

Swiggy Case Study: pre and Post Diwali

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During Diwali, the major thing which is ordered the most are sweets. There is seen a massive growth in the total ordering of sweets post Diwali.

Table1. Pre and Post Diwali GMV with Percentage increase

pre_diwali_SweetGMV	post_diwali_SweetGMV	diff_GMV	percent_inc
10015216	21452358	11437142	114.2

Source: Own Calculation

We can see from the above figure that post-diwali GMV from sweet has increased by 114%.

By calculating the top-10 cities who have highest number of orders and GMV, we derived the following result.

Table 2: Top 10 city-wise average GMV

Pre				Post			
city	no_of_orders	citywise_GMV	citywise_avg_gmv	city	no_of_orders	citywise_GMV	citywise_avg_gmv
7	30183	3334352	140.38	7	49587	7767422	215.55
10459	12838	1956909	220.97	48	20604	4890779	607.02
48	10875	1902334	337.77	18	19184	2330427	167.33
18	10833	1056975	122.45	10459	15683	3214406	281.32
37	9022	1021843	183.13	37	12559	1722021	209.95
19	8917	1214162	183.44	19	11945	1671097	193.66
58	6797	754244	142.61	112	11438	1956345	278.8
55	6538	889116	173.76	58	8755	1159747	171.43
53	6203	945496	251.26	80	8690	1369969	208.46
112	5577	781545	192.83	10276	8596	1232197	660.34

Source: Own Calculation.

City code 7 has maintained the top position where in respect to the total number of orders and GMV from 10th of October 2019 till 17th of October, 2019 (The Pre-Diwali period) and from 18th October, 2019 to 28th October, 2019. Whereas in the Post Diwali phase (18th October, 2019 to 28th October, 2019) city number 55 and 53 is replaced by 80 and 10276.

Table2: Top 10 city wise GMV and Percentage share of GMV from each city

Pre			Post		
city	gmv	percentage	city	gmv	percentage
7	3334352	10.78	7	7767422	25.11
10459	1956909	6.33	48	4890779	15.81
48	1902334	6.15	10459	3214406	10.39
19	1214162	3.93	18	2330427	7.53
18	1056975	3.42	112	1956345	6.32
37	1021843	3.3	37	1722021	5.57
53	945496	3.06	19	1671097	5.4
55	889116	2.87	24	1448574	4.68

112	781545	2.53	80	1369969	4.43
58	754244	2.44	55	1350826	4.37

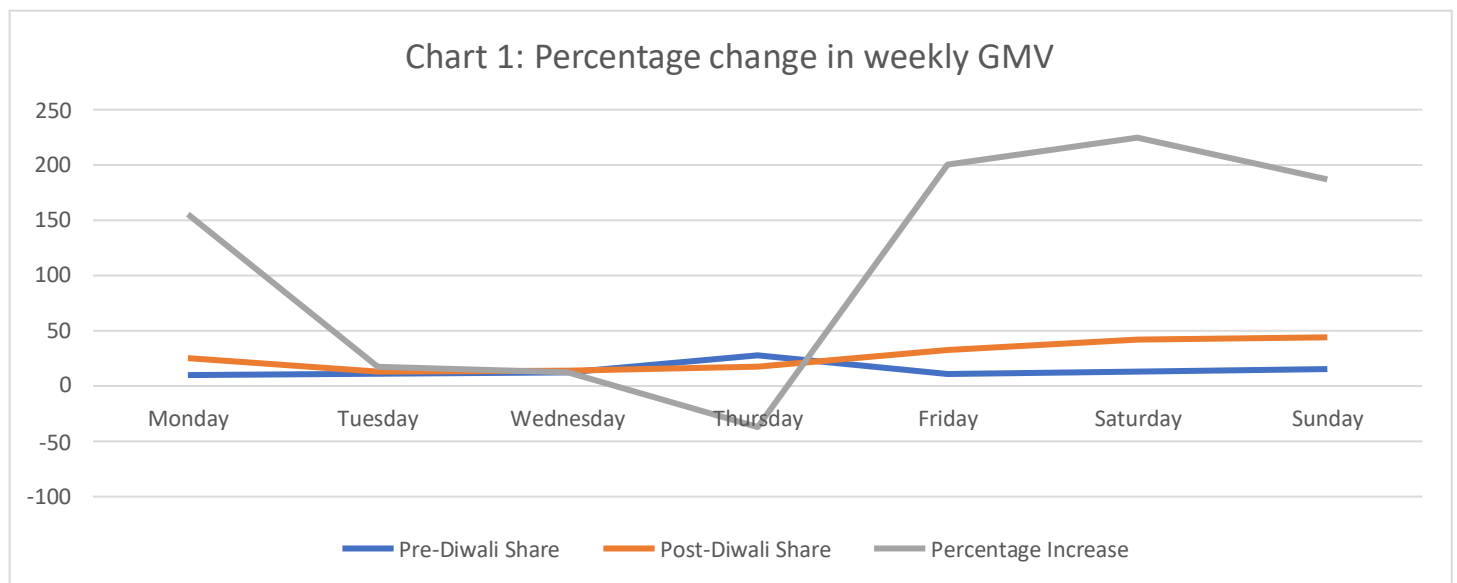
Source: Own Calculation

From table 3 we can see, the percentage share of the cities in total GMV had risen in the post Diwali phase.

Table 4: Weekday wise number of orders, GMV and Percentage change in GMV.

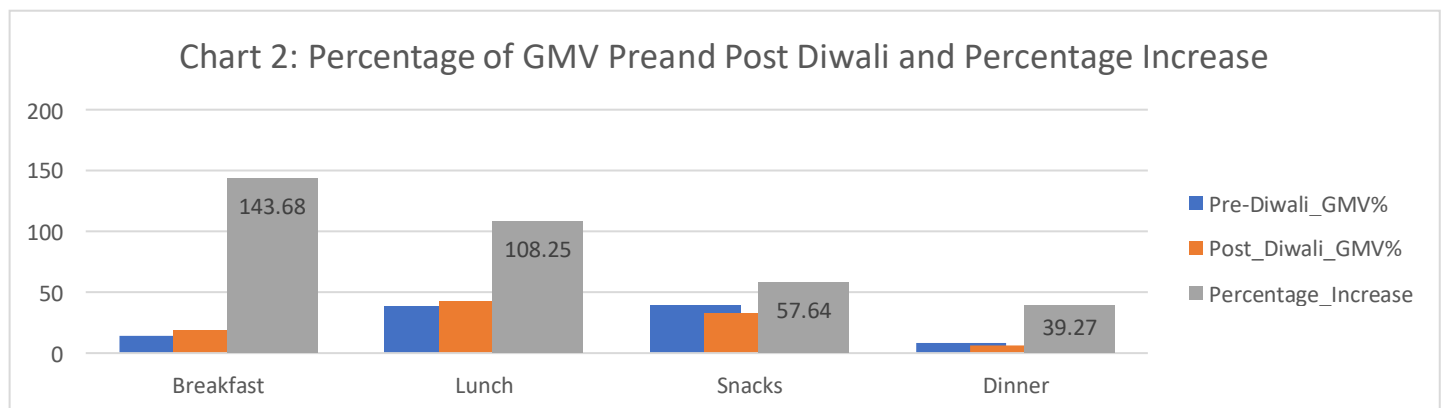
order_day	Pre			post			
	pre_no_of_order	pre_GMV	Pre_percent	post_no_of_order	post_GMV	post_percent	percent_increase
Monday	23854	3035868	9.81	53004	7750585	25.06	155.3
Tuesday	26715	3433182	11.1	28922	4024561	13.01	17.23
Wednesday	28725	3795521	12.27	28334	4265740	13.79	12.39
Thursday	64617	8573369	27.72	32430	5380049	17.39	-37.25
Friday	26965	3353371	10.84	60616	10068220	32.55	200.24
Saturday	32022	3997501	12.92	76005	12975806	41.95	224.6
Sunday	38687	4743841	15.34	84201	13604535	43.98	186.78

Source: Own Source

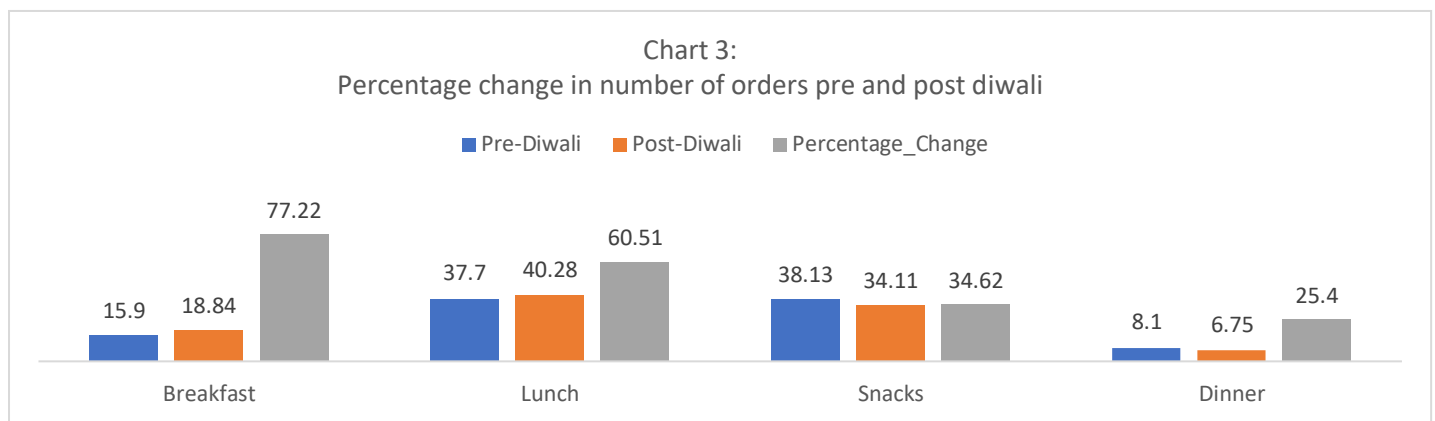


Source: Own calculation

The number of orders and GMV, when seen as per weekday, has also increased in the post Diwali period. The percentage of GMV in weekdays increased subsequently for Mondays, Fridays, Saturdays and Sundays. The increase in Tuesdays and Wednesdays is marginal whereas there is a decrease in number of order as well as GMV in the Thursdays during Post-Diwali period.



Source: Own Calculation



Source: Own Calculation

Chart 2 and Chart 3 shows us aggregate number of orders and aggregate GMV both have increased during the Post-Diwali period when we categorise the time of order into Breakfast, Lunch, Snacks and Dinner. The most increase is during the breakfast followed by lunch, snacks and dinner, respectively (both for orders and GMV).

Table 5: % Change in GMV Pre-Diwali to Post-Diwali				
	Breakfast	Lunch	Snacks	Dinner
Monday	202.12	93.87	170.1	138.44
Tuesday	24.68	3.21	21.06	14.22
Wednesday	36.86	-15.81	28.29	-1.45
Thursday	-20.63	-39.09	-32.32	-46.42
Friday	264.13	125.64	226.48	169.55
Saturday	295.93	142.11	245.81	193.12
Sunday	263.6	50	240.54	108.8

Source: Own Calculation

The above table shows percentage change in GMV per day of week over four meal times. We can see that, except Thursday, during all other days the GMV has a positive increment in post Diwali period.