**Report having insight and observations**

**Order level Analysis**

1.Order distribution at slot and delivery area level

* In HSR Layout, there are maximum number of orders.
* At night, The count of orders are less.
* At Bommanahalli the count of orders are less with respect of other places.

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

* In Harlur Count of Order ID are increasing in monthly orders (from Jan to Sep) in absolute orders.

3. **Calculate delivery charges as a percentage of product amount at slot and month level**

* Delivery charges are maximum in late night.
* From January to September, the delivery charges are decreasing slot wise.

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

* In every slot (Afternoon to Late Night) from January to March the discount is very less.
* In every slot (Afternoon to Late Night) from July to September the discount is high.

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

* At night, the amount of discount is very high.
* At HSR Layout the discount is high in every slot.

**Completion Rate Analysis**

6. **Identify Completion rate at slot vs day of the week (Sunday to Saturday) level.**

* There are less amount of completion rate at night and late night.
* On Sunday evening, Completion rate is 100%.
* There are high amount of completion rate in afternoon and evening.

7. **Completion rate at drop area level**

* At Cox Town, the completion rate is 0%.

8. **Completion rate at number of products ordered level**

* The completion rate is increasing continuously wrt to the increasing the number of products.

9. **Give you analysis on the any pattern you observe in the completion rate.**

* On Sunday evening, Completion rate is 100%.
* There are high amount of completion rate in afternoon and evening.
* At HSR Layout the discount is high in every slot.
* Delivery charges are maximum in late night.
* In every slot (Afternoon to Late Night) from July to September the discount is high.
* In every slot (Afternoon to Late Night) from January to March the discount is very less.

**Customer Level Analysis**

**10.** **Identify Completion rate at source level**

* Completion rate is high at Organic source and low at Offline Campaign.

11. **Calculate LTV for every customer.**

* For Customer ID “APQ2413449” LTV is high and “ZHN1622848” LTV is less.

12. **Calculate aggregated LTV at customer acquisition source level**

* Aggregated LTV for Google and Snapchat are high.
* Aggregated LTV for Instagram is low.

13. **Calculate aggregated LTV at acquisition month level**

* Aggregated LTV is high in May month and low in September month.
* The cause of aggregated LTV in May month may be higher due to marketing strategy taken by the company like campaign or promotions of new product. The same step may be not replicated in September month which is leading to the drop of aggregated LTV in September.

14. **What is the average Revenue (Product amount after discount) per order at different `customer acquisition source level?**

* Average revenue per order is high at google and snapchat, low at Instagram as a As an analyst, this information is important as it helps in realizing the effectiveness of different customer acquisition sources. It indicates that Google and Snapchat are more valuable platforms for acquiring customers who are likely to make higher value orders.
* The company may take decision to create more marketing resources to Google and Snapchat to maximize revenues.
* It also helps to develop more targeted marketing strategy by designing premium products ads for Google and snapchat users and budget product ads for Instagram users.
* It also helps to improve customer acquisition policy.

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

* The revenue per order is high in May, the company might consider allocating more resources during this month to increase the profit. This could be in the form of additional staff, increasing ads in the following sources, or adding more stock.
* This type of difference could also be due to customer behavior. Maybe customers are more likely to purchase the products in May, or maybe a specific segment of customers only purchases during this month. This information can be very important to improve targeted marketing strategies.

16. **Is there any pattern in order rating across slots, number of items placed, delivery charges, discount. For example, there might be an insight from the data that orders placed during late night are generally rated high. While orders placed in early morning are not rated high. OR orders having more than 5 items are generally rated high.**

* This could be indicated that the company is trying to convert the customers to make purchases during off-peak hours (late night) by offering lower delivery charges and more discounts. Conversely, higher charges during peak hours (afternoon) could be a way to manage demand and profits, ensuring that the company's delivery infrastructure is not affected by this policy.
* The 5-star ratings for Freshco Hypermarket Capstone are high, indicating that the company is doing well and also the customers are satisfied.

**Delivery Analysis**

**17.** **Calculate average overall delivery time at month and delivery area level.**

* If most orders take place in the afternoon, it would be significant to have more staff during this time by handling the orders. This ensures that the business can meet the company’s demand and made satisfying the customer.

18. **Calculate average overall delivery time at month and weekday/weekend level.**

* At weekend afternoon customer demands are high, when the most of orders take place allows for improving resource allocation. This helps to introduce more staff during these peak hours to handle the increased demand or ensuring that sufficient inventory is available to satisfy the customers. Then, dynamic pricing strategies may be implemented. Prices can be increased during peak times to maximize revenue, or discounts can be offered during off-peak hours to attract more customers and helps to company to create more revenue.

19. **Calculate average overall delivery time at slot level. Refer to the definition of slot.**

* At night and morning slots the average delivery time taken by the company is high. The cause of this incident may be due to traffic.
* In Late night the taken delivery time is less.

20. **Pattern in delivery charges with slot or delivery area**

* At night, afternoon, evening, and morning delivery charges are high at HSR layout, it might be due to high demand during these times. Many people may like to order on weekends or during evening and night hours. If demand is more and supply (in terms of delivery personnel or resources) is low, prices are typically increased.
* Higher charges may be due to increased operational costs during these times. If there are more traffic or parking issues in the HSR layout area during these times, it could take longer for deliveries to be completed, therefore it may increase the cost.

21. **Pattern in delivery time and delivery area**

* In some specific areas, there are more orders in late night such as Bellandur and some areas the orders are more with in morning to afternoon such as Ejipura. Bellandur, for instance, might have a larger population of young professionals or students who tend to stay up late and order food during late night, while Ejipura might have more families or older residents who prefer to order food during the day. The timing of the orders may be affected by the work patterns of the residents. People working in night shifts or IT professionals working for clients in different time zones might order late at night. On weekends, people generally have more leisure time, hence they might order food more.