

# Data Analysis of Freshco Hypermarket Capstone

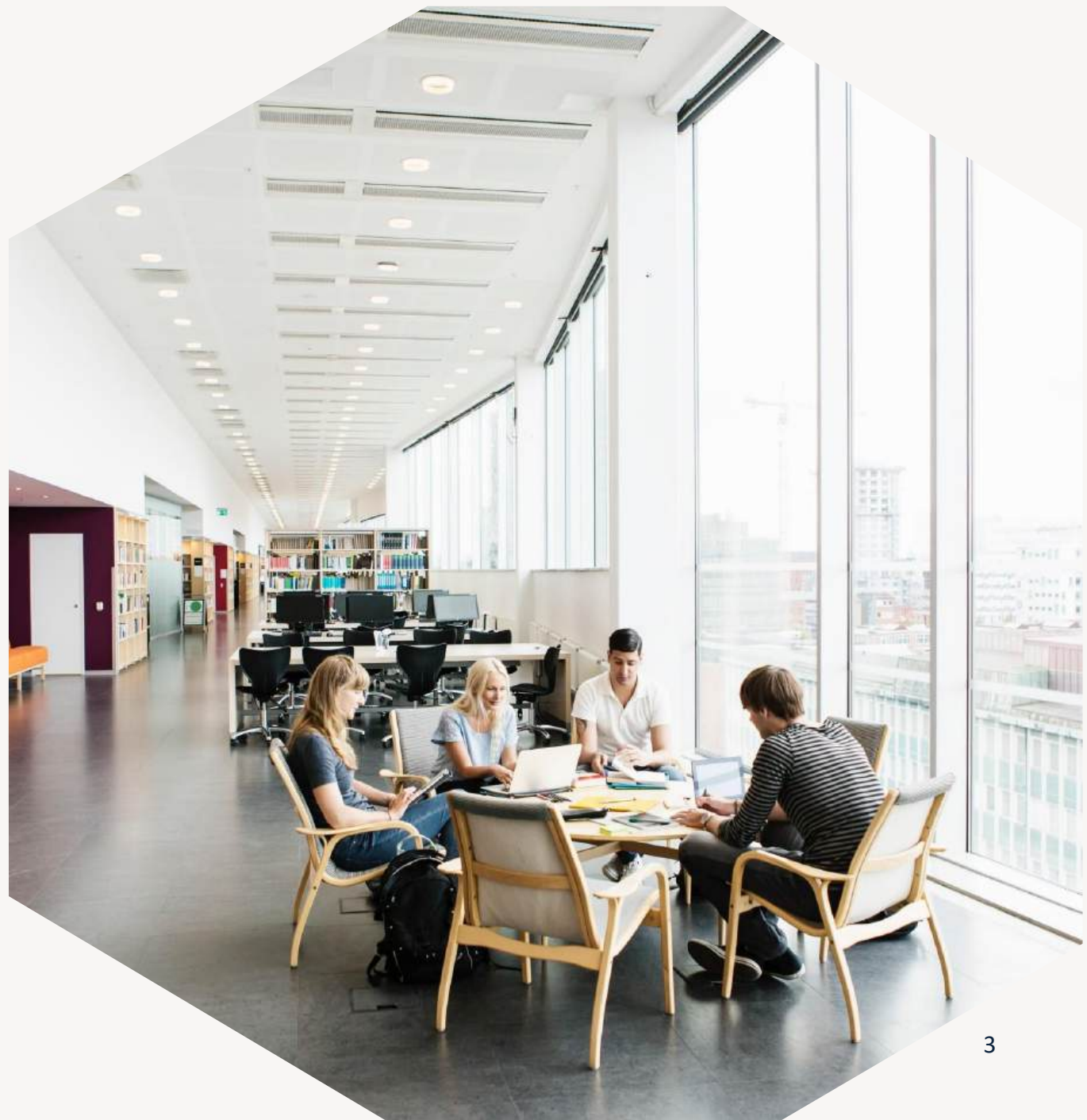
| Animesh Nandy



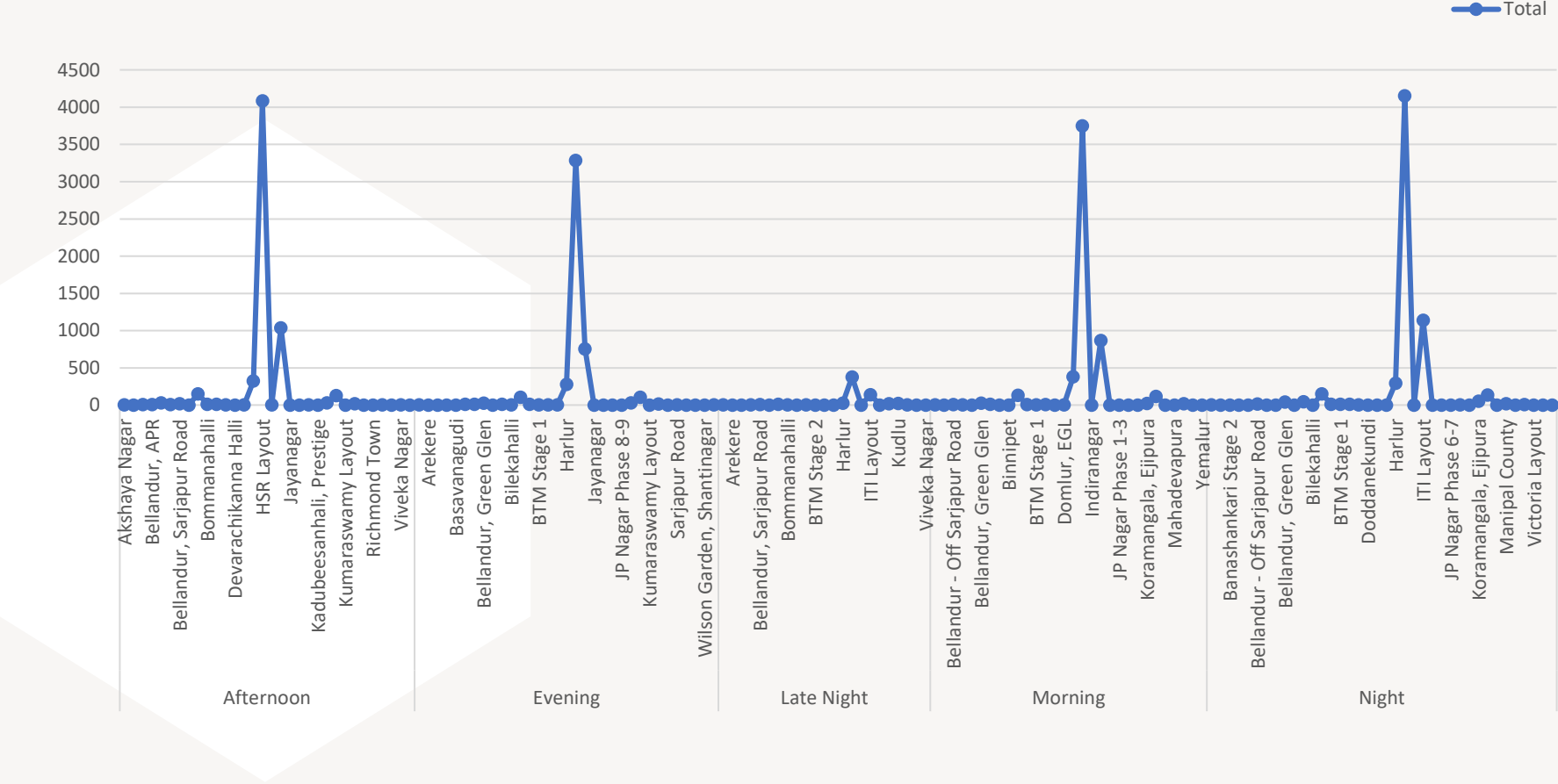
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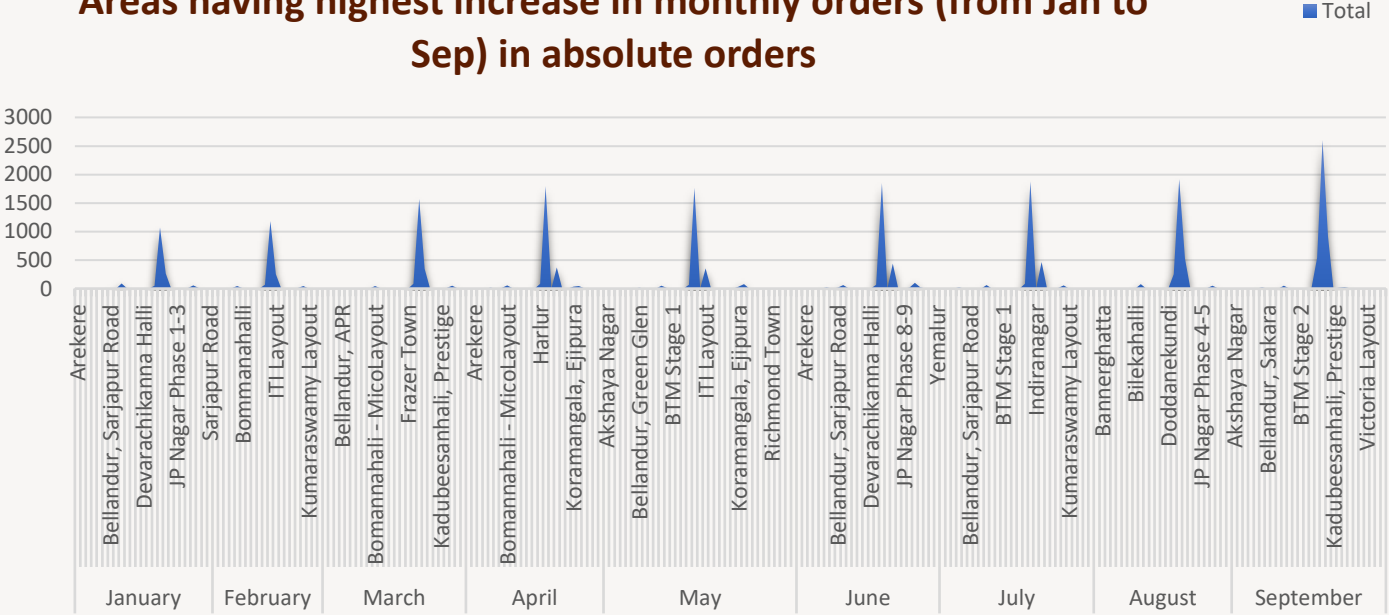
# Order level Analysis



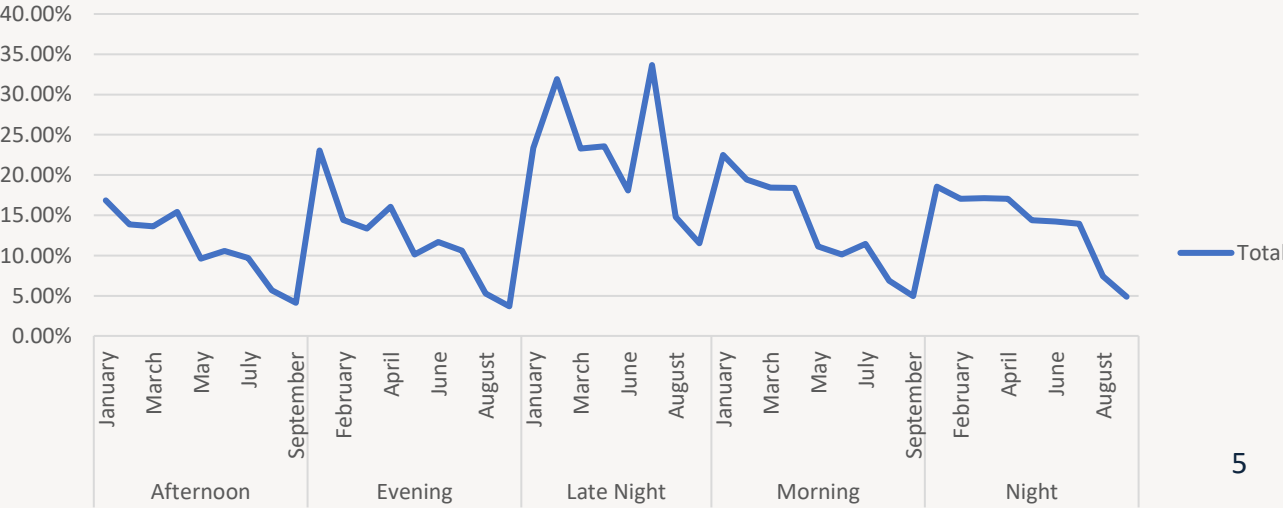
Order distribution at slot and delivery area level



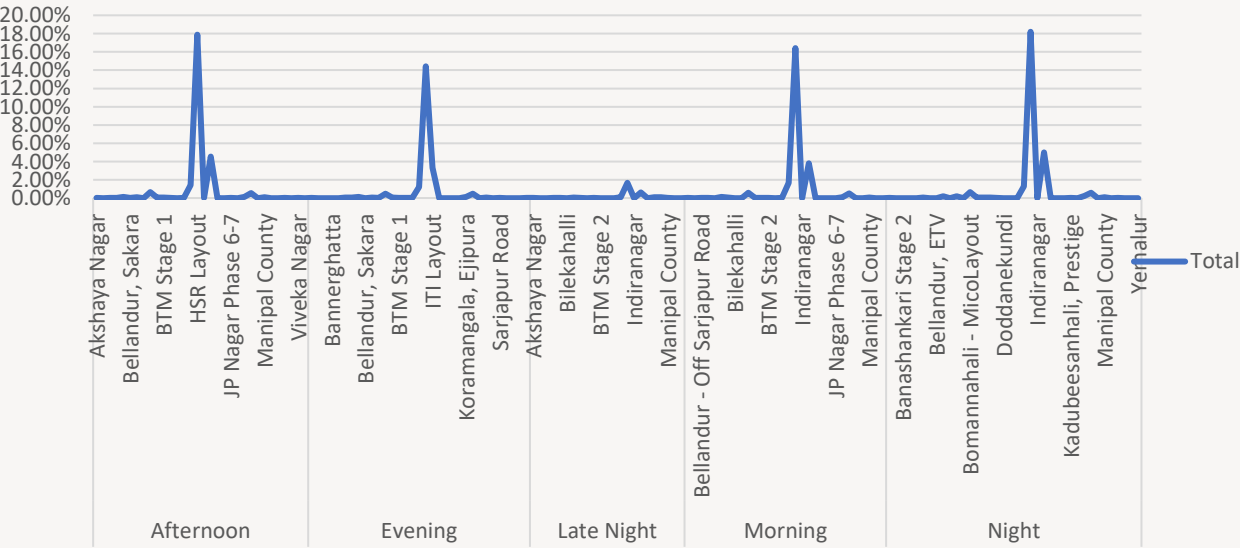
Areas having highest increase in monthly orders (from Jan to Sep) in absolute orders



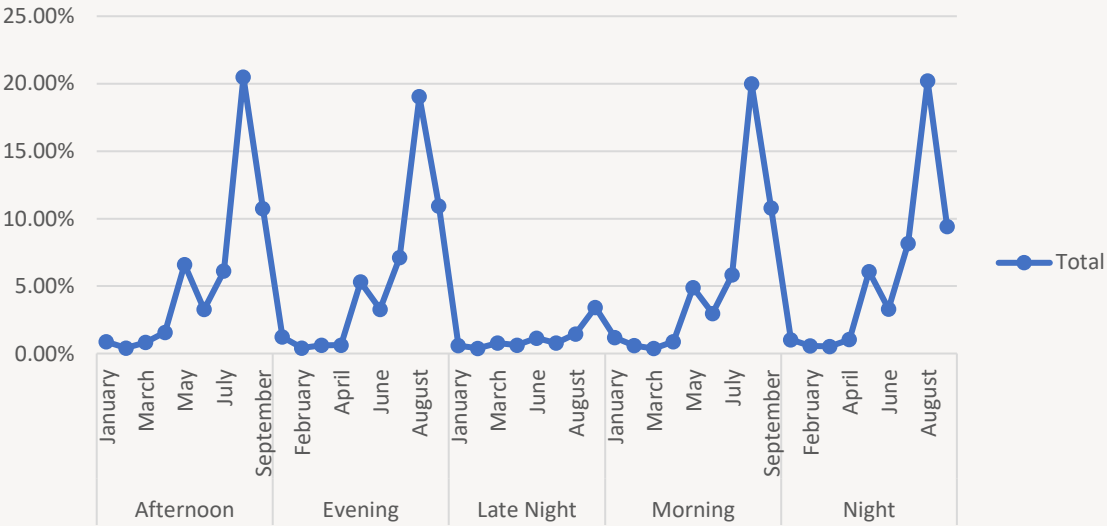
Delivery charges as a percentage of product amount at slot and month level.



Discount as a percentage of product amount at drop area and slot level.



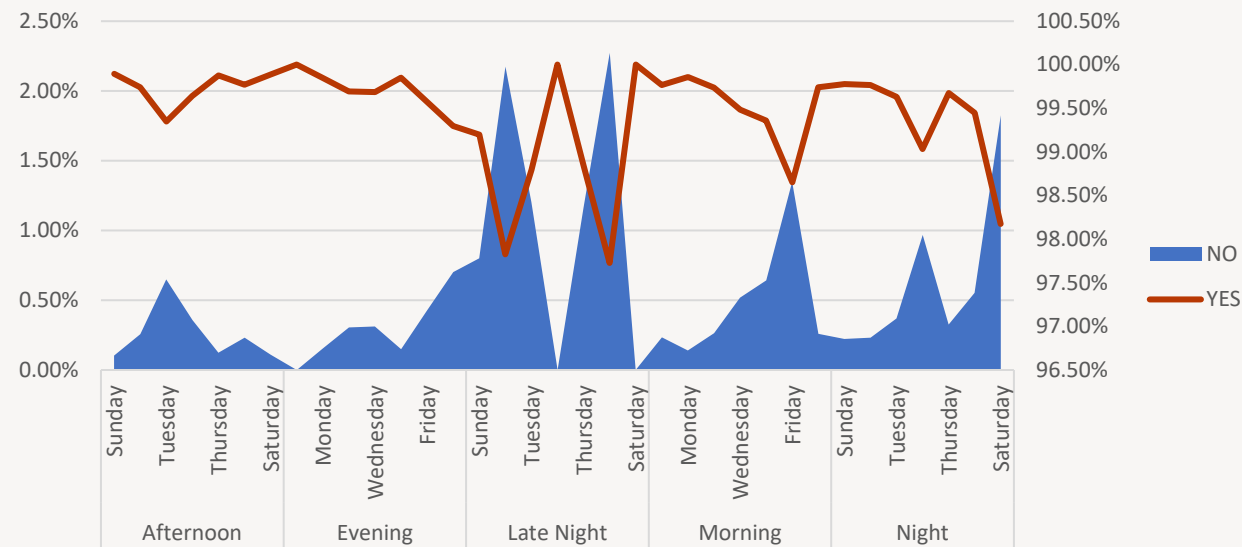
Discount as a percentage of product amount at slot and month level.



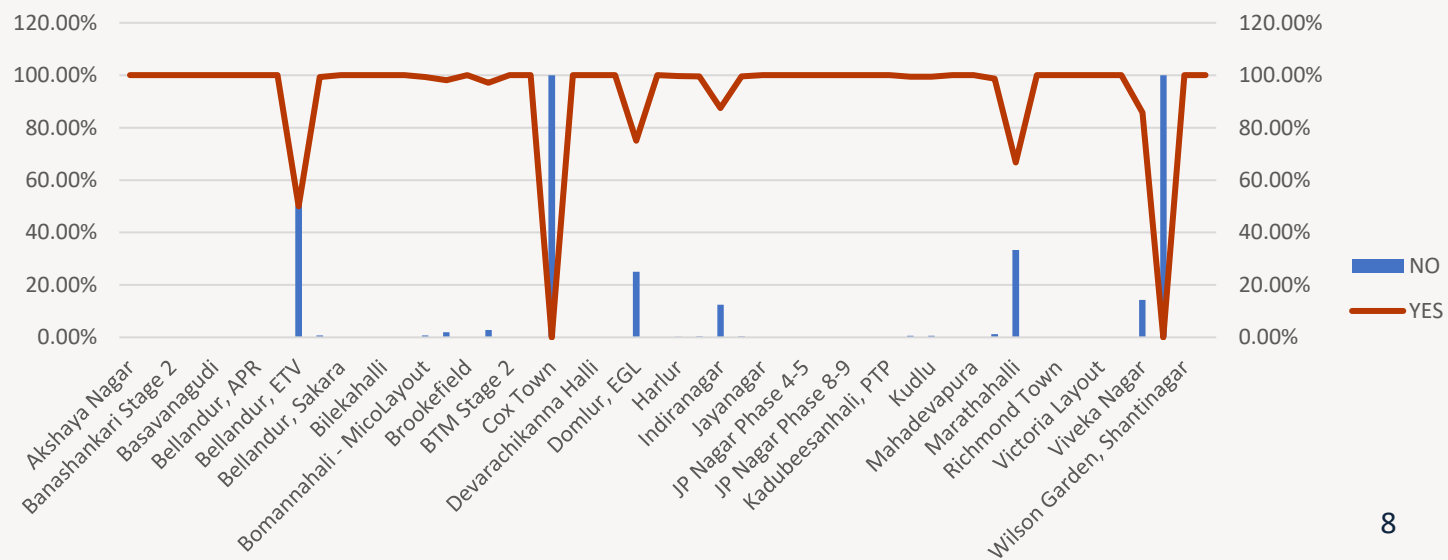


# **Completion Rate Analysis**

Completion rate at slot vs day of the week (Sunday to Saturday) level. Can you spot some pattern in the data

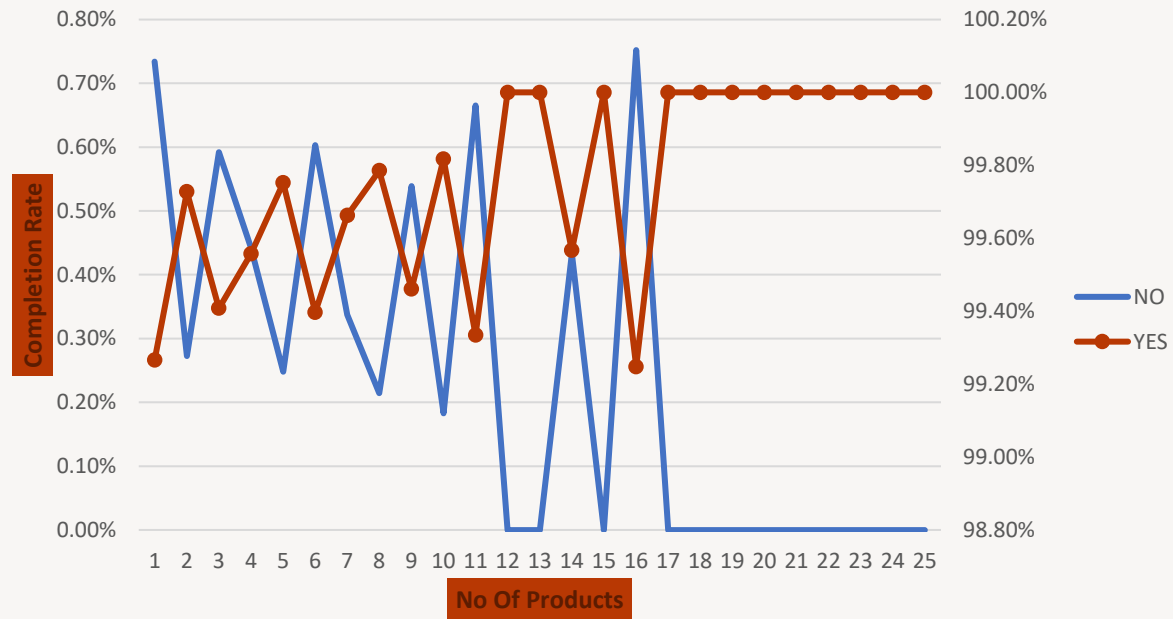


Completion rate at drop area level.

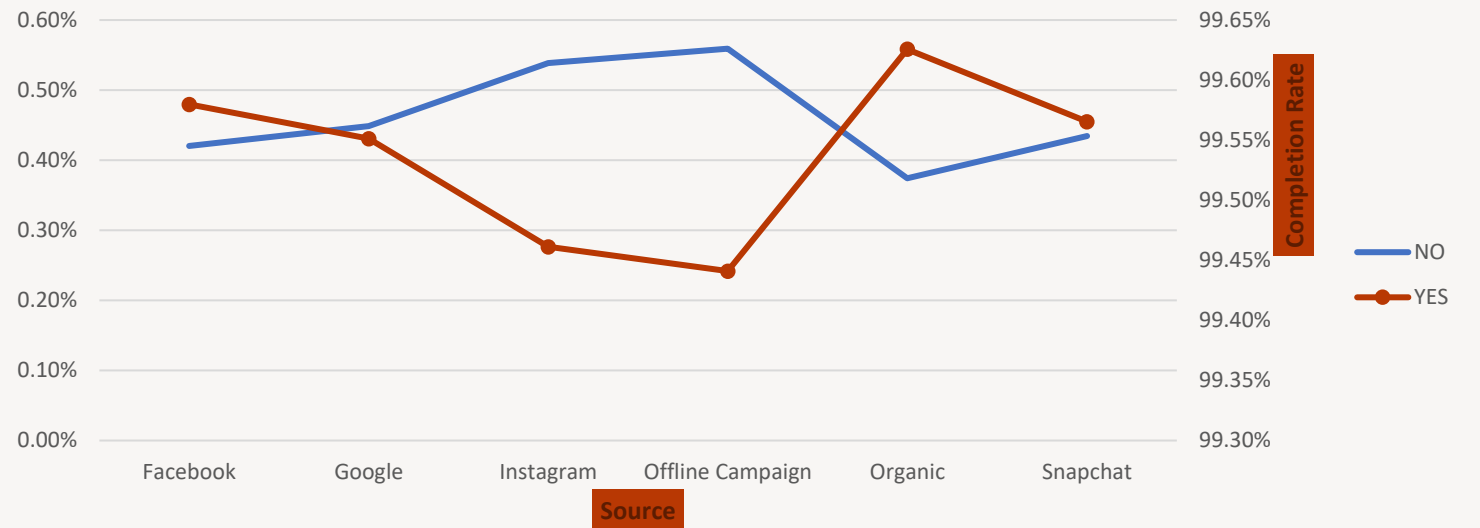




Completion rate at number of products ordered level



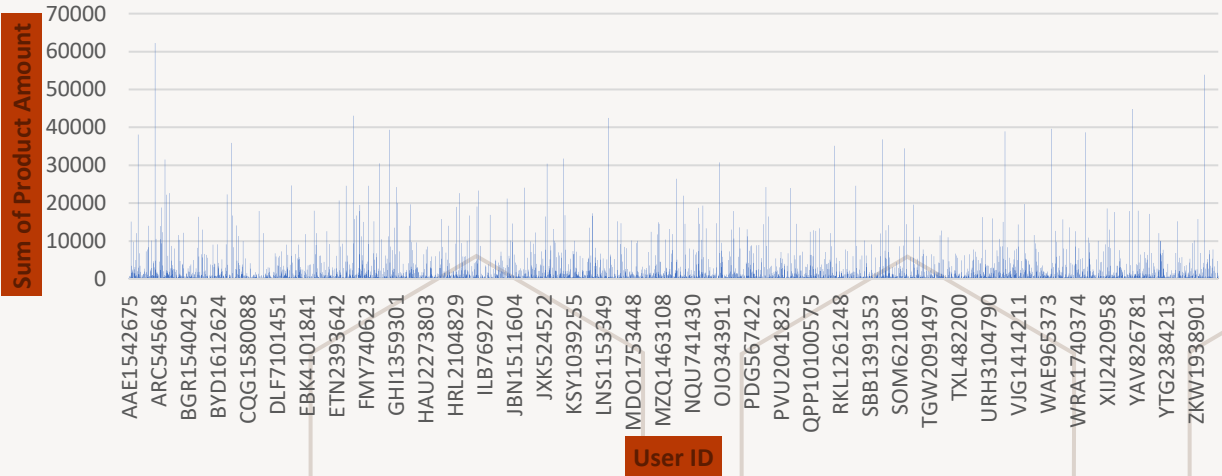
Identify Completion rate at source level.



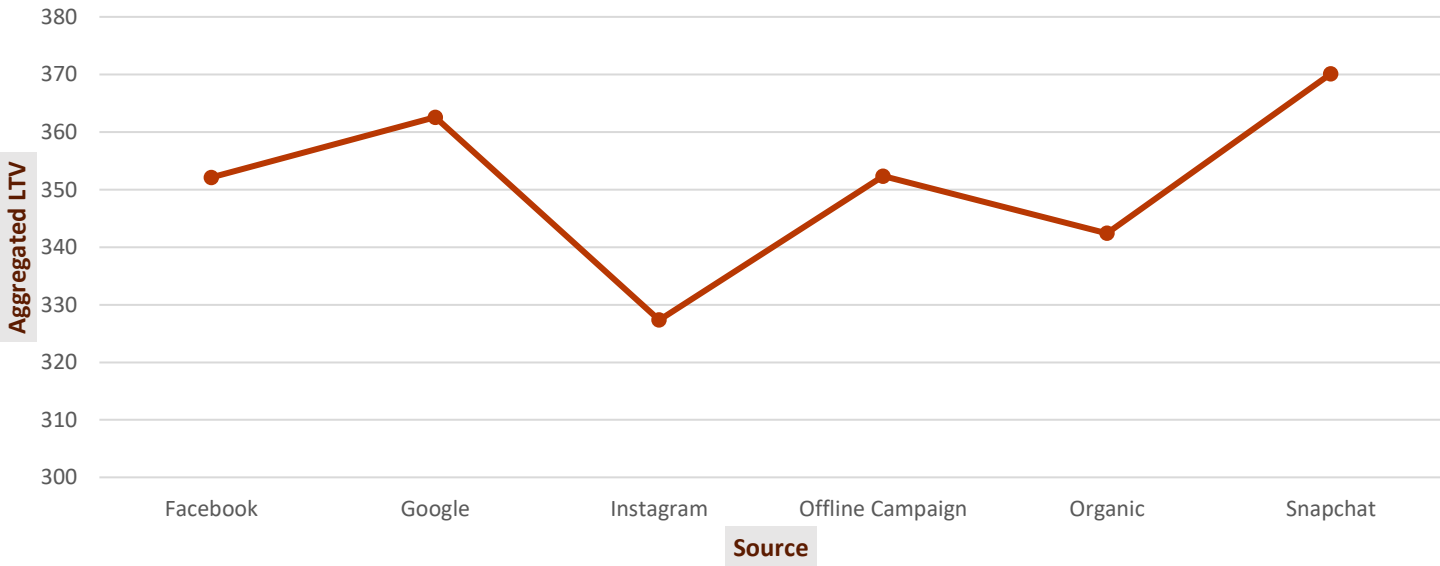
Calculate LTV for every customer

Sum of Product Amount

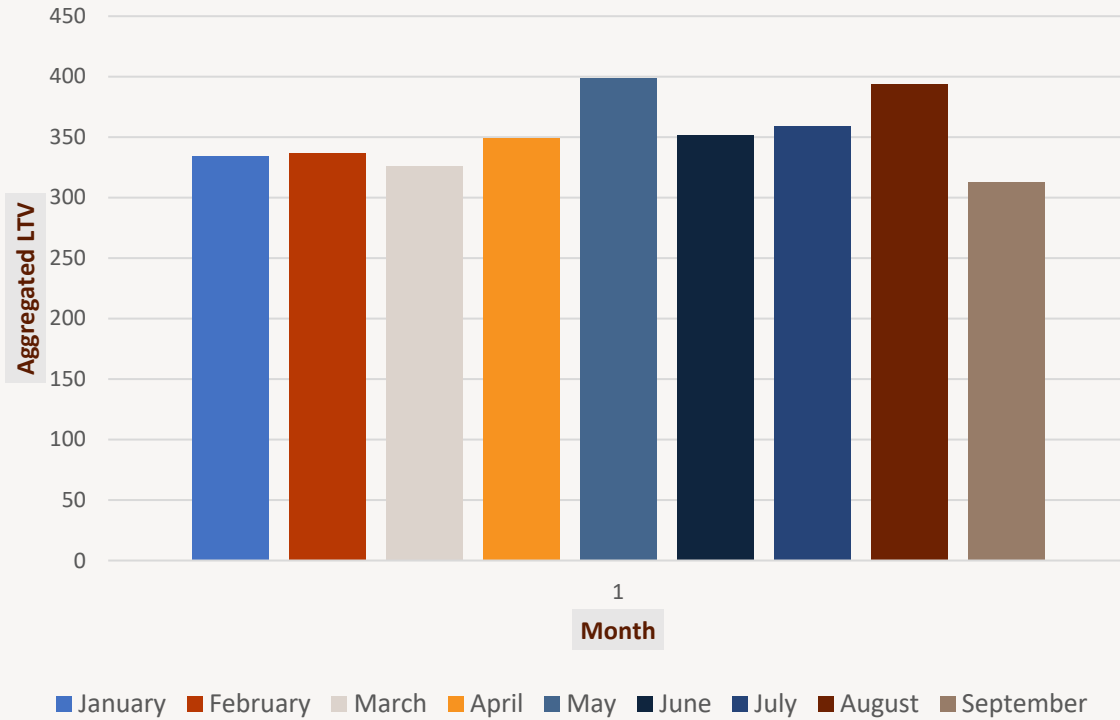
Count of User ID



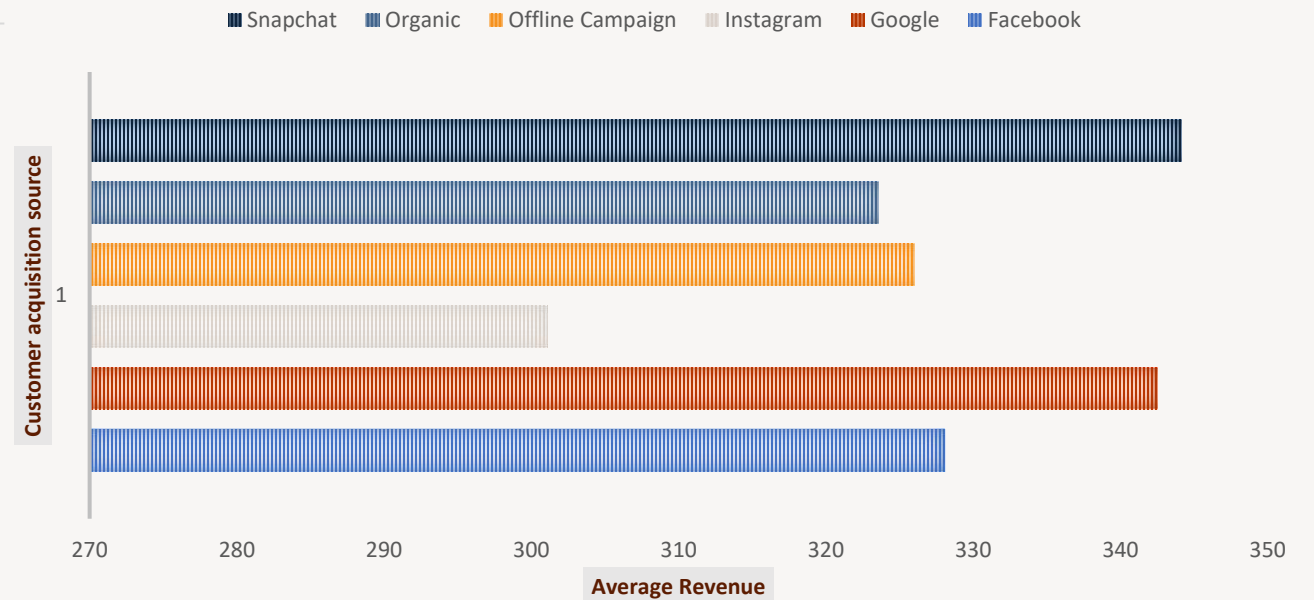
Aggregated LTV at customer acquisition source level.



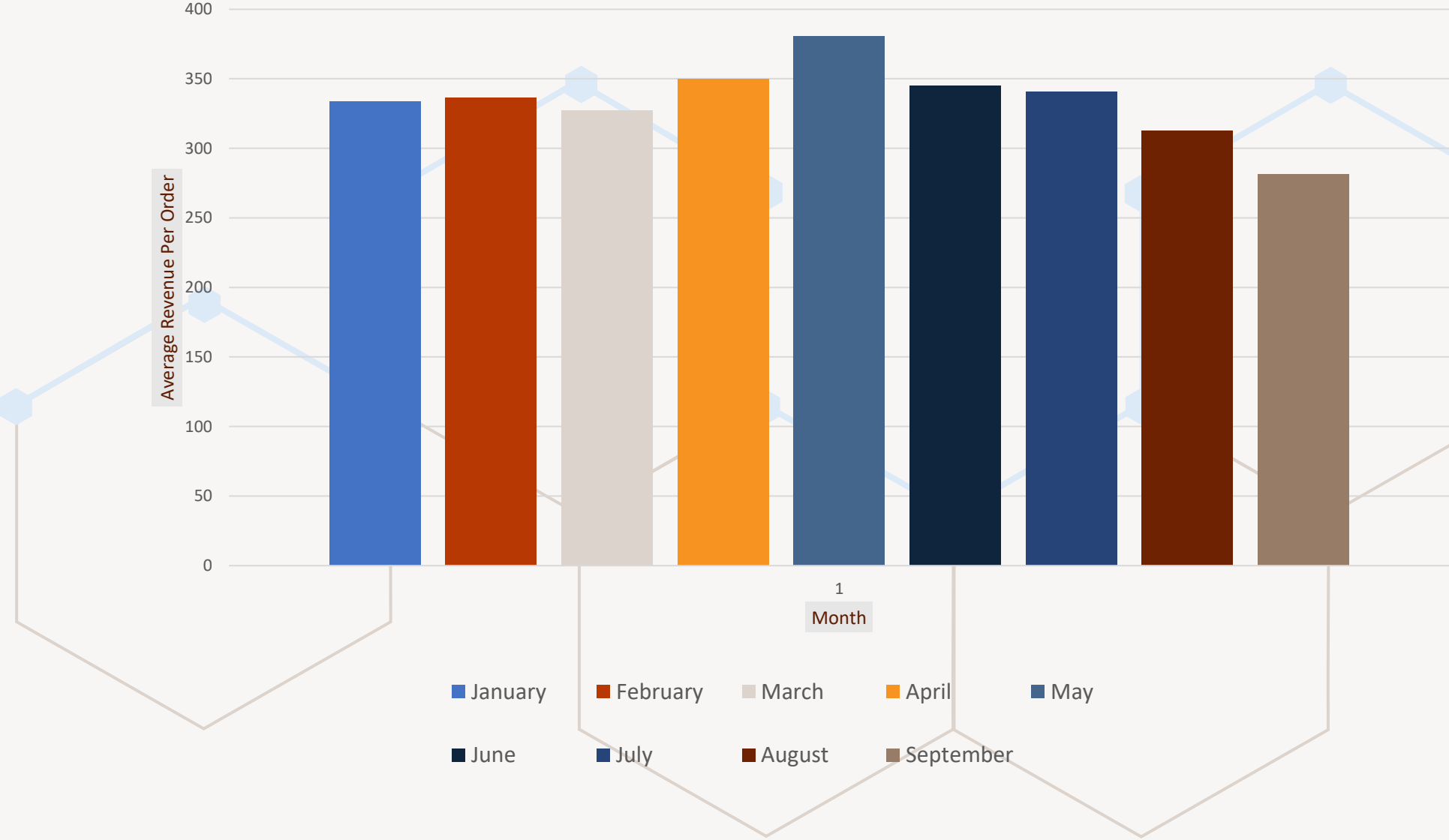
Calculate aggregated LTV at acquisition month level



AVERAGE REVENUE (PRODUCT AMOUNT AFTER DISCOUNT) PER ORDER AT DIFFERENT CUSTOMER ACQUISITION SOURCE LEVEL

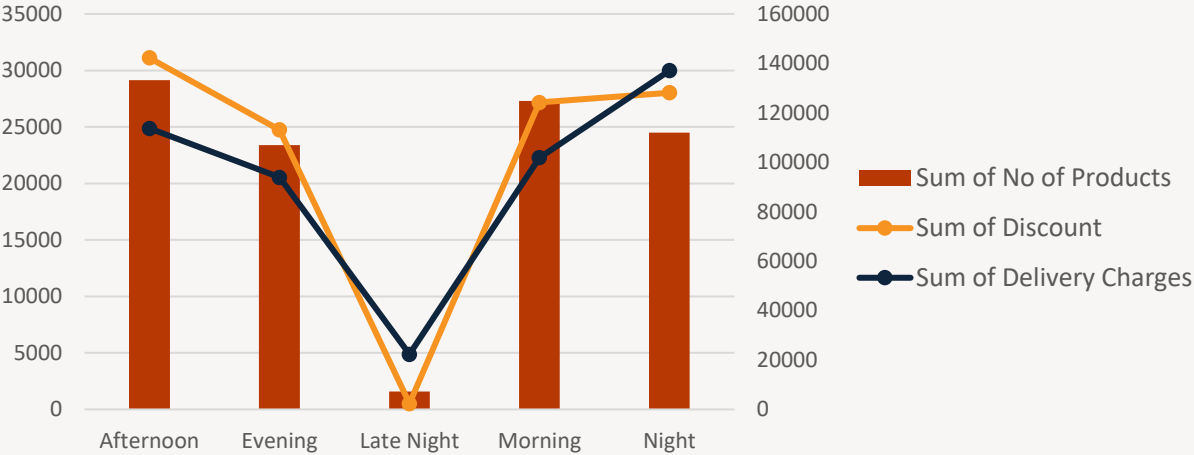


Average Revenue(Product amount after discount) per order at acquisition month level

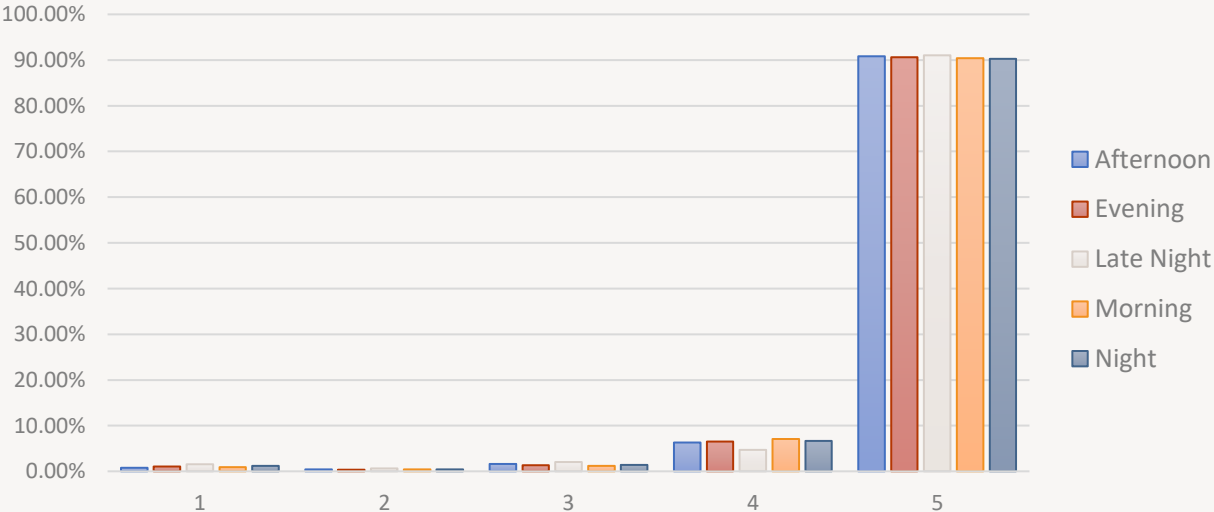


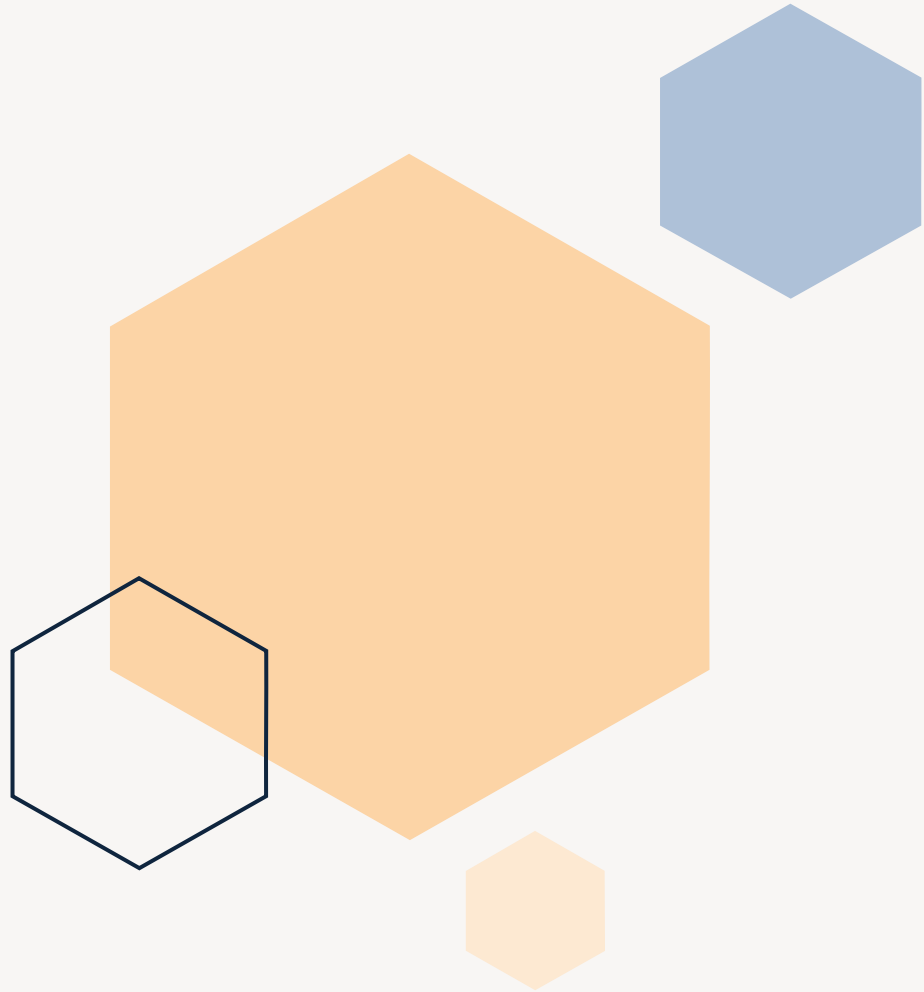


**Slot vs No of Product vs Discount vs Delivery Charges**



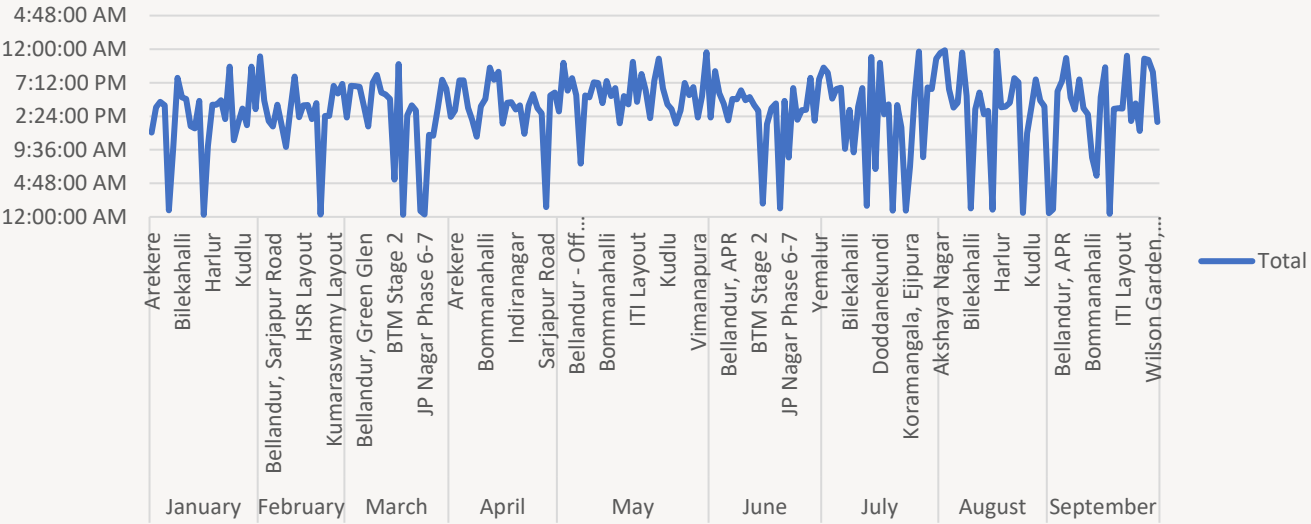
**% of Order Rating in the respect of Slot vs total order**



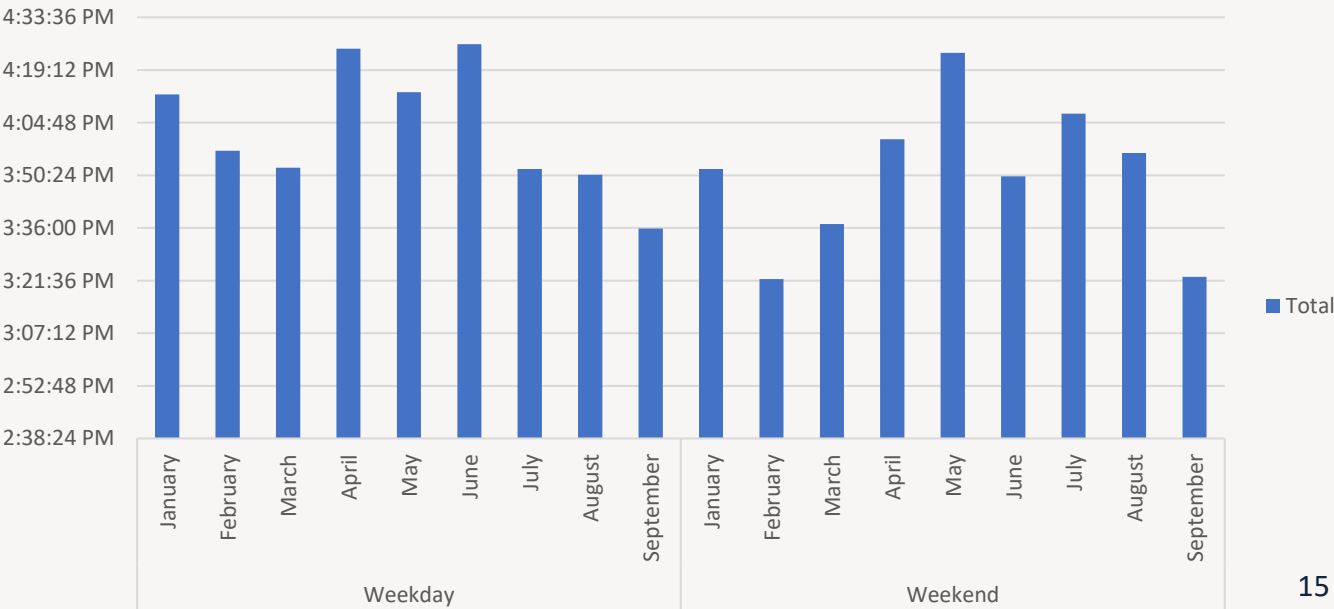


# **Delivery Analysis**

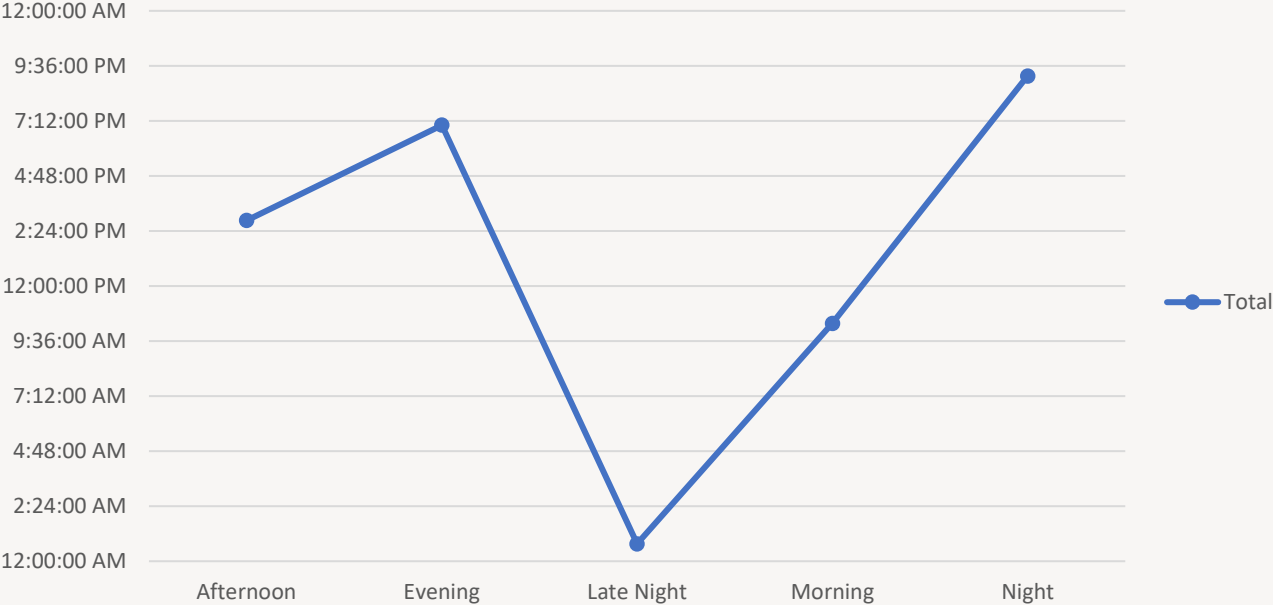
Average overall delivery time at month and delivery area level



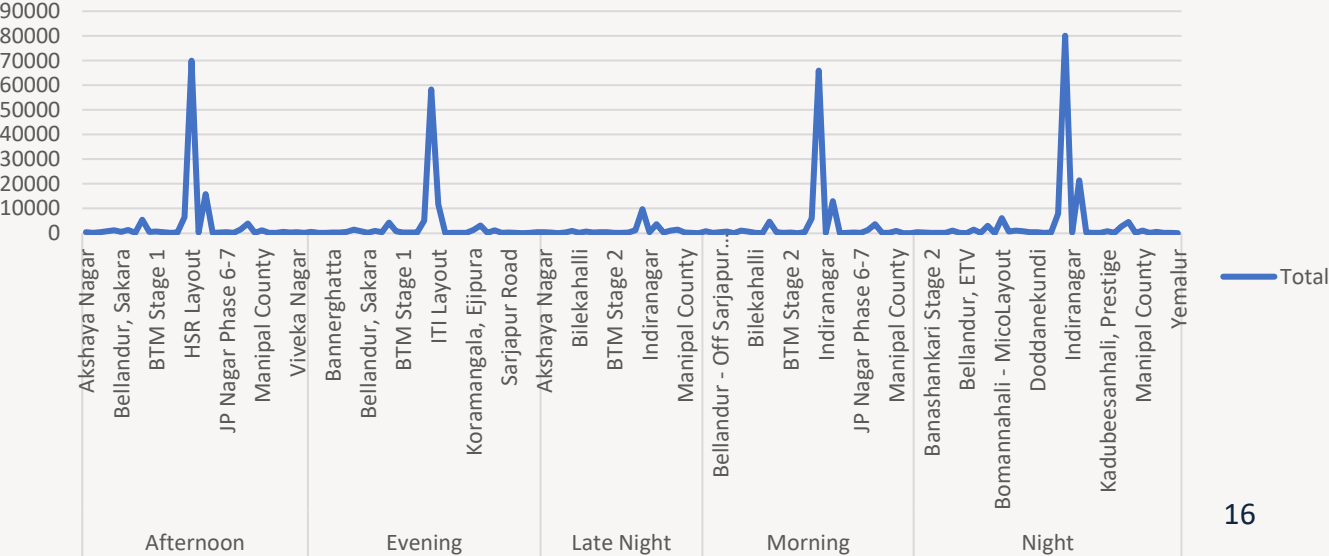
Average overall delivery time at month and weekday/weekend level



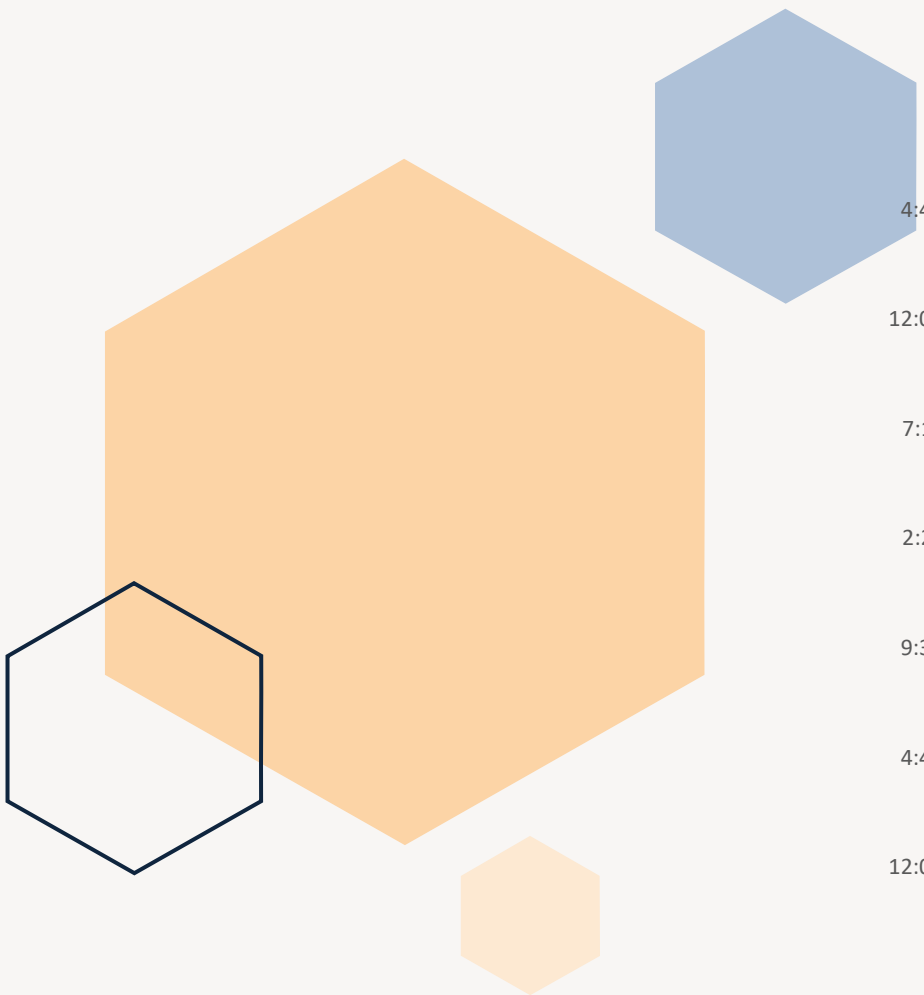
Average overall delivery time at slot level



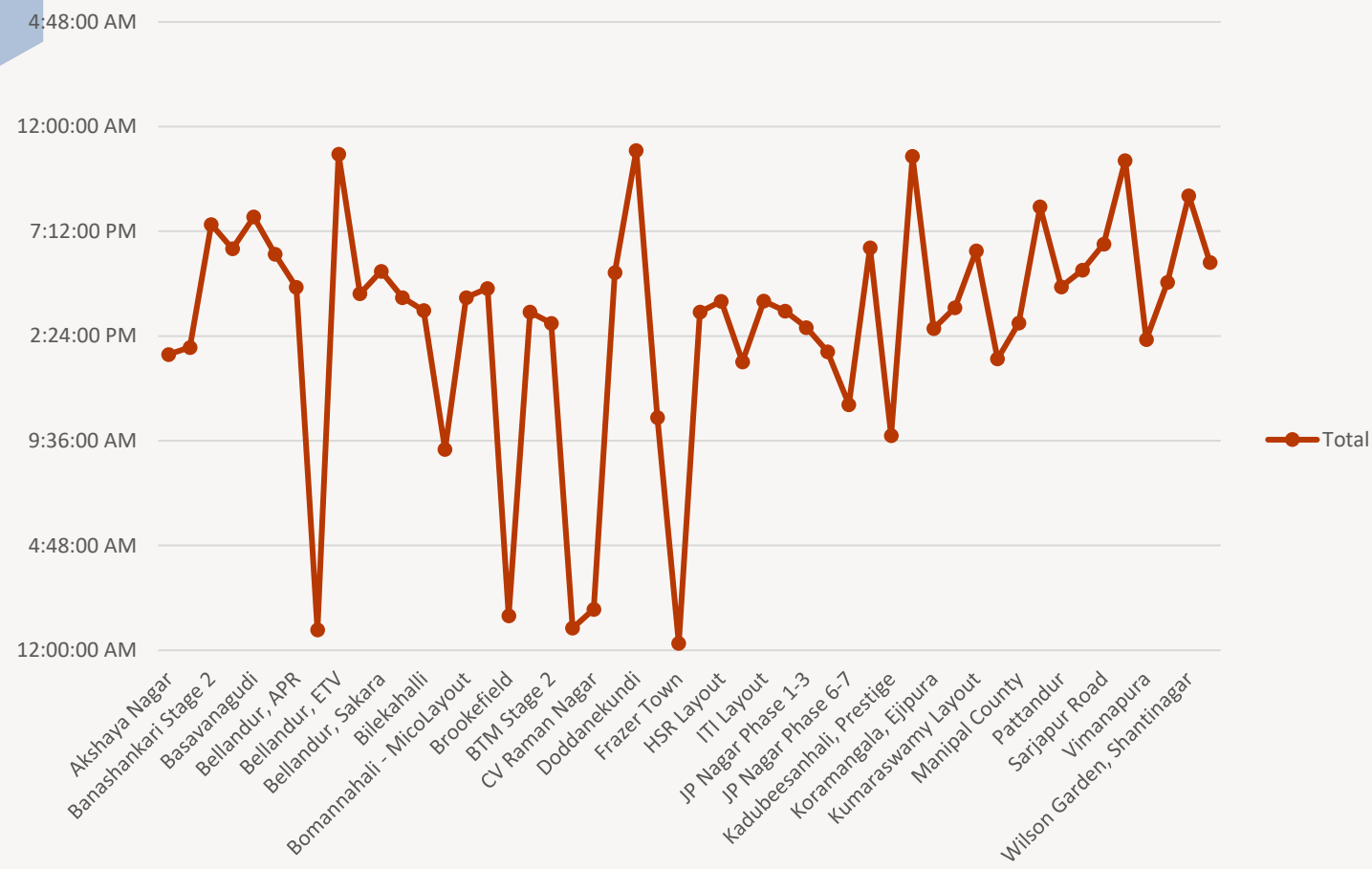
Pattern in delivery charges with slot or delivery area







Pattern in delivery time and delivery area





**Thank you**