely due to holiday season.

🍽️ **Food Type Preferences:**

- ➢ All categories are very close in demand (~20K each).
  - ○ Fast Food slightly leads.
  - ○ South Indian ranks lowest (~19.8K), but still strong.
- ➢ Suggests that menu diversification is working well — no clear preference, so variety = key to retention.

✅ **Recommendations**

- ➢ 🎯 Boost order volume in Pune & Hyderabad via location-specific offers.
- ➢ 📦 Reduce average delivery time below 35 minutes by optimizing routes.
- ➢ 💸 Introduce prepaid-only discounts to gradually reduce cash dependency.
- ➢ 📊 Use high-traffic months (March, December) for flash sales or loyalty campaigns.

- **Conclusion:**
  This dashboard enables Swiggy stakeholders to monitor performance, understand user behavior, and optimize delivery logistics. Forecasting adds a predictive edge to strategic planning.