Analyzing Swiggy

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Introduction

Swiggy is a popular online food ordering and delivery platform based in India that operates in many cities including 'BENGLAURU', located in the southern Indian state of Karnataka. Swiggy offers customers in Bangalore access to a wide range of restaurants, including local eateries and popular chains, through its website and mobile app.

Objective

The objective of the project is to perform an exploratory data analysis, data pre-processing, & data cleaning and at the end, apply different Data Visualization techniques to get the meaningful insight from the given data. This project aims apply some amazing Python Libraries such as Plotly and WordCloud which will give a boost to our visual understanding of the data.

Problem Statment

Food industries are having important reflection of the economy from past few decades. Online food ordering is the process of ordering food from a website or other application. The product can be either ready-to-eat food or food that has not been specially prepared for direction consumption.

In this project, we are analyzing the various aspects with different use cases which covers many aspects of Swiggy Food Delivery Service. It helps in not only understanding the meaningful relationships between attributes, but it also allows us to do our own research and come-up with our findings.

1. Distribution of "Rating"
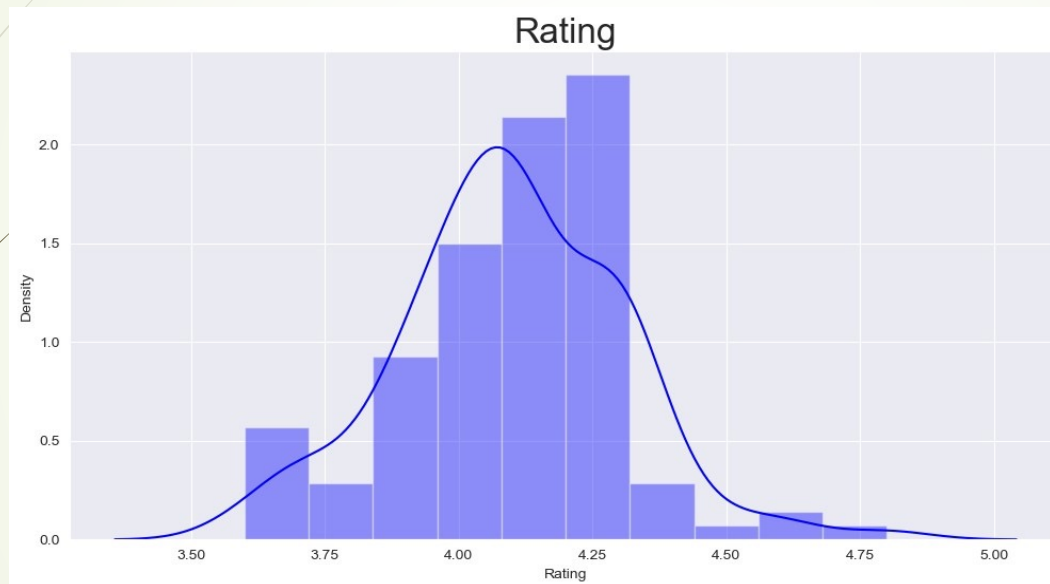
Conclusion:

- In this **DistPlot** visual, we tried to interpret the distribution of Ratings.

- From this **Distribution Plot**, We can conclude that *More that '50%' of Restaurants* are having a *Rating* greater than **"4.1"** with a *Maximum Rating* of **"4.8"** which is considered as a decent Rating.

- And It also means that, Most of these Restaurants are doing very well & Rated accordingly by the Customers.
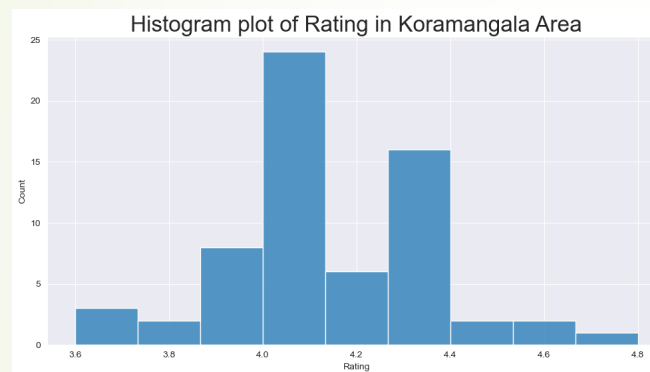
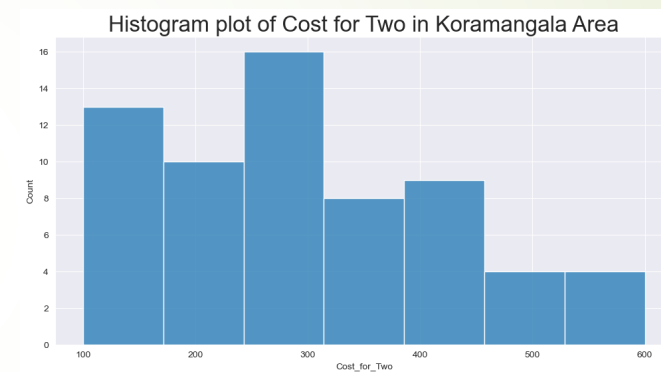# 2. Area-wise Analysis 'Rating' Vs 'Cost for two'

Overall Cost of two people
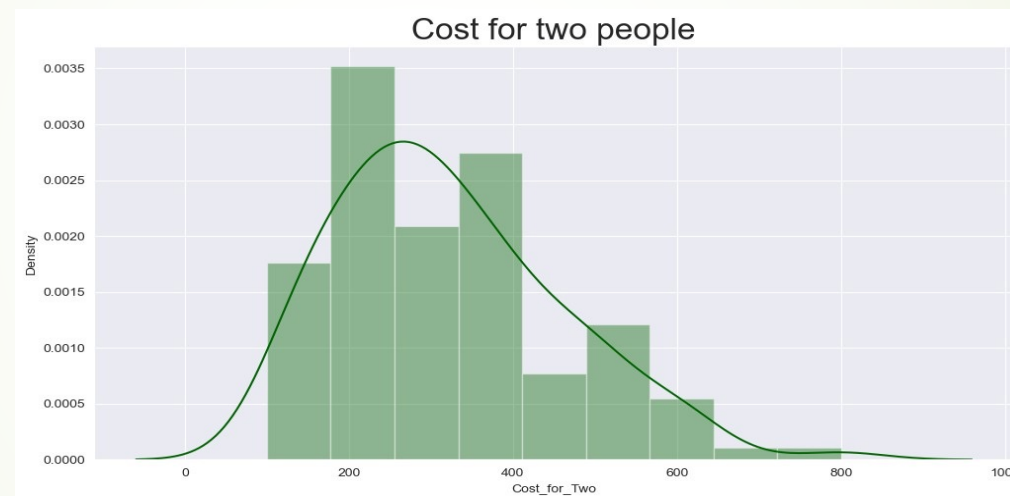
2. Area-wise Analysis 'Rating' Vs 'Cost for two'

Koramangala Area

Histogram plot of Rating in Koramangala Area

Histogram plot of Cost for Two in Koramangala Area

Conclusion

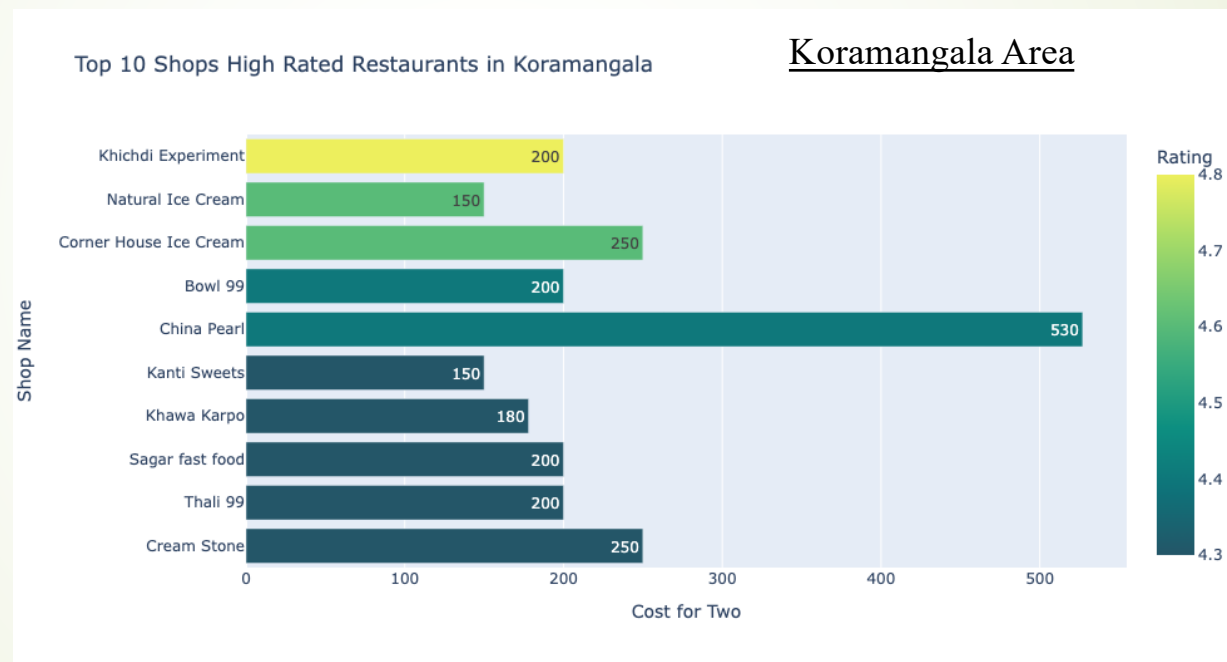Here, most of restaurants have rating between **4.0** to **4.2**

Conclusion

Most of the number of data of cost for two person lies between **200** to **300**.
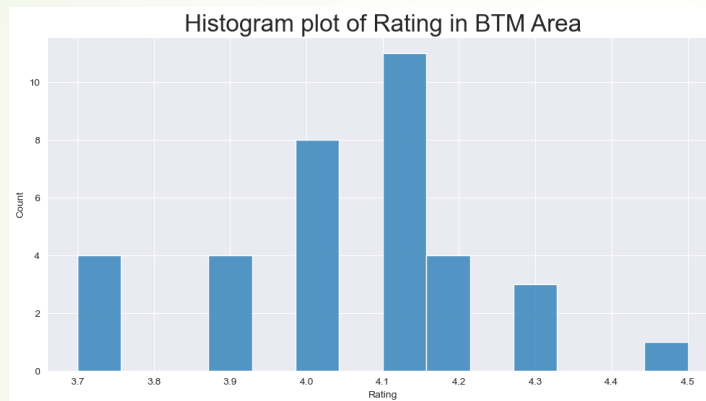
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2. Area-wise Analysis 'Rating' Vs 'Cost for two'
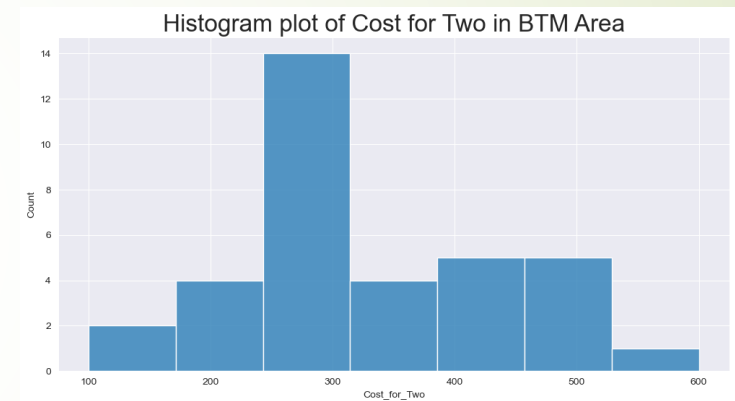
Top 10 Shops High Rated in Koramangala Area

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2. Area-wise Analysis 'Rating' Vs 'Cost for two'

BTM

Histogram plot of Rating in BTM Area

Histogram plot of Cost for Two in BTM Area

Conclusion

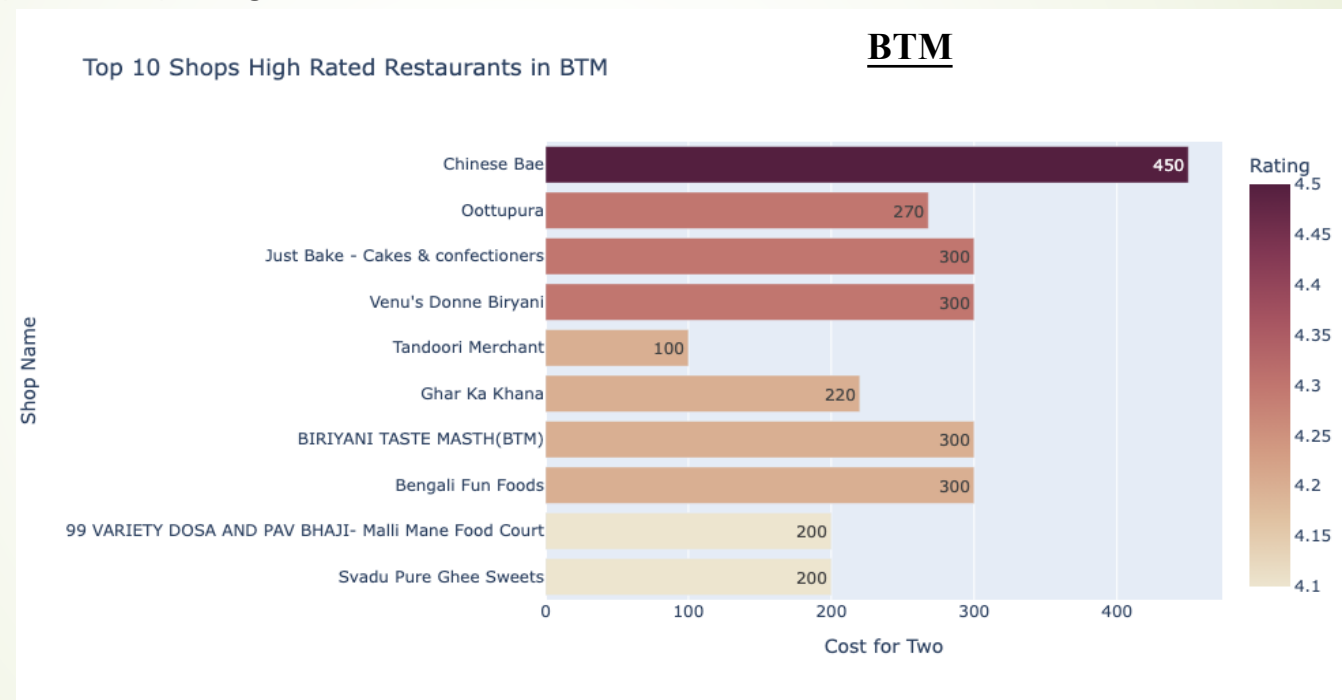Here, most of restaurants have rating **4.1**

Conclusion

most of the number of data of cost for two person lies at **300**.
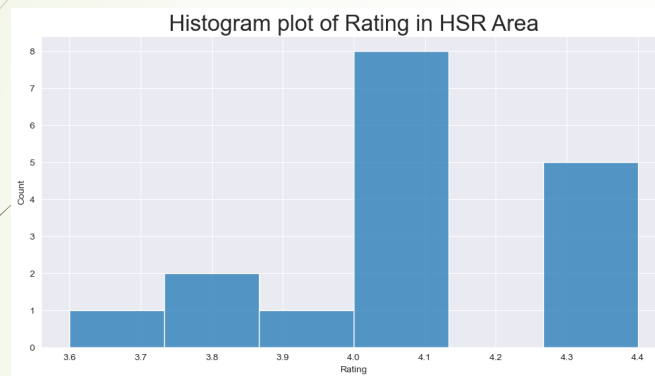
iNeurOn

2. Area-wise Analysis 'Rating' Vs 'Cost for two'

Top 10 Shops High Rated in BTM Area

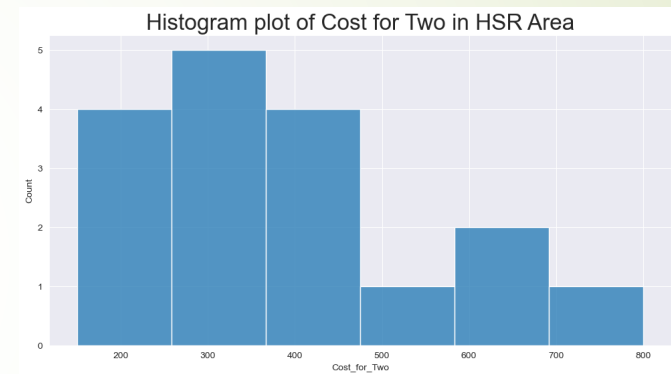**BTM**

2. Area-wise Analysis 'Rating' Vs 'Cost for two'

HSR

Histogram plot of Rating in HSR Area

Histogram plot of Cost for Two in HSR Area

Conclusion

Here, most of restaurants have rating **4.1** and also some of the restaurants have rating between **4.3** to **4.4**
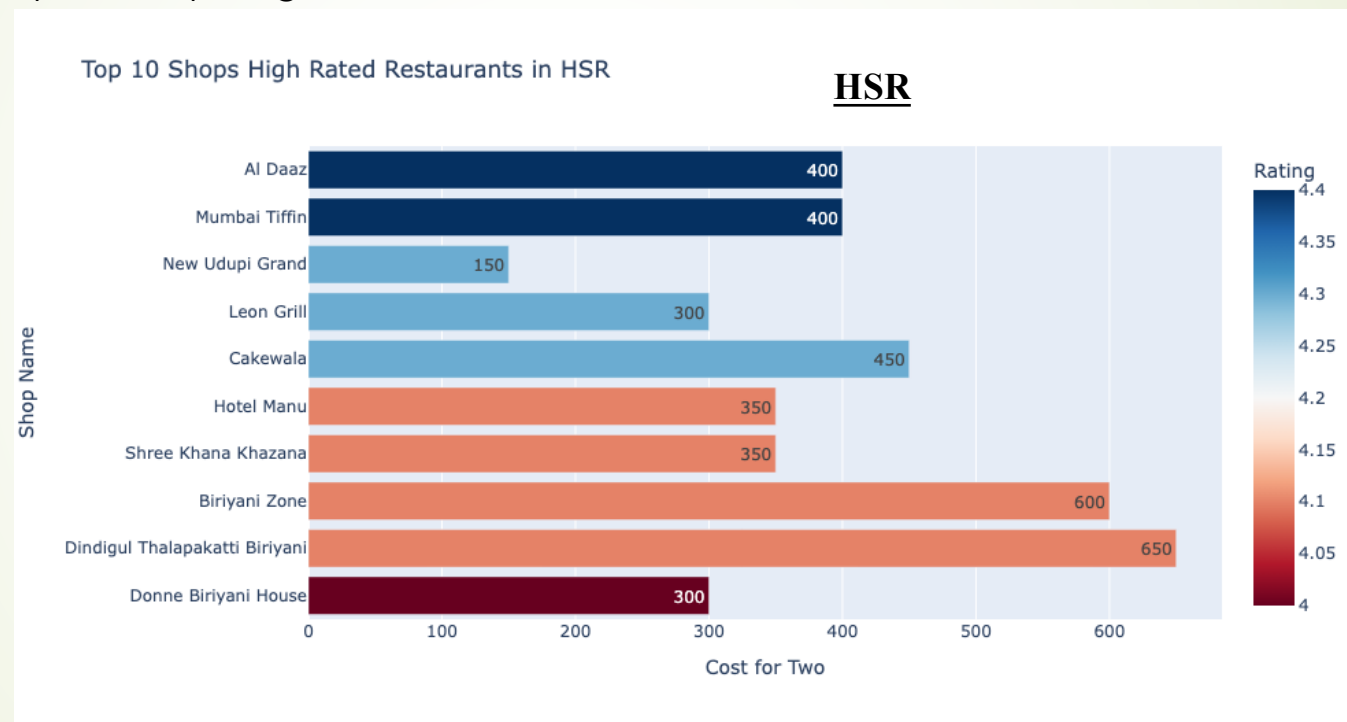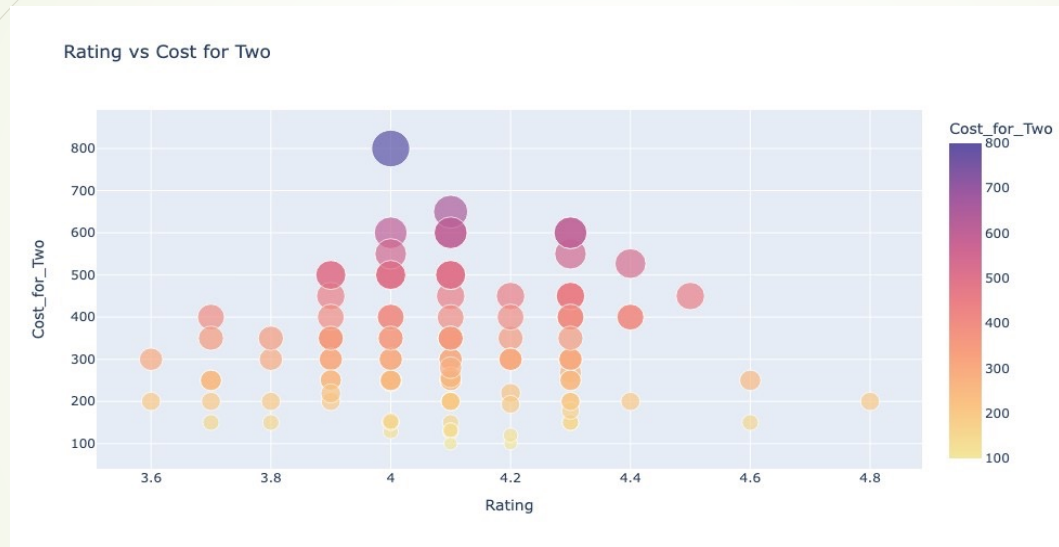
Conclusion

Most of the number of data of cost for two person lies between **200** to **500**.

2. Area-wise Analysis 'Rating' Vs 'Cost for two'
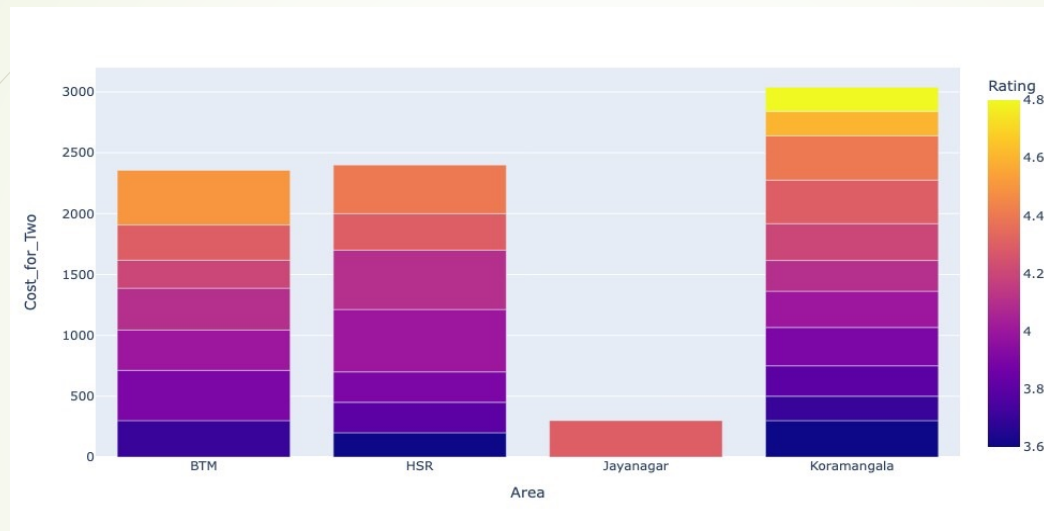
Top 10 Shops High Rated in HSR Area

3. Analyse "Approx Cost of 2 People" vs "Rating". Find out the relationship between them:

Rating vs Cost for Two

Conclusion

- Getting more numbers of Rating between cost of 100 to 500.

- Also, we can see that have highest cost 800 at Rating of 4.

4. Analysis of Location

Conclusion

– Koramangala Area has Highest Cost for two people and also **_Highest rated area_** comparing other three areas.

– Jayanagar Area has only one data with Rating is **_4.3_** and cost is **_300_**.

– Whereas, Areas like BTM and HSR has almost same amount of cost.

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5. Revenue generated by Area

Pie Chart - Area wrt percentage of Cost

Legend:
- Koramangala
- BTM
- HSR
- Jayanagar
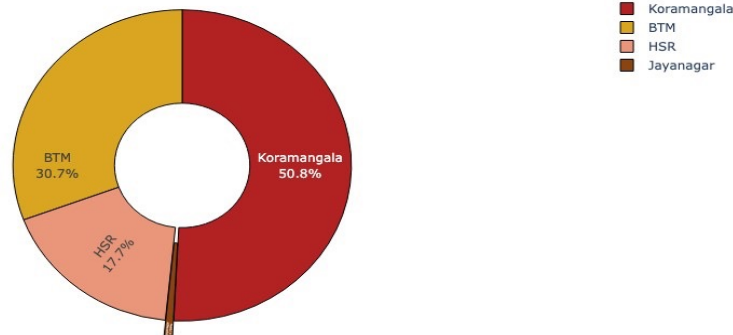
Conclusion

– Here, **50.8%** of Revenue generated by **Koramangala Area**.

– Also, **30.7%** and **17.7%** of Revenue generates by **BTM** and **HSR** respectively. - **0.799%** Revenue by **Jayanagar**.

– Highest Revenue generated by Koramangala area.
– By Jayanagar generates lowest Revenue as we have only one data entry of that area which is   logically correct.
– BTM and HSR are at second and third position for generating good revenue.

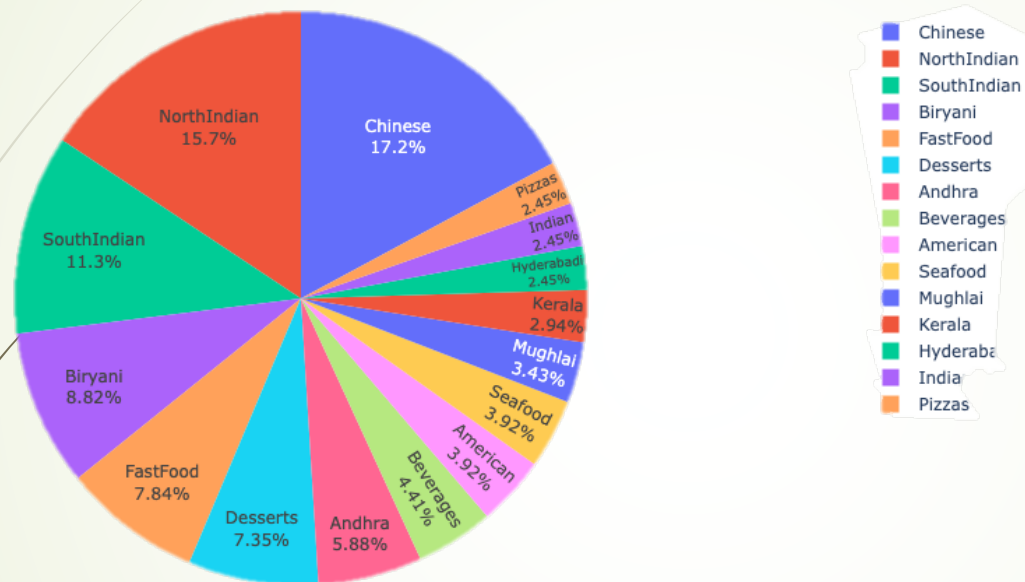iNeurOn

6. Number of Shop in Particular Area

Conclusion

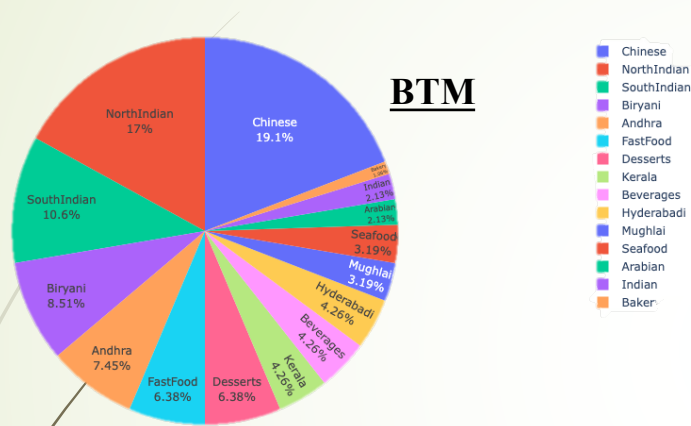– Maximum number of shops are in Koramangala, which is obvious.

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7. Overall analysis of all Cuisine.

Conclusion:

Here, Most popular **Top 3 Cuisine** of Bangalore - Swiggy dataset is **Chinese**, **North Indian** and **South Indian**.

8. Area vise top Cuisine Analysis.

BTM

Chinese
NorthIndian
SouthIndian
Biryani
Andhra
FastFood
Desserts
Kerala
Beverages
Hyderabadi
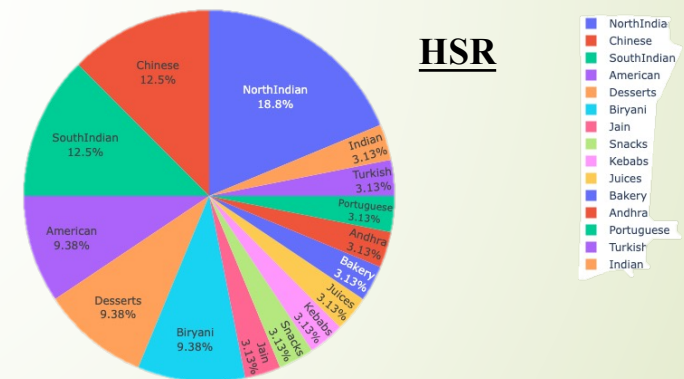Mughlai
Seafood
Arabian
Indian
Baker

Conclusion

In BTM, **Top 3 Cuisine** of this area is **Chinese**, **North Indian** and **South Indian** with **19.1%**, **17%** and **10.6 %** respectively. It's shows that here also people more like Chinese food and North Indian food.
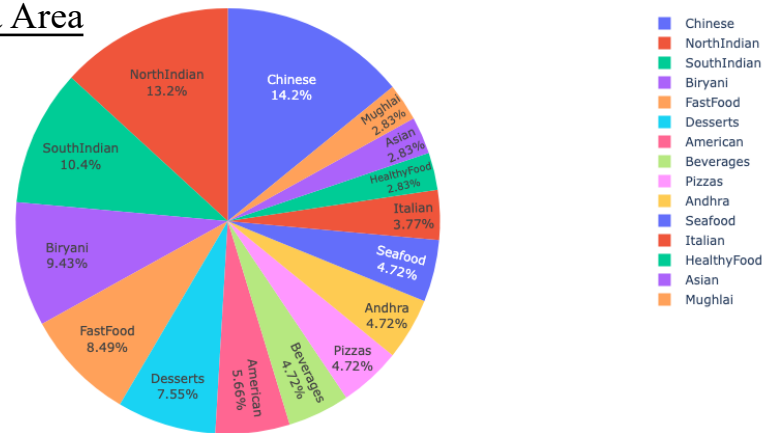
Conclusion

- **Top Cuisine** of HSR area is **North Indian**, **Chinese** and **South Indian** with **18.8%**, **12.5%** and **12.5%** respectively.
- It's shows that people more like North Indian food so we can assume that there must be north indian people are staying in the area.

HSR

NorthIndian
Chinese
SouthIndian
American
Desserts
Biryani
Jain
Snacks
Kebabs
Juices
Bakery
Andhra
Portuguese
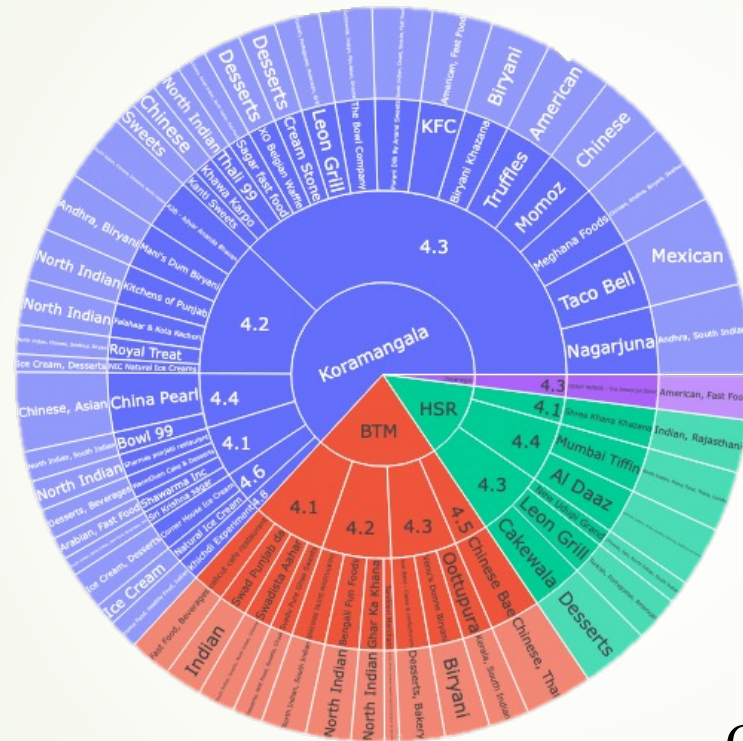Turkish
Indian

8. Area vise top Cuisine Analysis.

Koramangala Area

Conclusion

- Here also **Top 3 Cuisine** of Koramangala area is **Chinese**, **North Indian** and **South Indian** with **14.2%**, **13.2%** and **10.4%** respectively.
- It's shows that people more like Chinese food and North Indian food in Koramangala Area.

Conclusion:

Pie chart with Top 50 Restaurants of bangalore is easy to analyze by high ratings and low cost.

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Thank You…