

INDEPENDENT PORTFOLIO CONCEPT · NOT
AFFILIATED WITH SWIGGY

Swiggy Delay Recovery

Independent product & analytics case study
Synthetic scenario model · Aditi Nair

The customer problem is uncertainty—not only waiting

What customers can accept

A customer may wait longer for a preferred dish when the delivery expectation is honest before checkout. Relevance and food quality can matter more than raw speed.

What breaks trust

Learning after a long wait that an order cannot be fulfilled leaves the customer hungry, without time to choose again, and potentially waiting for access to their money.

Four hypotheses frame the investigation

01 · Restaurant capacity

Peak-hour demand may exceed kitchen throughput.

02 · Preparation estimates

Restaurants may enter times that ignore dish complexity and order size.

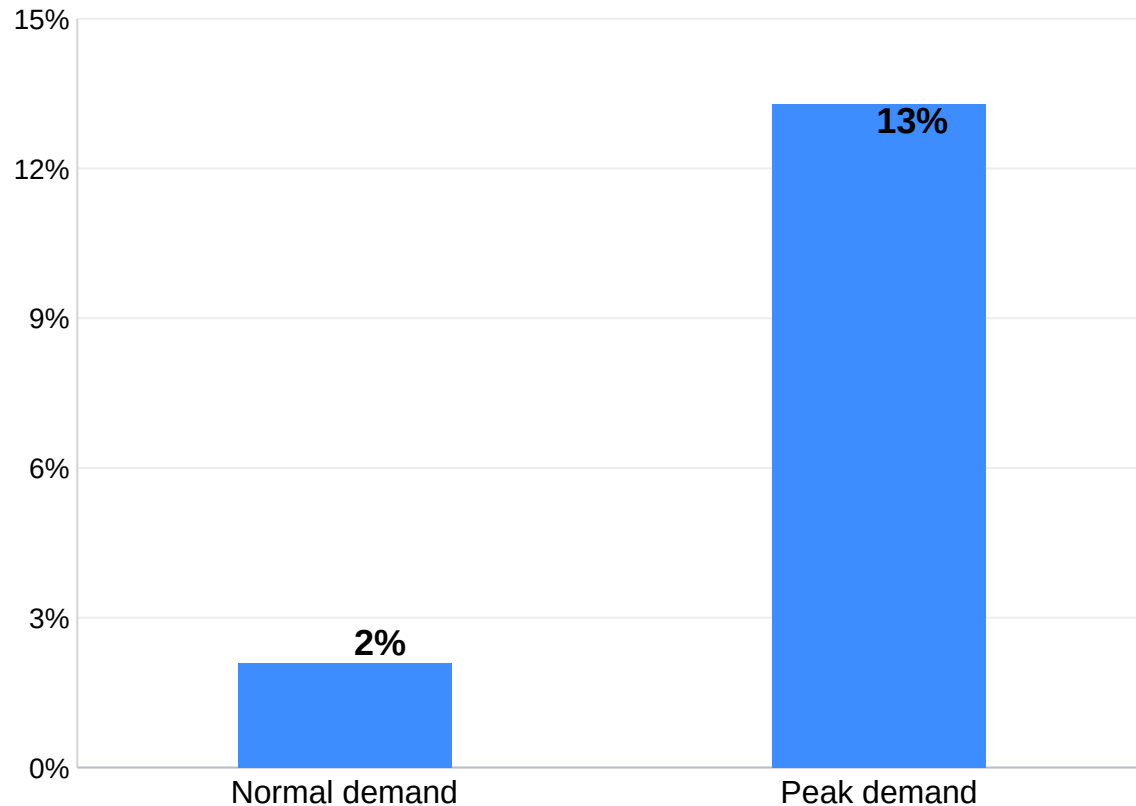
03 · Platform prediction

Static estimates may underweight live demand and historical performance.

04 · Order journey

Preparation, assignment, pickup wait, and travel must be separated before assigning responsibility.

The synthetic scenario tests how the analysis workflow behaves



~14 min modeled peak delay
assigned versus ~5 minutes in the normal
scenario

~16 min modeled large-order delay
assigned to demonstrate segmentation

~50% → ~73% modeled promise accuracy
static promise versus transparent rule-based
estimate

The MVP focuses on transparency and customer control

BEFORE
CHECKOUT

AT RISK

CUSTOMER
CHOICE

Scenario-aware estimate

A future product could adjust the promise using live demand, order size and preparation signals.

Early warning

Notify the customer when confirmation takes longer than the stated window.

Wait or cancel

Let the customer decide rather than leaving the order in an uncertain state.

The recovery flow makes every promise clear

01 · Realistic estimate

“This favourite may take a little longer today.”

02 · Confirmation window

Set a three-minute expectation and explain the next update.

03 · Equal choices

Show “Wait 2 more minutes” and “Cancel order” with equal emphasis.

04 · Accessible refund

Offer immediate Swiggy Money or the original payment method with timing shown.

The pilot separates operational exposure from statistical power

Pilot design

Randomize eligible at-risk orders between control and treatment. Begin with a 10% exposure cap for safety; calculate the required sample from eligible volume, baseline reorder and the minimum meaningful lift.

10%

initial exposure cap

30-day reorder

primary business outcome

**power
analysis**

sample requirement

Methodology makes the limits of the evidence explicit

01 • Dataset

600 synthetic orders generated solely for this independent portfolio exercise.

02 • Variables

Demand period, order size, distance, confirmation, preparation, partner wait, travel, and outcomes.

03 • Comparison

Formula-driven static and scenario-aware estimates were compared on the same simulated orders.

04 • Limitation

Results demonstrate an analytical method—not Swiggy performance, causality, or a production forecast.

Set expectations early. Return control quickly.

Pilot: scenario-aware estimate + early warning

Primary outcome: 30-day reorder among affected customers

Guardrails: ETA accuracy, cancellation, support, satisfaction and cost