**PROJECT REPORT ON**

**“CAPSTONE PROJECT OF SWIGGY’S FUNNEL BUSSINESS CASE”**

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**ABSTRACT**

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Online food ordering and delivery is a new type of business model in the current era of e-commerce

and that leads to the startups of several online business. Online food ordering and delivery is very

successful because it bridges the gap between restaurants and consumers. It is a process were a

customer will search for a restaurant and filter with the available items, cuisines and they deliver by

an application in the mobile phone. Swiggy is an application for food ordering and delivery which is

a Bangalore based company. Swiggy was mainly to provide a complete order and delivery solution to

the urban foodies. The main aim of this research is to study the factors influencing the consumer

perception and buying decision of Swiggy and to study the level of consumer satisfaction of Swiggy.

For this purpose, with help of convenient sampling method 100 respondents were selected and data

were collected through structured questionnaire. The result of the result showed that, there is

significant relationship between usage and satisfaction of services of Swiggy,there is significant

relationship between usage and preference over other food ordering apps, there is no association

between age and frequent usage of Swiggy app, there is no association between gender and

convenience of Swiggy app

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**INTODUCTION**

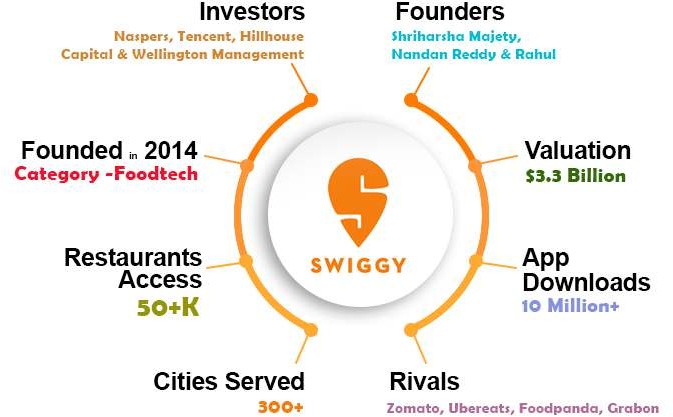
Online food ordering and delivery is a new type of business model in the current era of

e-commerce and that leads to the startups of several online business. Online food ordering and delivery plays an important role in consumers, entrepreneurs, investors etc.

Online food ordering and delivery is very successful because it bridges the gap between restaurants and consumers. It is a process were a customer will search for a restaurant and filter with the available items, cuisines and they deliver by an application in the mobile phone.

Online food ordering and delivery system is depended on a mobile application and it works based on the location of the customer. Swiggy is an application for food ordering and delivery. It is a Bangalore based company and is founded out by Rahul Jaimini , Sriharsha Majety, Nandan Reddy.

Swiggy was mainly to provide a complete order and delivery solution to the urban foodies. It has an exclusive fleet of delivery personnel to pick up orders from restaurants and deliver it to customers. They provide customers with offers which will enable them to get frequent orders. Payments can be made through online as well as at the time of delivery. And they offer to their customers no minimum order policy. They make sure that the customers get their order on time for that delivery personnel’s carry one order at a time.



**COMPANY PROFILE**

|  |  |
| --- | --- |
| [Type of business](https://en.wikipedia.org/wiki/Types_of_business_entity) | Private |
| Available in | English |
| Founded | July 2014; 9 years ago |
| Headquarters | Bangalore, Karnataka, India |
| Area served | 300+ cities across India |
| [Founder(s)](https://en.wikipedia.org/wiki/Organizational_founder) | Sriharsha Majety Nandan Reddy Rahul Jaimini |
| Key people | Sriharsha Majety ([CEO](https://en.wikipedia.org/wiki/Chief_executive_officer)) Rahul Bothra ([CFO](https://en.wikipedia.org/wiki/Chief_financial_officer)) Dale Vaz ([CTO](https://en.wikipedia.org/wiki/Chief_Technology_Officer)) |
| Industry | Online food ordering |
| [Services](https://en.wikipedia.org/wiki/Service_(economics)) | Food delivery Online grocery Courier |
| [Revenue](https://en.wikipedia.org/wiki/Revenue) | ₹2,776 crore (US$370 million) (2020) |
| [Profit](https://en.wikipedia.org/wiki/Net_income) | ₹−3,768 crore (US$−500 million) (2020) |
| [Parent](https://en.wikipedia.org/wiki/Holding_company) | Bundl Technologies |
| [Subsidiaries](https://en.wikipedia.org/wiki/Subsidiary) | SuprDaily |
| URL | [www.swiggy.com](http://www.swiggy.com/) |
| Advertising | Yes |
| Registration | Optional |
| Current status | Active |
| Native client(s) on | Android, iOS, website |

**INSIGHT REPORT**

**ORDERS**

|  |  |  |
| --- | --- | --- |
| **DATE** | **FLUCTUATION TYPE** | **REMARK** |
| 1/17/2019 | HIGH | Traffic From Facebook Is High And Success Rate of Payment is 95% |
| 1/21/2019 | HIGH | Average Discount is More. |
| 1/22/2019 | HIGH | Traffic From Twitter is High And Success Rate Of Payment is 94% |
| 1/31/2019 | HIGH | Traffic From Facebook Is High And Success Rate of Payment is 94% |
| 2/5/2019 | HIGH | Traffic From Facebook is high And Number Images per Restaurant is 39 |
| 2/26/2019 | HIGH | Traffic From Facebook Is High, Success Rate of Payment is 95% and Number of images per restaurant is 40 |
| 2/28/2019 | HIGH | Traffic From Facebook is High and Success Rate of Payment is 93% |
| 3/9/2019 | HIGH | Traffic From Facebook, YouTube and Others Are High |
| 3/24/2019 | HIGH | Traffic From Facebook, YouTube and Others Are High, Number Of Images Per Restaurant is 40 |
| 3/26/2019 | HIGH | Traffic Facebook, YouTube and Others are High and Success Rate Of Payment is 94% |
| 4/11/2019 | HIGH | Average Discount is 18% And Average Packaging Charges is 19 |
| 4/14/2019 | HIGH | Traffic From Facebook, YouTube And Others Are High Also Success Rate Of Payment Is 95% |
| **DATE** | **FLUCTUATION TYPE** | **REMARK** |
| 4/18/2019 | HIGH | Traffic from Facebook is high, average discount is 29% and no. of images per restaurant is 40 |
| 4/19/2019 | HIGH | Traffic from Facebook is high and success rate of payment is 95% |
| 6/27/2019 | HIGH | Traffic from Facebook and YouTube is high and average packaging charges are less |
| 7/23/2019 | HIGH | Delivery and packaging charges are less. |
| 8/18/2019 | HIGH | Traffic from Facebook, YouTube and others are too high and no. of images per restaurant is 40 |
| 9/21/2019 | HIGH | Traffic from Facebook, YouTube and others are too high. |
| 10/9/2019 | HIGH | traffic from Facebook is high and packaging charges is less |
| 10/21/2019 | HIGH | Traffic from Facebook and YouTube is high |
| 11/9/2019 | HIGH | Traffic from Facebook, YouTube and others are too high |
| 11/24/2019 | HIGH | Traffic from Facebook, YouTube and others are too high |
| 12/1/2019 | HIGH | Traffic from Facebook, YouTube and others are too high and no. of images per restaurant is 39 |
| 12/22/2019 | HIGH | Traffic from Facebook, YouTube and others are too high and no. of images per restaurant is 39 |

|  |  |  |
| --- | --- | --- |
| **DATE** | **FLUCTUATION TYPE** | **REMARK** |
| 1/10/2019 | LOW | Traffic From Facebook Is Less |
| 1/29/2019 | LOW | Count Of Restaurants Are Less |
| 2/19/2019 | LOW | Traffic From Twitter is less And Success Rate Of Payment is 92% |
| 3/2/2019 | LOW | Traffic From Twitter is Less, Average Delivery Charges are high And Out Of Stock Items Per Restaurant is high |
| 3/19/2019 | LOW | Traffic From Twitter And Others Are Less. Success Rate Of Payment is 65% |
| 4/4/2019 | LOW | Traffic From Twitter is Less and Average Discount is 10% |
| 4/12/2019 | LOW | Traffic From YouTube, Twitter And Others Is less |
| 4/25/2019 | LOW | Traffic from Twitter is less and success Rate Of Payment is 91% |
| 6/20/2019 | LOW | Traffic from Facebook, YouTube, twitter and others are less, also count of restaurant is less |
| 7/16/2019 | LOW | Traffic from twitter and others is less, also average cost for two is high |
| 8/11/2019 | LOW | Count Of Restaurants Are Less and packaging charges are high |
| 9/14/2019 | LOW | Out of stock items per restaurant is 64 |
| 11/17/2019 | LOW | Out of stock items per restaurant is 112 |

**PROBLEM STATEMENT**

* Order change with respect to same day last week.
* Traffic change with respect to same day last week.
* Overall conversion changes with respect to same day last week.
* Business metrices changes with respect to same day last week.

**CONCLUSION**

* **Number of highs in order changes with respect to same day last week are more as compare to numbers of low.**
* **Number of traffic changes with respect to same day last week are low.**
* **Number of overall conversion changes with respect to same day last week are high.**
* **After analyzing the 2019-20 dataset of swiggy, shows the rate of hike in orders are more comparing to each day of orders.**

**REFERNCES**

1. https://www.swiggy.com

2. <https://www.skillovilla.com>

3. https://www.Wikipedia.com