SWIGGY ANALYSIS

REPORT

**Introduction**

The purpose of this project is to study a Swiggy dataset and conduct an in-depth analysis to identify the reasons for the increase and decrease in orders using funnel analysis. We need to understand the underlying causes of ups and downs, beginning with different conversions.

**Analysis:**

Date of highs and lows in the orders with respect to same day last week

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| **Highest Order date w.r.t Last week same day** | **Order Change w.r.t same day last week** |
| 24-11-2019 | 135.48% |
| 23-07-2019 | 135.03% |
| 26-02-2019 | 120.04% |
| 05-02-2019 | 114.77% |
| 27-06-2019 | 114.72% |
| 21-09-2019 | 111.53% |
| 18-08-2019 | 106.62% |
| 17-01-2019 | 105.95% |
| 09-03-2019 | 102.02% |
| 11-04-2019 | 92.39% |
| 22-01-2019 | 85.43% |
| 26-03-2019 | 77.96% |
| 18-04-2019 | 73.02% |
| 21-10-2019 | 32.38% |
| 14-04-2019 | 28.38% |

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| **Lowest Order date w.r.t Last week same day** | **Order Change w.r.t same day last week** |
| 12-04-2019 | -27.31% |
| 02-03-2019 | -37.59% |
| 25-04-2019 | -38.69% |
| 10-01-2019 | -45.23% |
| 19-03-2019 | -45.55% |
| 04-04-2019 | -52.09% |
| 14-09-2019 | -53.59% |
| 11-08-2019 | -54.35% |
| 20-06-2019 | -54.37% |
| 19-02-2019 | -55.84% |
| 17-11-2019 | -57.00% |
| 16-07-2019 | -63.08% |
| 29-01-2019 | -71.71% |

Highest traffic date and corresponding order change

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| **Date** | **Traffic Change w.r.t same day last week** | **Order Change w.r.t same day last week** | **For the date with High Traffic change w.r.t to same day last week is also having higher order change** |
| 27-06-2019 | 119.15% | 114.72% |
| 17-01-2019 | 110.20% | 105.95% |
| 22-01-2019 | 76.53% | 85.43% |

Lowest traffic date and corresponding order change

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| **Date** | **Traffic Change w.r.t same day last week** | **Order Change w.r.t same day last week** | **For the date with lowest Traffic change w.r.t to same day last week is having lowest order change** |
| 20-06-2019 | -53.00% | -54.37% |
| 10-01-2019 | -48.96% | -45.23% |
| 29-01-2019 | -40.46% | -71.71% |

* **Facebook contribute the most in Traffic, we can see that in both low and high order date Facebook traffic has high count.**
* **Lowest orders traffic date is low due to decline in FB users on 10-01-2019, and decline in twitter users and other sources on 29-01-2019**.
* For 20-06-2019 we can see low traffic from all the platforms, it can be due to some technical glitch or festivals.
* For Date high orders

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| **High Order Dates** | For these dates apart from high traffic we could see that average Packaging charges, Avg discount charge, average delivery charge is low and have high count of restaurants |
| 27-06-2019 |
| 17-01-2019 |
| 22-01-2019 |

2. Overall conversion fluctuated as compared to same day last week.

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| **Low order date** | **Order Change w.r.t. same day last week** | **L2M** | **M2C** | **C2P** | **P2O** |
| 10-01-2019 | -45.23% (order count is less due to traffic decline from FB users | 3.00% | 1.04% | 2.08% | 1.01% |
| 29-01-2019 | -71.71% | -54.81% | 8.33% | 2.06% | -4.90% |
| 19-02-2019 | -55.84% | 0.98% | -56.70% | 0.96% | 4.00% |
| 19-03-2019 | -45.55% | 3.96% | 6.06% | 1.96% | -52.53% |
| 04-04-2019 | -52.09% | 7.14% | -48.98% | -7.77% | -7.77% |
| 20-06-2019 | -54.37% | -1.98% | 7.29% | -6.80% | -0.96% |
| 16-07-2019 | -63.08% | -59.60% | 0.00% | -0.99% | 2.00% |
| 11-08-2019 | -54.35% | 7.14% | 1.05% | -53.85% | -8.65% |
| 14-09-2019 | -53.59% | 5.26% | -55.56% | 4.21% | 0.00% |
| 17-11-2019 | -57.00% | -0.98% | -57.89% | 7.14% | 3.13% |
| **Grand Total** | **-552.81%** | **-89.87%** | **-195.35%** | **-50.98%** | **-64.67%** |

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| **High order date** | **Order Change w.r.t same day last week** | **L2M** | **M2C** | **C2P** | **P2O** |
| 24-11-2019 | 135.48% | -0.99% | 150.00% | -7.62% | -2.02% |
| 23-07-2019 | 135.03% | 137.50% | 0.00% | 3.00% | -6.86% |
| 26-02-2019 | 120.04% | -4.85% | 145.24% | -2.86% | -4.81% |
| 05-02-2019 | 114.77% | 123.40% | -2.88% | -2.02% | 1.03% |
| 27-06-2019 | 114.72% | 4.04% | -5.83% | 7.29% | -6.80% |
| 21-09-2019 | 111.53% | -4.00% | 129.55% | -4.04% | 1.05% |
| 18-08-2019 | 106.62% | -4.76% | 1.04% | 97.92% | 5.26% |
| 17-01-2019 | 105.95% | -1.94% | -1.03% | -1.02% | 2.00% |
| 09-03-2019 | 102.02% | -1.00% | -1.00% | 112.24% | -2.88% |
| 11-04-2019 | 92.39% | -5.71% | 94.00% | 9.47% | 3.16% |

Overall conversion is fluctuating as compared to last week same day. From the data we could see that the most fluctuating is M2C (Menu to Cart) for low order date and high order date and also for overall days.

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| **Low order Date** | **Reason** |
| 29-01-2019 | Count of restaurants is very low, so L2M conversion is low |
| 16-07-2019 | Avg cost for two is high |
| 17-11-2019 | Out of stock item is very high, thus M2O is low |
| 11-08-2019 | Avg packing charge is high, thus C2P conversion is low |
| 14-09-2019 | Out of stock item is very high, thus M2O is low |
| 04-04-2019 | Avg discount is less, M2O conversion is low |
| 19-03-2019 | Success Rate of payments is low, thus P2O conversion is low |
| 02-03-2019 | Avg delivery charge is high |

We could see that from the supporting data the Avg Discount, Out of stock item per restaurant, count of restaurant, Average packing charge, avg delivery charge are effecting the conversion rate, thus the orders.

M2C(MENU TO CART) is most frequent and fluctuating based on the charts and the reasons behind such trends can be that restaurants were not able to provide delivery, also most of the dishes listed by the customers were out of stock due to which there was decline in the customers as compared to customers to same day last week.