**Business Case Study Report**

**1. January 10, 2019 (Thursday)**

* **Observation**: Carts and payment sessions dropped, but the overall conversion rate remained stable.

Order change compared to last week: +55%

Traffic change: +51%

Facebook traffic: 387,156

YouTube traffic: 2,873,204

* **Insight**: While traffic decreased on Facebook and YouTube, conversion rates remained steady, indicating stable engagement despite lower traffic.

**2. January 22, 2019 (Tuesday)**

* **Observation**: Listings and menu sessions increased.

Orders compared to last week: +185%

Traffic increase compared to last week: +177%

Facebook traffic: 13,525,559

Twitter traffic: 19,827,367

* **Insight**: Significant traffic increases on Facebook and Twitter almost doubled, leading to higher orders and sessions.

**3. January 29, 2019 (Tuesday)**

* **Observation**: Overall conversion rate was low at 3%; menu, carts, and payment sessions decreased.

Orders down to 28% of the previous week

Conversion down to 48%

Traffic at 60% of the previous week

L2M (Leads to Menu) = 12%

Count of restaurants: 274,777

* **Insight**: A low count of available restaurants likely caused a lack of options, leading to fewer menu views and overall conversions.

**4. February 19, 2019 (Tuesday)**

* **Observation**: Carts and payment sessions dropped; conversion rate at 3%.

Orders down by 44%

Conversion down to 46%

M2C (Menu to Cart) = 17%

Orders = 620,260

Out of stock items: 35

* **Insight**: A high number of out-of-stock items and low traffic led to fewer orders and a drop in conversion.

**5. March 2, 2019 (Saturday)**

* **Observation**: Orders decreased despite high listings; overall conversion rate was low at 2%.

Conversion rate was 58% of the previous week

C2P (Cart to Payment) = 33%

Orders = 900,972

Highest delivery charge: ₹56

Average cost for two: ₹399

* **Insight**: The highest delivery charge of the year and high costs likely discouraged order completions.

**6. March 19, 2019 (Tuesday)**

* **Observation**: Conversion rate halved to 3%; significant drop in orders.

Orders down to 53% of the previous week

P2O (Payment to Order) = 39%

Total orders dropped to 700,000

Payment success rate: 65%

* **Insight**: A low payment success rate and conversion below the usual trend caused a significant drop in orders.

**7. April 4, 2019 (Thursday)**

* **Observation**: Conversion and orders dropped by 48%.

L2M (Leads to Menu) = 26%

M2C (Menu to Cart) = 20%

Lowest average discount: 10%

Highest cost for two: ₹388

* **Insight**: High dining costs and low discounts contributed to low traffic and conversions.

**8. April 18, 2019 (Thursday)**

* **Observation**: Overall conversion rate increased to 9%, with high cart sessions.
* **Metrics**:
  + M2C (Menu to Cart) = 67%
  + Average discount: 29% (highest of the year)
  + Lower cost for two: ₹364
* **Insight**: High discounts and lower prices increased cart sessions and overall conversions.

**9. June 20, 2019 (Thursday)**

* **Observation**: Orders and traffic compared to the previous week were below 50%.
* **Metrics**:
  + Facebook traffic: 3,674,574
  + YouTube traffic: 2,755,930
  + Twitter traffic: 1,122,786
  + Others: 2,653,859
* **Insight**: Traffic from all channels decreased, possibly due to internet restrictions or outages, significantly impacting order volume.

**10. July 16, 2019 (Tuesday)**

* **Observation**: All key sessions (menu, carts, payments, orders) dropped below 50% of the normal trend.
* **Metrics**:
  + Orders compared to last week: 37%
  + Conversion rate: 2%
  + L2M = 10%
  + Average cost for two: ₹458 (highest of the year)
* **Insight**: High dining costs and low lead-to-menu rates led to poor performance in orders and conversions.

**11. August 11, 2019 (Sunday)**

* **Observation**: Payment sessions and orders dropped; overall conversion rate hit the lowest of the year.
* **Metrics**:
  + Orders down by 46% compared to last week
  + Conversion rate down by 46%
  + P2C (Payment to Cart) = 33%
  + Payments session = 1,033,432
  + Orders placed = 765,773
  + Highest packaging charge: ₹29
* **Insight**: High packaging costs and low conversion from payments led to reduced order volumes.

**12. September 14, 2019 (Saturday)**

* **Observation**: One of the lowest conversion rates (2%) of the year; orders dropped significantly.
* **Metrics**:
  + Orders down by 46%
  + M2C = 15%
  + P2O slightly deviated
  + Out-of-stock items = 64 (second highest for the year)
* **Insight**: The high number of out-of-stock items caused fewer completed orders and led to poor performance in M2C conversions.

**13. November 17, 2019 (Sunday)**

* **Observation**: Conversion rate was 2%, and orders decreased.
* **Metrics**:
  + Orders down by 43%
  + M2C = 14% (fluctuated)
  + Out-of-stock items = 112 (highest for the year)
* **Insight**: A record high number of out-of-stock items severely impacted order completion rates.

**Dates with Highest Order and Conversion Changes**

* **Key Dates**:
  + February 26, 2019
  + April 18, 2019
  + March 26, 2019
  + August 18, 2019
* **Observations**: On these dates, the order changes ranged from a 235% to 173% increase compared to the previous week, and conversion rates increased by 157% to 228%.
* **Insight**: C2P (Cart to Payment) and P2O (Payment to Order) metrics remained above 65%, and sometimes as high as 85%, leading to high conversion rates.

**Other Insights**

* Weekday wise orders : we can observe that afte Saturday and Sunday we can see that in week days on Wednesday are maximum orders are placed .
* All the dates that ended with a 95 percent success rate of payments, proportionally received the highest number of orders, had the highest overall conversion percentage and likely, highest P2O rates.
* From below graph we can come up with the observation that Lower the deliver charge higher is the conversion rate