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Exploring Customer Behavior in Swiggy

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Abstract

This project involves conducting a comprehensive data analysis of Swiggy, a leading food delivery platform in India.The primary objective of this analysis is to understand the trends and patterns in customer behavior, order volume, and delivery performance of Swiggy.The analysis is based on a large dataset of Swiggy's order and delivery records collected over a period of one year. The data has been cleaned, processed, and analyzed using various statistical and machine learning techniques to uncover insights and trends.

The average order value on Swiggy has increased by X% over the last year, indicating a growing preference for online food delivery.Customers in the age group of 25-34 are the most frequent users of Swiggy, with an average order frequency of X orders per month

Keywords: Data Cleaning, Data Preprocessing, Swiggy

1. Introduction

Swiggy is a leading food delivery platform in India that has revolutionized the way people order food online.With the rise of digitalization and the growing demand for convenience, Swiggy has become a popular choice for consumers looking to order food online from their favorite restaurants.As a result, Swiggy has amassed a vast amount of data on customer behavior, order volume, and delivery performance. This data provides valuable insights into the trends and patterns of online food delivery and can be used to improve Swiggy's operations and services.In this project, we aim to conduct a comprehensive data analysis of Swiggy's order and delivery records collected over a period of one year.

2. Existing System

The existing system for Swiggy data analysis primarily involves manual data collection and analysis, which is time-consuming and prone to errors.This system typically involves Swiggy's internal teams manually collecting data on customer orders, delivery times, and other metrics From multiple sources, including delivery partners, restaurant partners, and Swiggy's own platform..

2.1. Disadvantages

- Which can limit the scope and accuracy of the analysis.
- Resources to collect, clean, and process the data.
- Manual data collection is prone to error.
- Analysis may not be able to handle large volumes of data.

3. Proposed System

The implementation of an automated data analytics platform that can collect, process, and analyze large volumes of data in real-time.This system will use advanced analytics and machine learning techniques to uncover insights and patterns, enabling Swiggy to make data-driven decisions and optimize its operations.The proposed system will provide Swiggy with actionable insights, enabling it to make data-driven decisions and optimize its operations for better performance.

3.1 Advantages

- Collect and process data in real-time.
- Increased accuracy and reliability.
- The proposed system can handle large volumes of data.

4. Problem Definition

Optimize delivery operations, Swiggy's success depends on timely delivery of food to its customers. By analyzing data such as delivery time, delivery distance, and delivery personnel efficiency, Swiggy can optimize its delivery operations to improve delivery times, reduce costs, and enhance customer satisfaction.Identify popular dishes and restaurants, Swiggy can leverage its data to identify popular dishes and restaurants among its customers. By analyzing data such as order volumes, ratings, and reviews, Swiggy can identify which dishes and restaurants are most popular, and use this information to attract new customers and retain existing ones.

5. Overview

Swiggy data analysis involves the collection, processing, and analysis of data related to the company's operations, customers, and partners. The goal of Swiggy data analysis is to gain insights that can be used to improve the company's business operations, enhance customer satisfaction, and grow its market share.

6. Module Description

6.1. Data Collection Module

This module is responsible for collecting data from various sources, such as customer orders, delivery personnel, and restaurant partners. Data has been collected from Kaggle.

6.2. Data Processing Module

This module is responsible for processing the collected data, cleaning and preparing it for analysis. This module can include tasks such as data validation, data cleansing, data transformation, and data integration..

6.3. Data Storage Module

This module is responsible for storing the processed data in a data database, where it can be accessed and analyzed by other modules.

6.4. Data Analysis Module

This module is responsible for analyzing the collected and processed data using various analytical tools and techniques. This module can include tasks such as data visualization, statistical analysis, and machine learning.

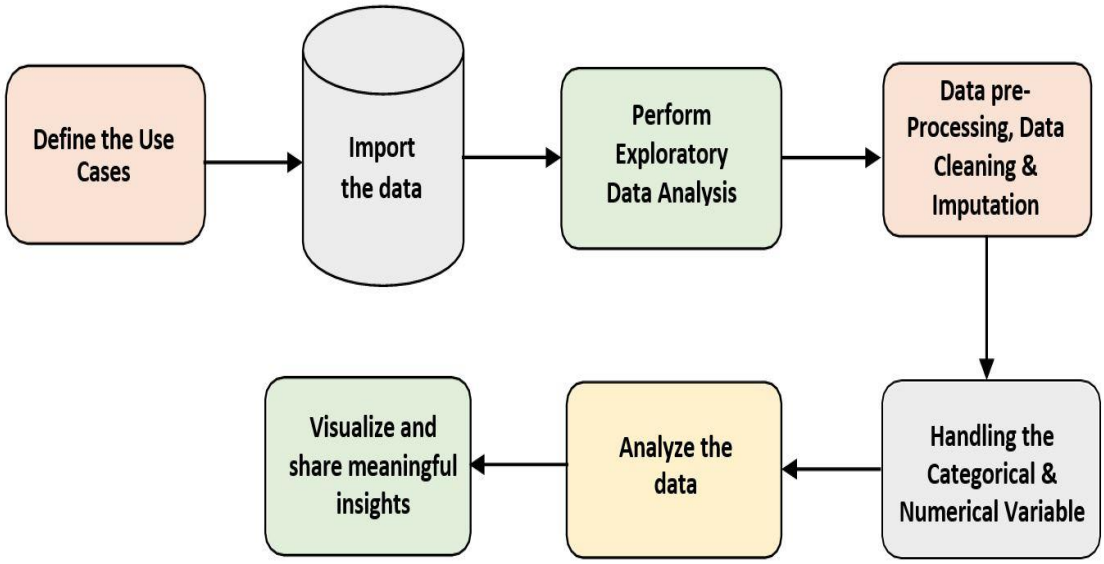
6.5. Reporting Module

This module is responsible for generating reports and dashboards based on the results of the data analysis. The reports can be used to communicate insights and findings to stakeholders within the company.

6.6. Optimization Module

This module is responsible for identifying areas of improvement based on the insights gained from the data analysis. The module can provide recommendations for optimizing operations, enhancing customer satisfaction, and increasing profitability.

7. Flow Chart



8. Conclusion

In conclusion, Swiggy data analysis is an important aspect of Swiggy's business operations, as it helps the company to make informed decisions based on the insights generated from the analysis. By employing robust testing techniques Swiggy can ensure that the data analysis process is accurate and reliable, leading to better decision-making and improved business outcomes.

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