

# CAPSTONE ASSIGNMENT 1

## OBSERVATIONS

AKASH M

# EXCEL DATA

## ORDER DETAILS EXCEL SHEET

| Terms                           | Explanation  |
|---------------------------------|--|
| Order Timestamp                 | Order placed time.   |
| User ID                         | User Id of the customer.   |
| Order Pickup Geo                | Order Pickup area location.  |
| Order Drop Geo                  | Drop area location.  |
| Order ID                        | Unique id to identify an order.  |
| Products                        | List of products.  |
| Partner Store Reach Time        | Time when the delivery partner reaches the pickup location.  |
| Partner Start for Delivery Time | Time when delivery partner starts its journey to delivery item.  |
| Completed/Cancelled Timestamp   | It is the completed time when delivery is finished or cancelled.   |
| Completion Flag                 | It is a status of delivery whether the delivery are done or not by the delivery partner.   |
| Order Rating                    | This refers to the customer ratings provided to the delivery partner and store service.  |
| Product Amount                  | This refers to the total amount of products ordered by the customer.   |
| Delivery Charges                | Cost of transporting or delivering goods, which may vary depending on the location.  |
| Discount                        | Refers to a reduced price or a price reduction offered on a product or service.<br>It is typically lower than the original or regular price and is often provided as an incentive to encourage customers to make a purchase. |

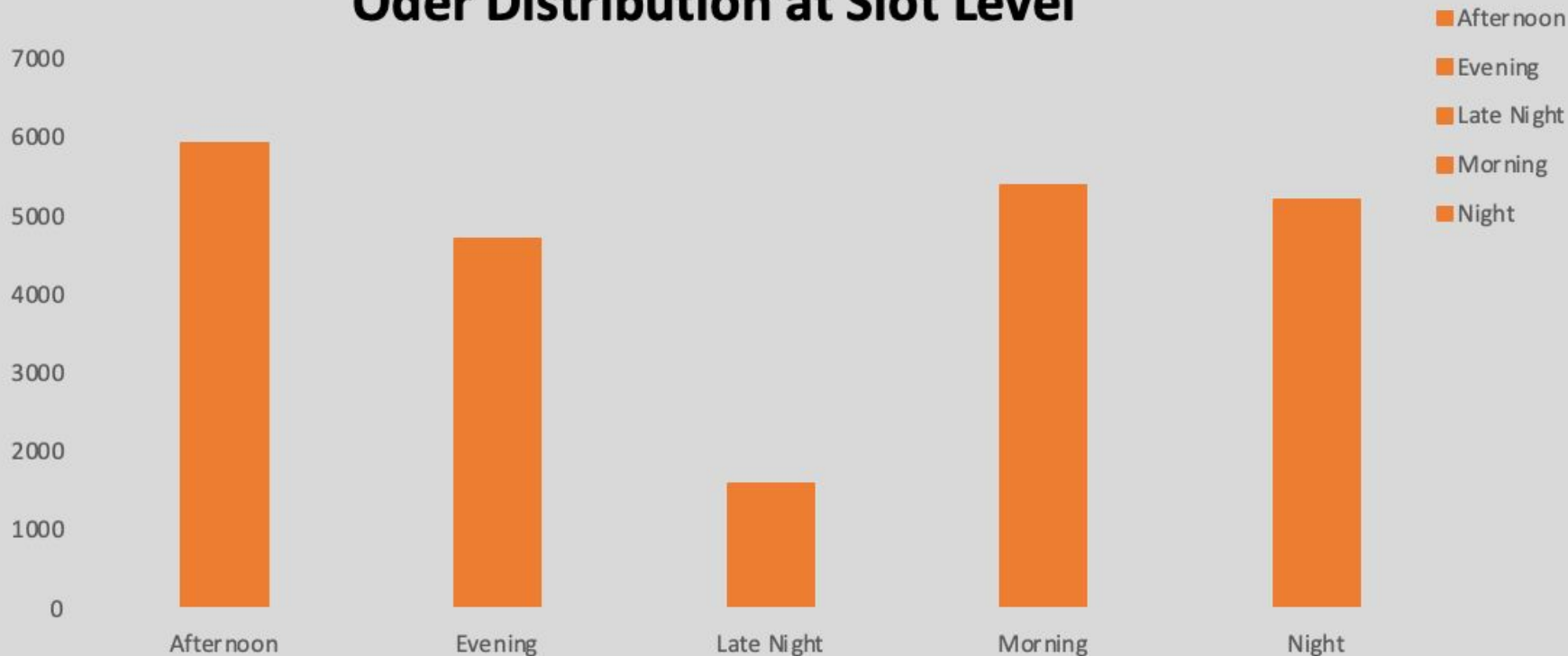
## SOURCE ACQUISITION SHEET

| Source           | User ID    |
|------------------|------------|
| Instagram        | AAE1542675 |
| Instagram        | AAG1139819 |
| Instagram        | AAQ1920322 |
| Snapchat         | AAR2036663 |
| Offline Campaign | AAT397791  |
| Offline Campaign | AAX617733  |
| Offline Campaign | ABB4102768 |
| Google           | ABJ208964  |
| Organic          | ABJ2575621 |

This is a sample dataset of the source acquisition csv file.

# OBSERVATIONS FROM THE CAPSTONE PROJECT

## Oder Distribution at Slot Level

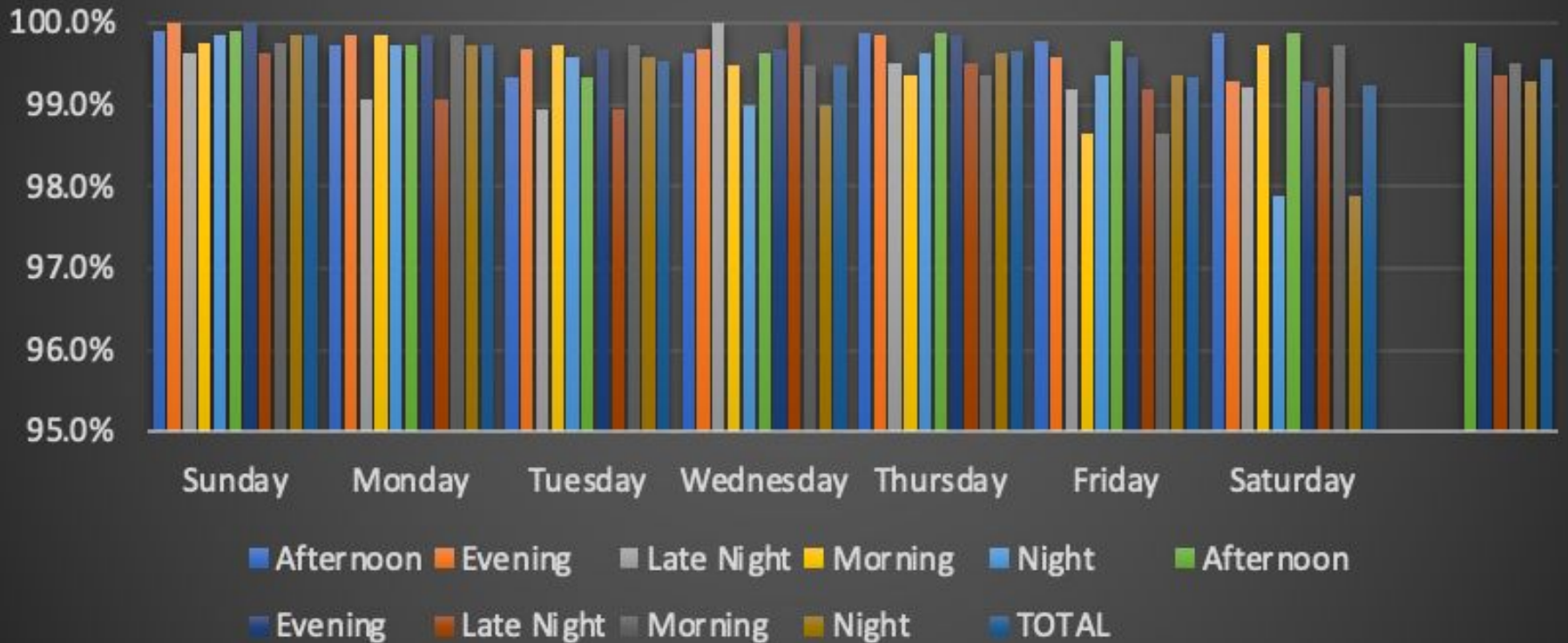


| Month Interval | Areas      | Increase in monthly Orders |
|----------------|------------|----------------------------|
| JAN to FEB     | HSR Layout | 114                        |
| FEB to MAR     | HSR Layout | 387                        |
| MAR to APR     | HSR Layout | 221                        |
| APR to MAY     | Kudlu      | 29                         |
| MAY to JUN     | HSR Layout | 87                         |
| JUN to JUL     | ITI Layout | 29                         |
| JUL to AUG     | Harlur     | 170                        |
| AUG to SEP     | HSR Layout | 685                        |

Increase in monthly orders = # of Orders of Next month - # of Orders of current month

| Completion Rate | Afternoon | Evening | Late Night | Morning | Night | TOTAL |
|-----------------|-----------|---------|------------|---------|-------|-------|
| Sunday          | 99.9%     | 100.0%  | 99.6%      | 99.8%   | 99.9% | 99.9% |
| Monday          | 99.7%     | 99.8%   | 99.1%      | 99.9%   | 99.7% | 99.7% |
| Tuesday         | 99.3%     | 99.7%   | 98.9%      | 99.7%   | 99.6% | 99.5% |
| Wednesday       | 99.6%     | 99.7%   | 100.0%     | 99.5%   | 99.0% | 99.5% |
| Thursday        | 99.9%     | 99.9%   | 99.5%      | 99.4%   | 99.6% | 99.7% |
| Friday          | 99.8%     | 99.6%   | 99.2%      | 98.7%   | 99.4% | 99.3% |
| Saturday        | 99.9%     | 99.3%   | 99.2%      | 99.7%   | 97.9% | 99.2% |
| TOTAL           | 99.7%     | 99.7%   | 99.4%      | 99.5%   | 99.3% | 99.6% |

## Completion Rate Slot vs Weekday



# Observations on the pattern of completion rate - Refer Excel

1. There is no cancellation of orders on Sunday evening and Wednesday late night
2. The overall completion rate
3. Customers with higher number of orders have a better completion rate
4. Among all days Sunday has better completion
5. Most of the orders are happening in the afternoon giving better completion
6. Most of the orders are delivered successfully in the afternoon
7. HSR Layout has the maximum number of orders
8. Most of the Customers are buying one or two items
9. Cities having  $\leq 75\%$  completion rates are Bellandur, ETV; Cox Town; Domlur, EGL; Marathahalli; Whitefield
10. Most of the cancellations are happening at night
11. Most of the orders are being cancelled on Saturday
12. Sunday night has the poorest completion rate




# AVERAGE OVERALL DELIVERY TIME MONTH WISE

| Row Labels  | Average of Overall DT (in mins) |
|-------------|---------------------------------|
| 01          | 21.65                           |
| 02          | 19.13                           |
| 03          | 20.11                           |
| 04          | 26.55                           |
| 05          | 31.85                           |
| 06          | 22.18                           |
| 07          | 19.51                           |
| 08          | 22.00                           |
| 09          | 19.43                           |
| Grand Total | 22.40                           |

# AVERAGE OVERALL DELIVERY TIME SLOT WISE

| Row Labels         | Average of Overall DT (in mins) |
|--------------------|---------------------------------|
| Afternoon          | 23.07571742                     |
| Evening            | 23.63898203                     |
| Late Night         | 17.09730438                     |
| Morning            | 22.87720666                     |
| Night              | 21.62472004                     |
| <b>Grand Total</b> | <b>22.39773401</b>              |

# AVERAGE DELIVERY CHARGES SLOT WISE

| Row Labels  |  Count of Order ID | Average of Delivery Charges |
|-------------|---|-----------------------------|
| Afternoon   | 5924  | 19.25                       |
| Evening     | 4712  | 19.99                       |
| Late Night  | 1589  | 32.29                       |
| Morning     | 5389  | 19.00                       |
| Night       | 5209  | 20.97                       |
| Grand Total | 22823   | 20.64                       |

## 1. Orders placed in the afternoon have higher ratings

| Row Labels | SOP Rating |
|------------|------------|
| Afternoon  | 21464      |
| Evening    | 16975      |
| Late Night | 5929       |
| Morning    | 19510      |
| Night      | 19111      |

SOP Rating = Sum of (Count of OrderID \* Ratings)

## 2. Customers buying with delivery charge of 25 have higher ratings

## 3. Customers buying a single item have higher ratings

## 4. Customers with zero discount have higher ratings