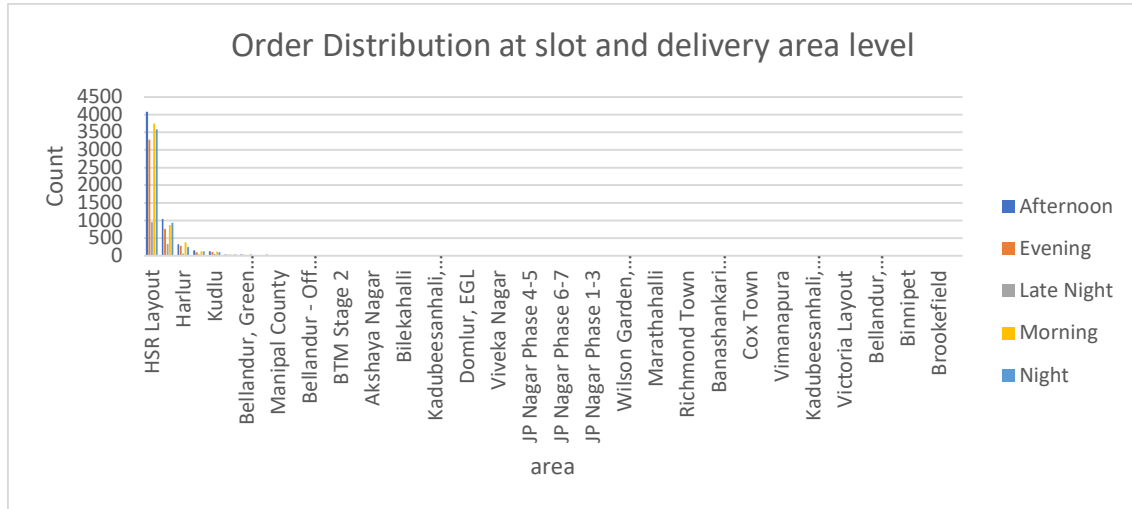


Freshco Hypermarket Capstone

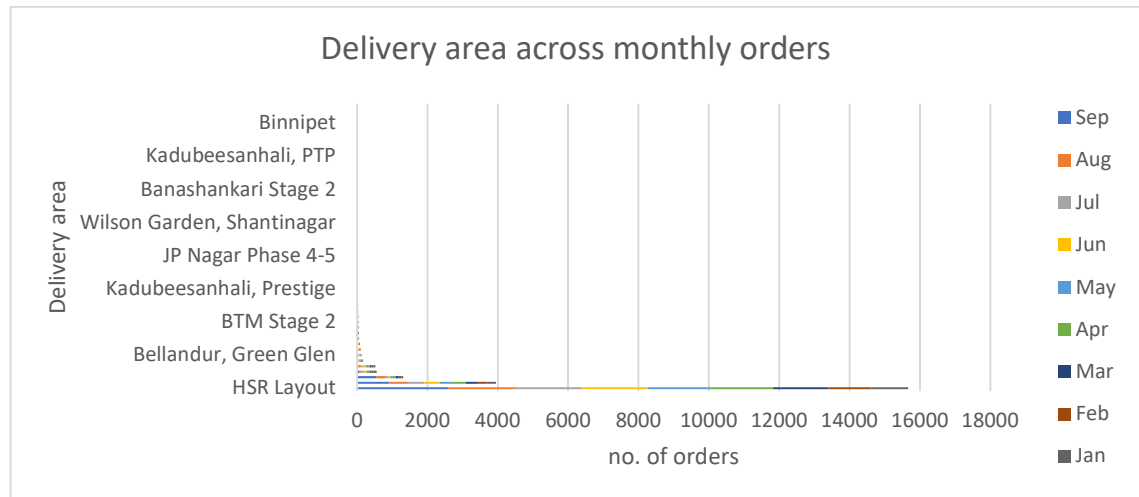
Order level Analysis:

➤ order distribution at slot and delivery area level



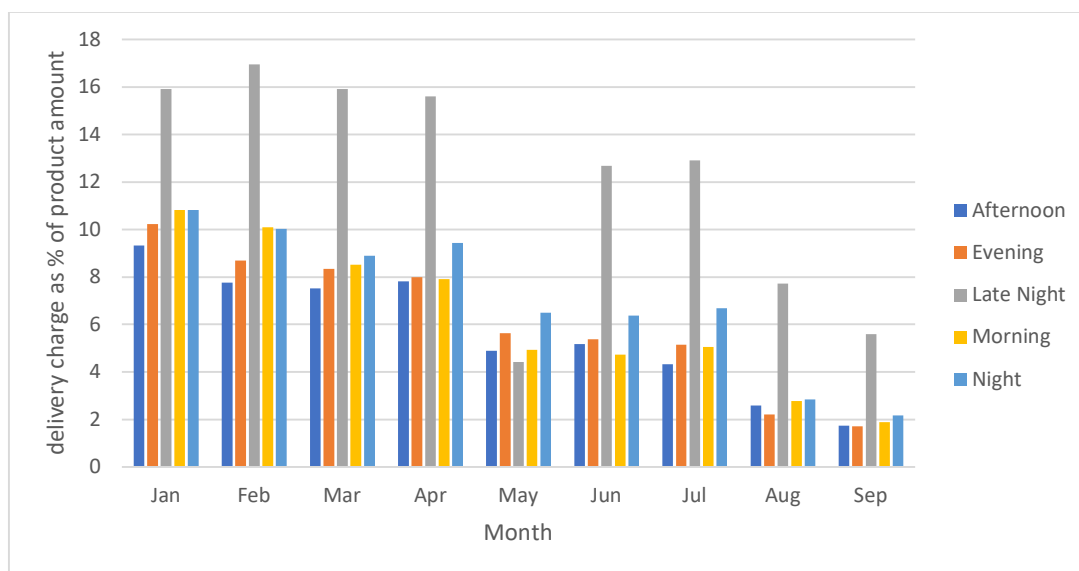
- HSR Layout is the busiest location, with the highest total order count of 15,657 and maximum order count is at afternoon for this area.
- ITI Layout and Harlur follow with substantial order counts, contributing 3,946 and 1,309 orders, respectively.
- The Afternoon and Evening time slots generally have higher order counts across most locations, indicating peak hours for food delivery. Late night order count is low compared to other slots,
- Some locations, such as Koramangala, Ejipura, Bellandur-Off Sarjapur Road, and Richmond Town, have relatively lower order counts compared to others.

➤ areas having highest increase in monthly orders (from Jan to Sep)



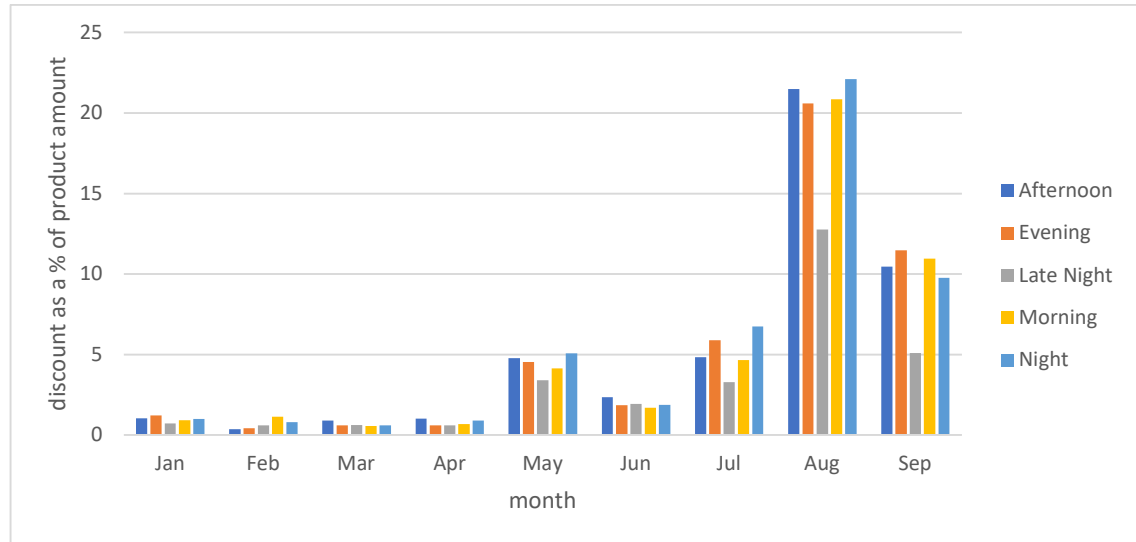
- September has the highest order count of 4231, HSR Layout consistently has the highest number of orders across all months, with a grand total of 15,657 orders.
- 34 locations have order count less than 10, and out of 34 location 14 Locations have order count of 1 across the 10 months.
- Total order count is doubled in September when compared to August.

➤ delivery charges as a percentage of product amount at slot and month level



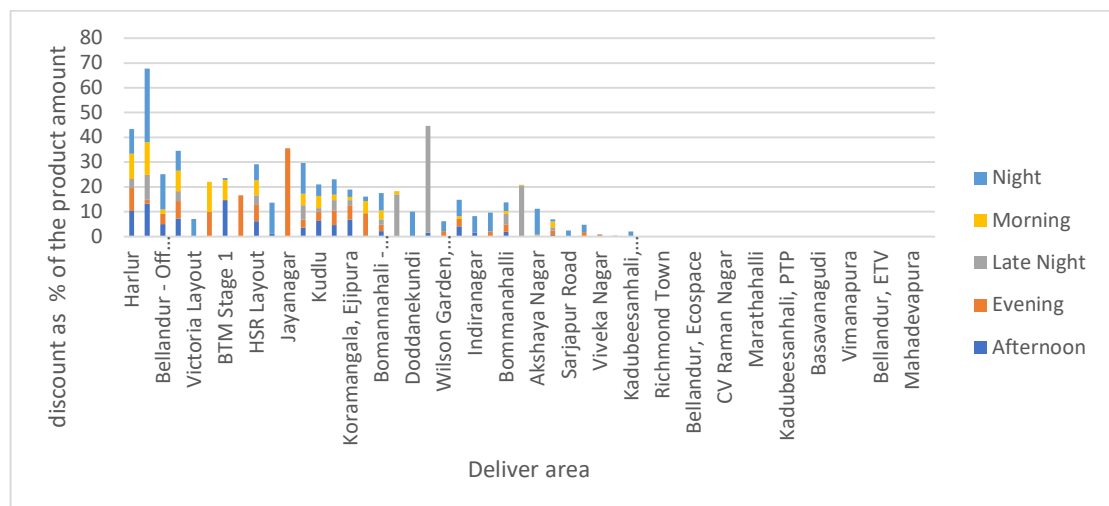
- Late night slot shows the highest percentage of delivery charges amount compared to other slots.
- August and September have lower delivery charges as a percentage of the product amount.

➤ **discount as a percentage of product amount at slot and month level**



- August has significantly higher discount percentages compared to other months. Also, late night slot has lower discount % in August.
- Late night slot has lower discount % compared to other, it is almost 3 times lower than other slots.
- Feb and March have lowest discount as percentage of product amount.

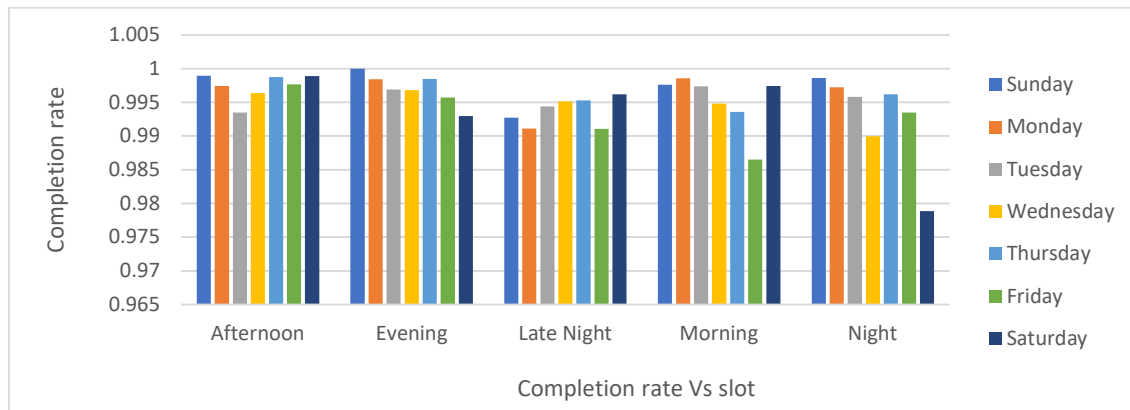
➤ **discount as a percentage of product amount at drop area and slot level**



- discount percentages across areas varies with time slots. Harlur has highest discount % of product amount.

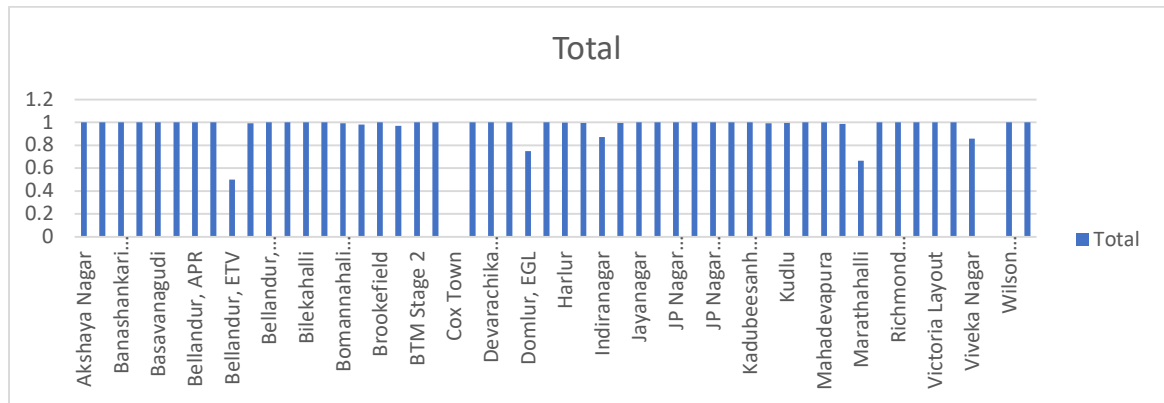
Completion Rate Analysis:

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



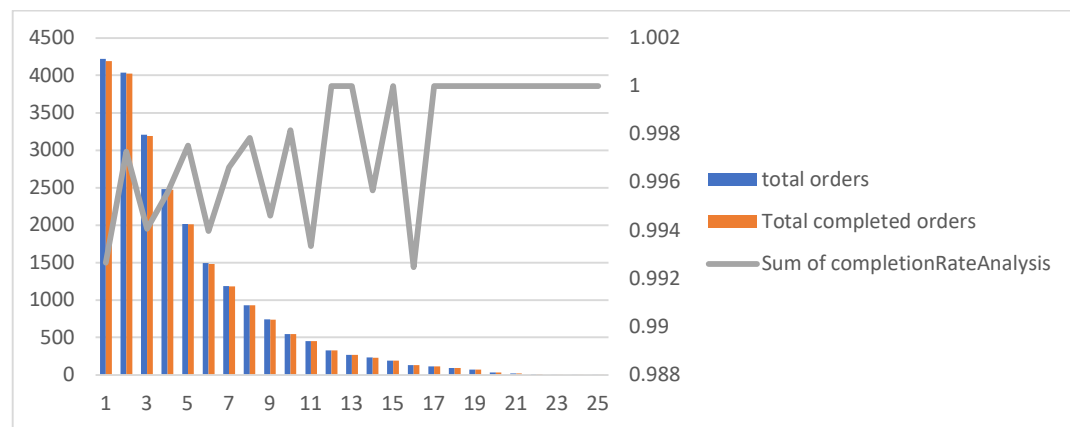
- Overall, all order completion rate is consistently high on each slot, most of the order placed are successfully delivered to the customers.
- Orders placed on Sundays are filled efficiently, with a completion rate of more than 0.995 across all slots.
- Late night slots across all days have lower completion rate compared to other slots. May be this can be due to the unavailability of the delivery staff.
- A comparatively lower completion rate on Saturdays, especially in the Night slot (around 99.3%). Low count can be because of cancellation of orders due to delay in delivery caused by the traffic during the weekend.
- Overall completion rate is 0.995 indicating high efficiency in order fulfilment.

➤ Calculate completion rate at drop area level.



- Overall completion rate at delivery area level is 0.995.
- Areas Cox Town and Whitefield has completion rate 0.

➤ Completion rate at number of products ordered level



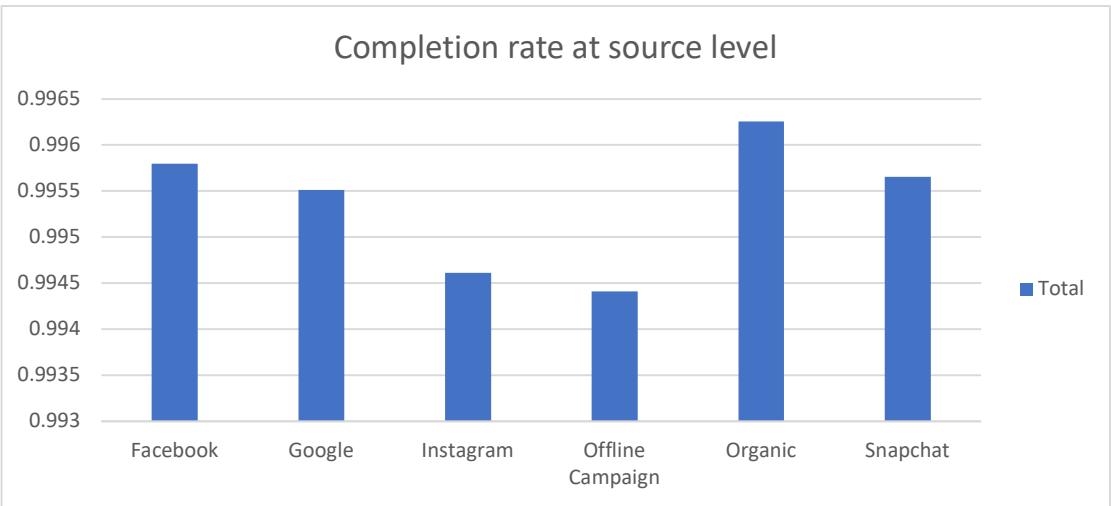
- As the number of products ordered increases the completion rate also become 1.
- Order with higher number of products have completion rate 1.
- Overall completion rate across number of products ordered is 0.9955 indicating majority of the orders are completed.

➤ Analysis on the any pattern you observe in the completion rate.

- As the number of products per order increases, the completion rates remain high. The system is efficient and effective even if the product count is high.
- Orders with 12, 13, 15, 17, 18, 19, 20, 21, 22, 23, and 24 products all have perfect completion rates of 100%.
- Overall completion rate on slot level, area level and number of products are 0.995.

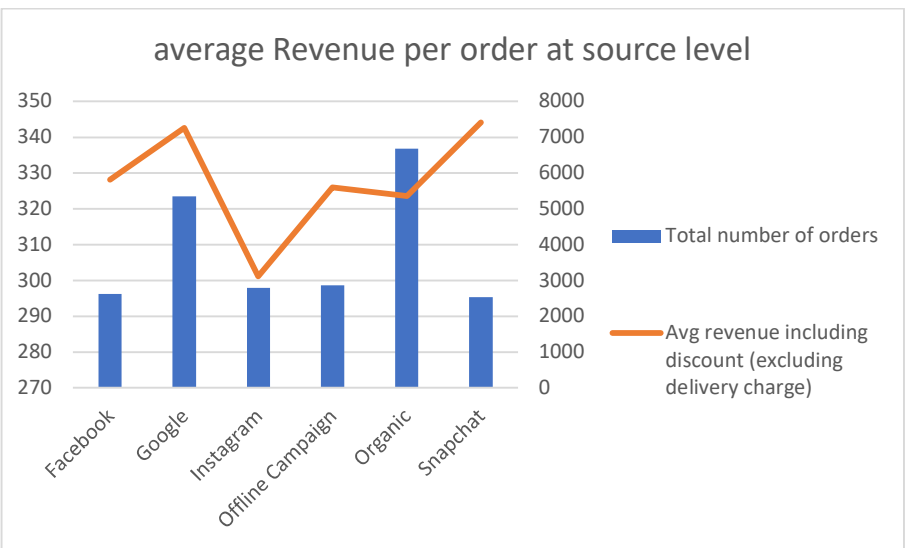
Customer Level Analysis:

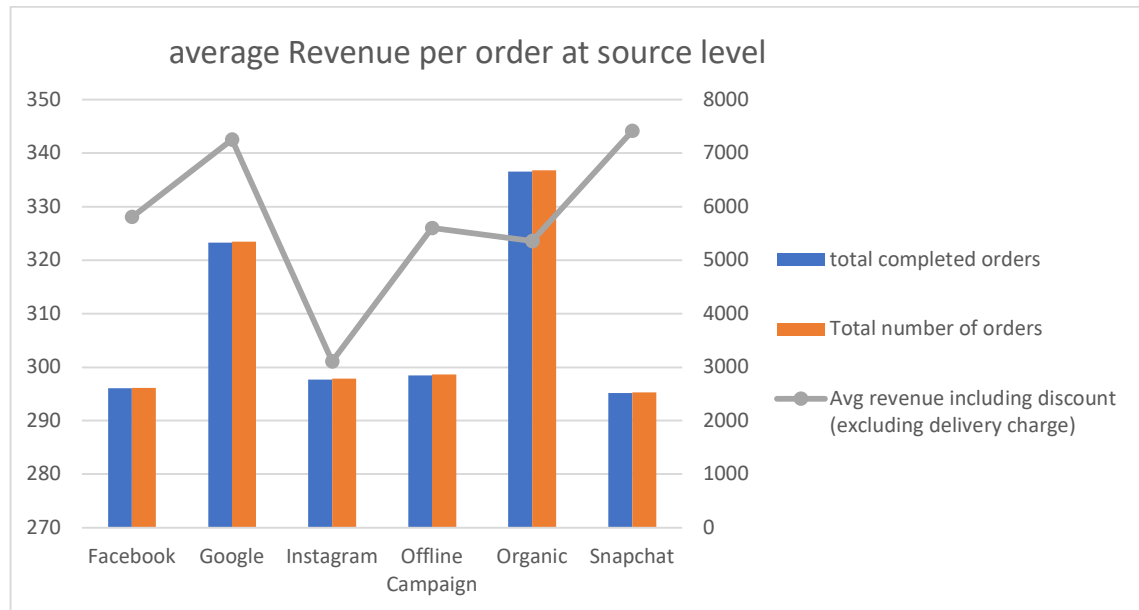
➤ **Completion rate at source level.**



- Organic source has high completion rate of 0.996
- Offline Campaign source has a slightly lower completion rate compared to other sources.
- Grand Total completion rate is similar to the individual source completion rates.

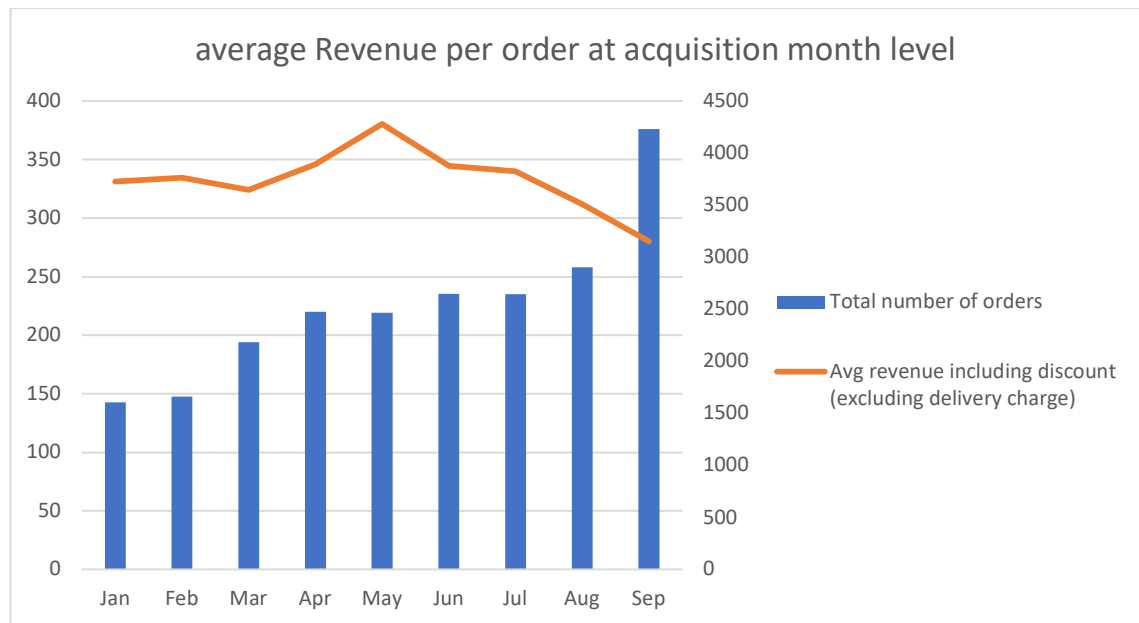
➤ **Average Revenue (Product amount after discount) per order at different customer acquisition source level.**

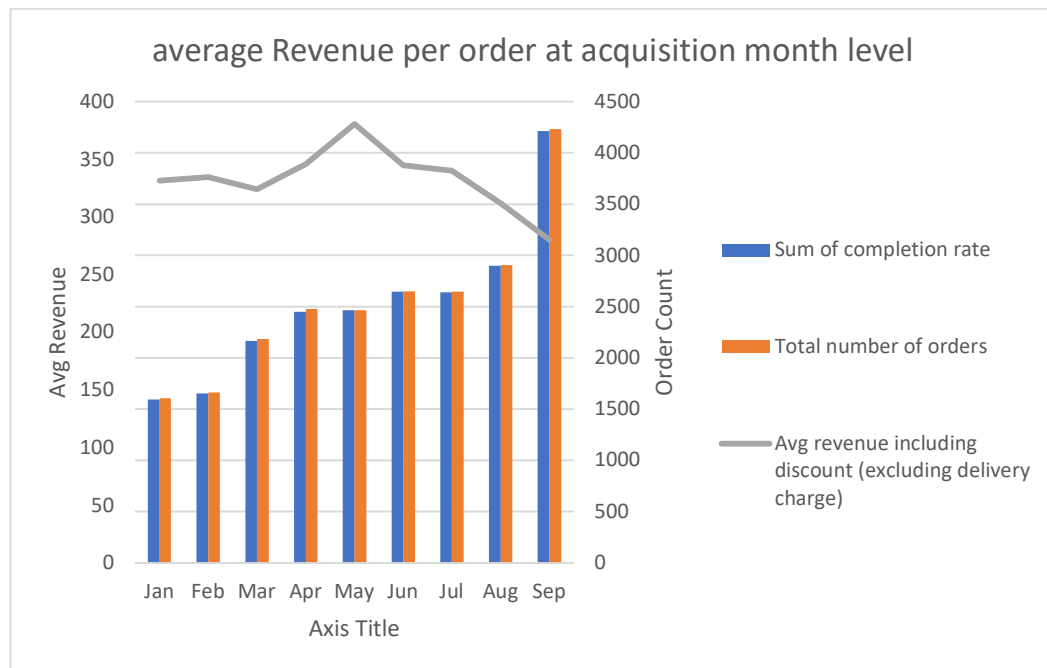




- Snapchat has the highest average revenue per order Rs 344.16, followed by Google Rs 342.55) and Facebook Rs 328.10.
- Instagram has the lowest average revenue.

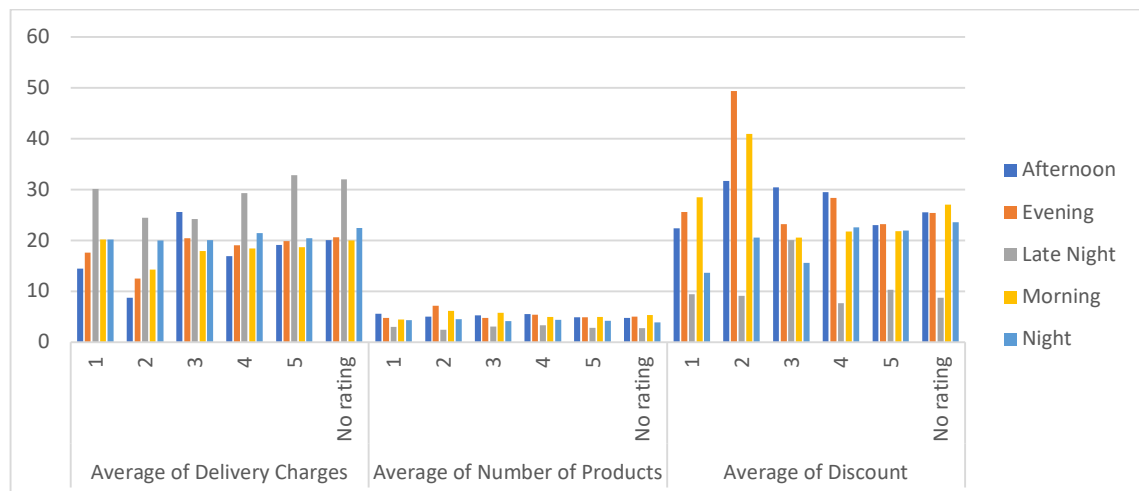
➤ **average Revenue (Product amount after discount) per order at acquisition month level**

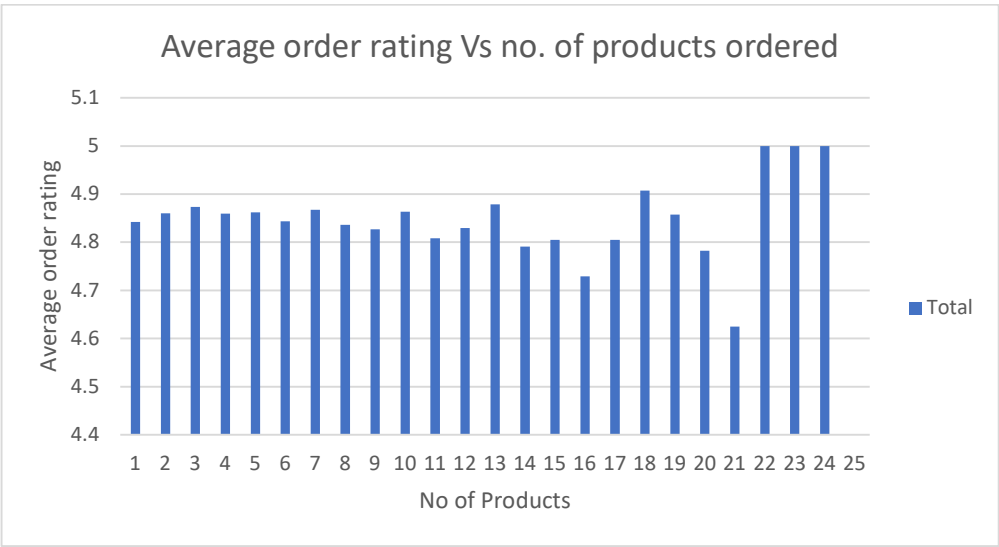
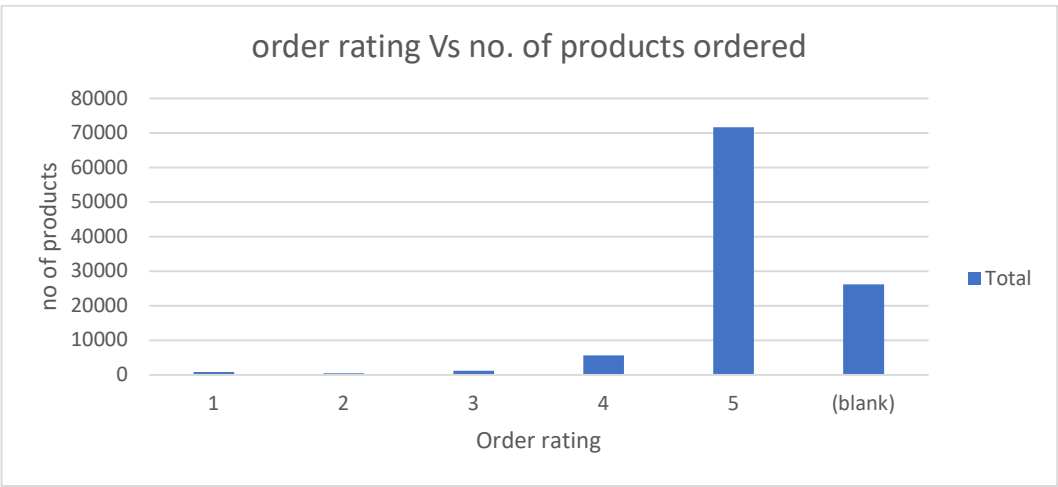
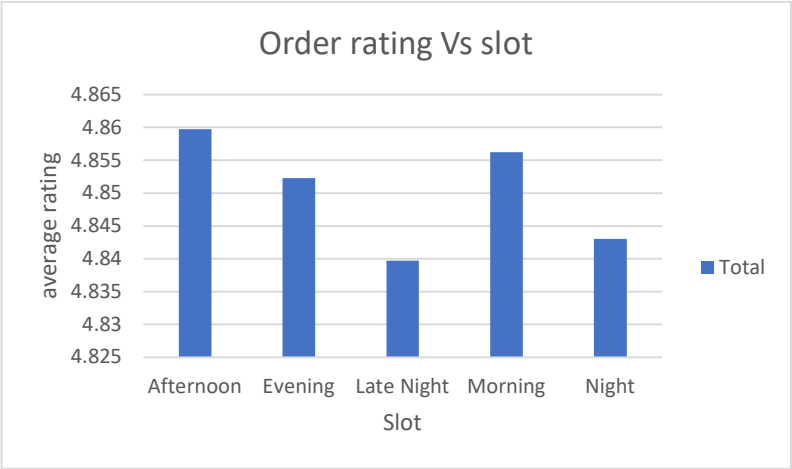


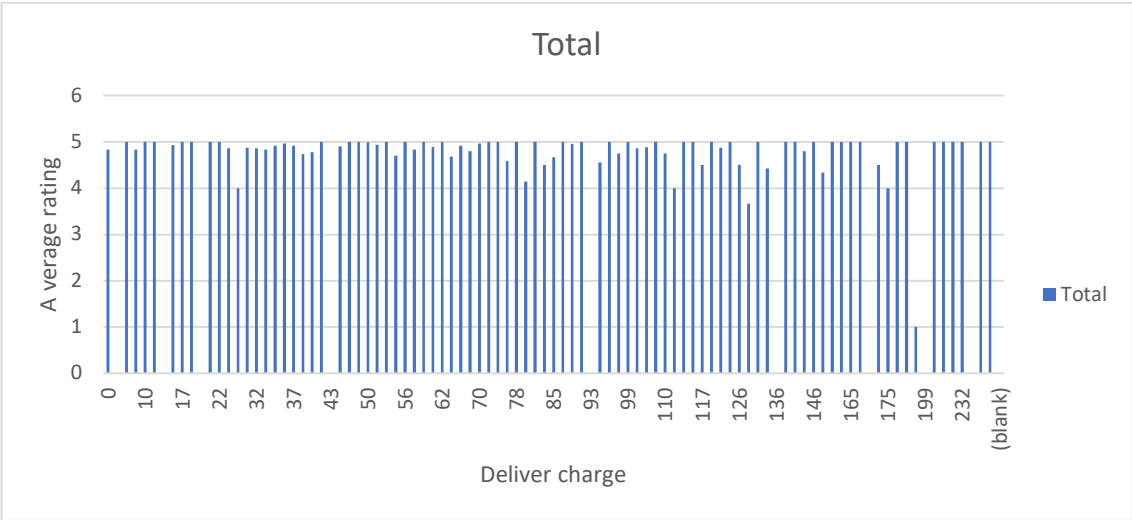
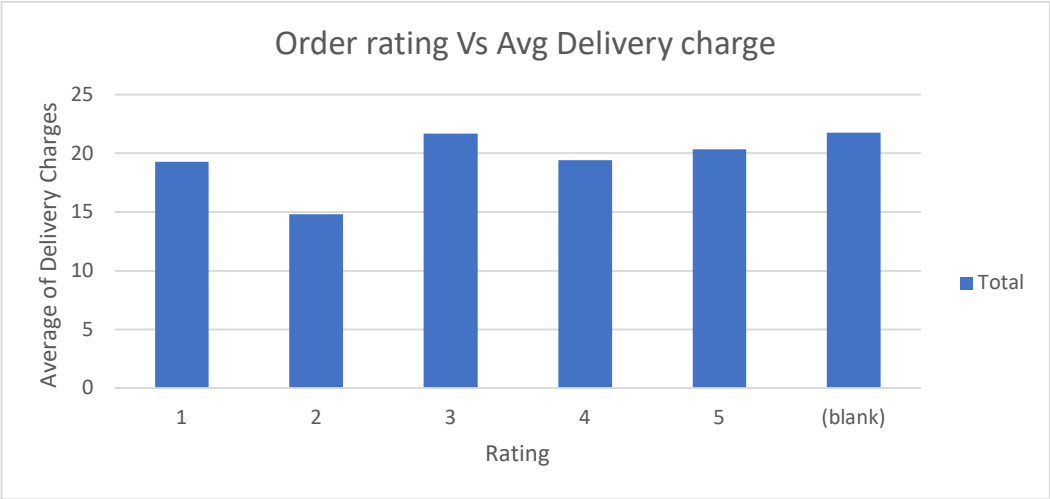


- May has the highest average revenue per order, followed by April.
- September, with the highest order volume, has a lower average revenue per order.

➤ **order rating across slots, number of items placed, delivery charges, discount.**



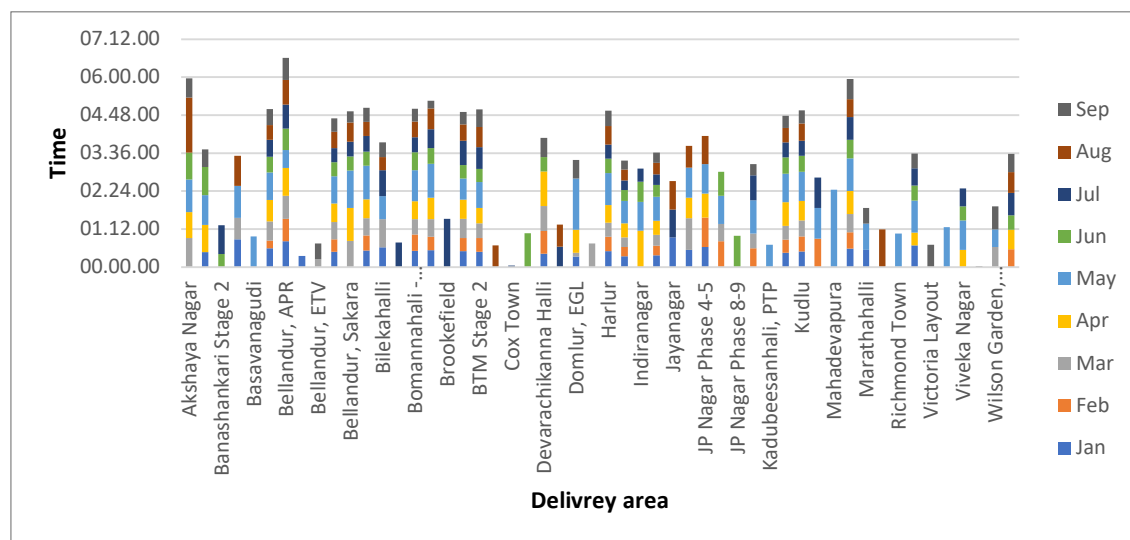




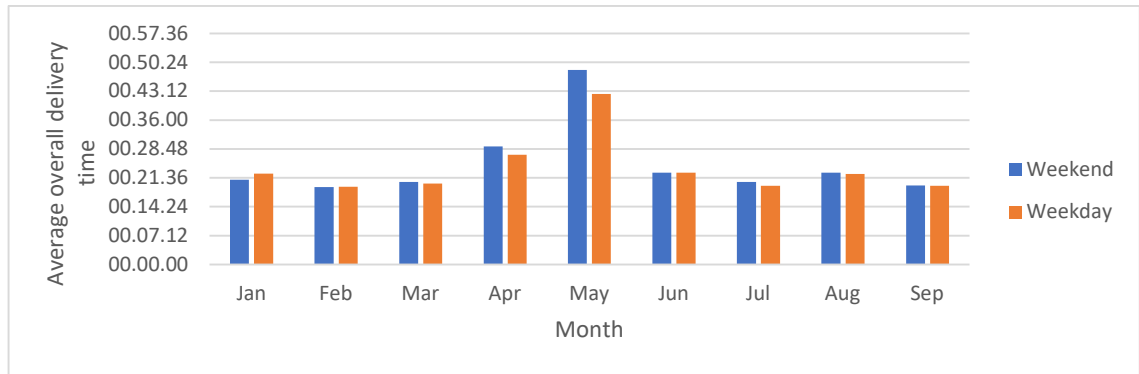
- Orders with a rating of 3 have the highest average delivery charges, while orders with a rating of 2 have the lowest average delivery charges.
- Late Night slot has the highest average delivery charges across all ratings. Afternoon generally has the lowest average delivery charges for all ratings. Customers seem to be willing to pay higher delivery charges, during Late Night.
- Most of the products are given a rating of 5 by customers.
- From the data orders that have Rating 1 and Rating 5 tend to have lower average discounts, while lower-rated orders Rating 2 have significantly higher average discounts.

Delivery Analysis:

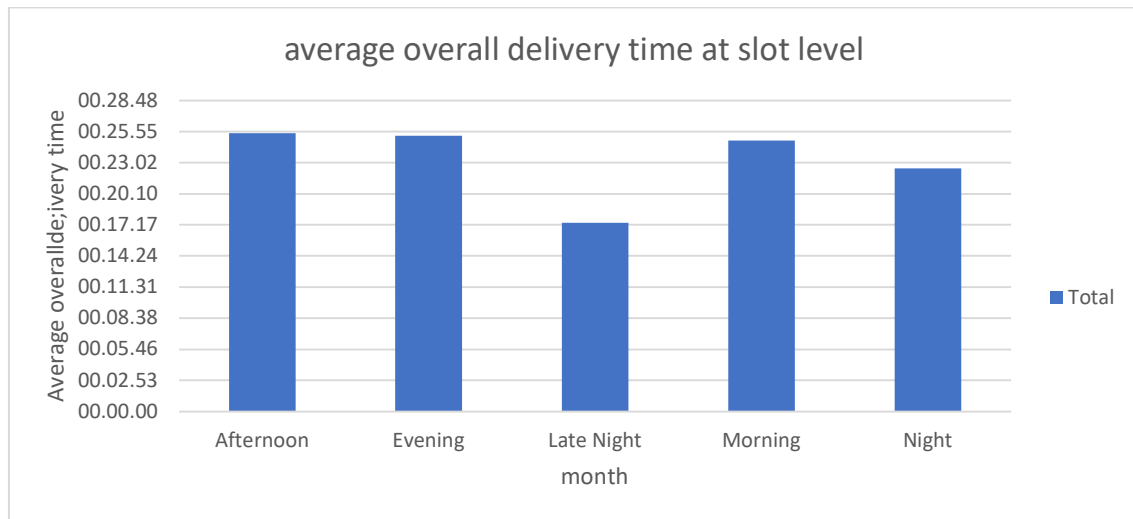
➤ Average overall delivery time at month and delivery area level



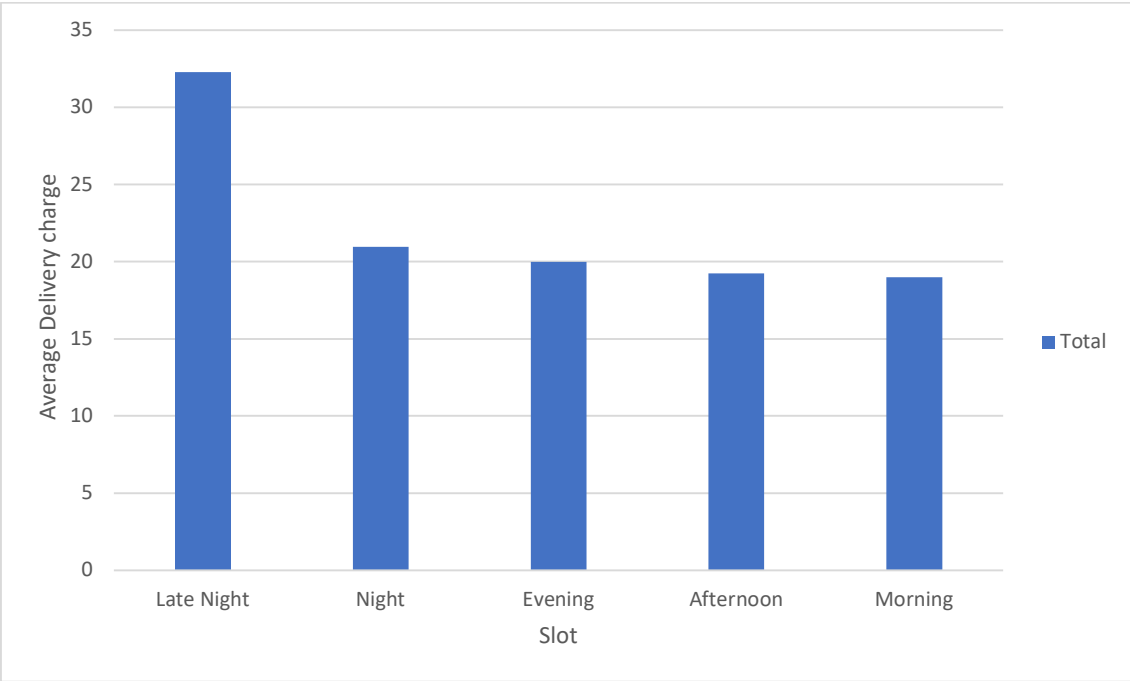
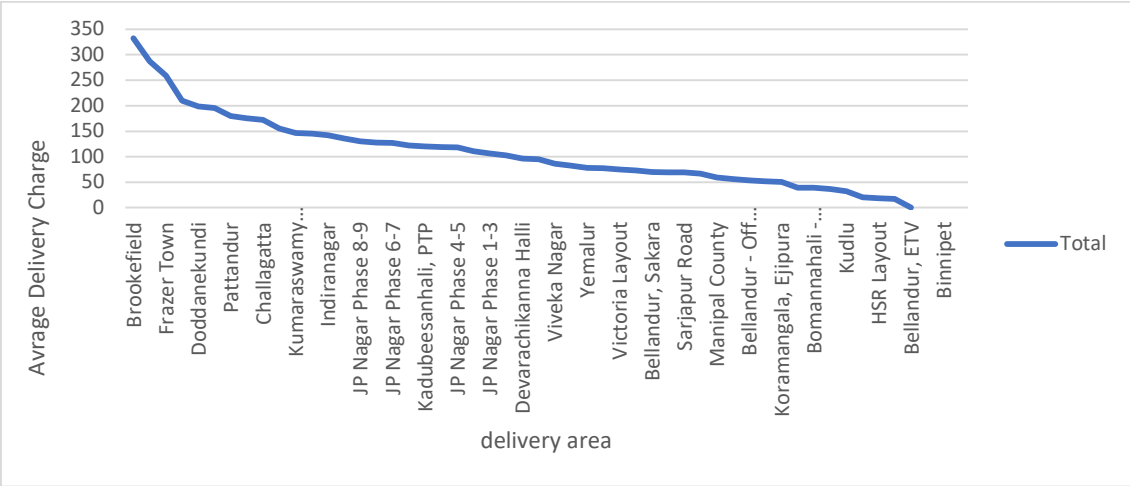
➤ Average overall delivery time at month and weekday/weekend level

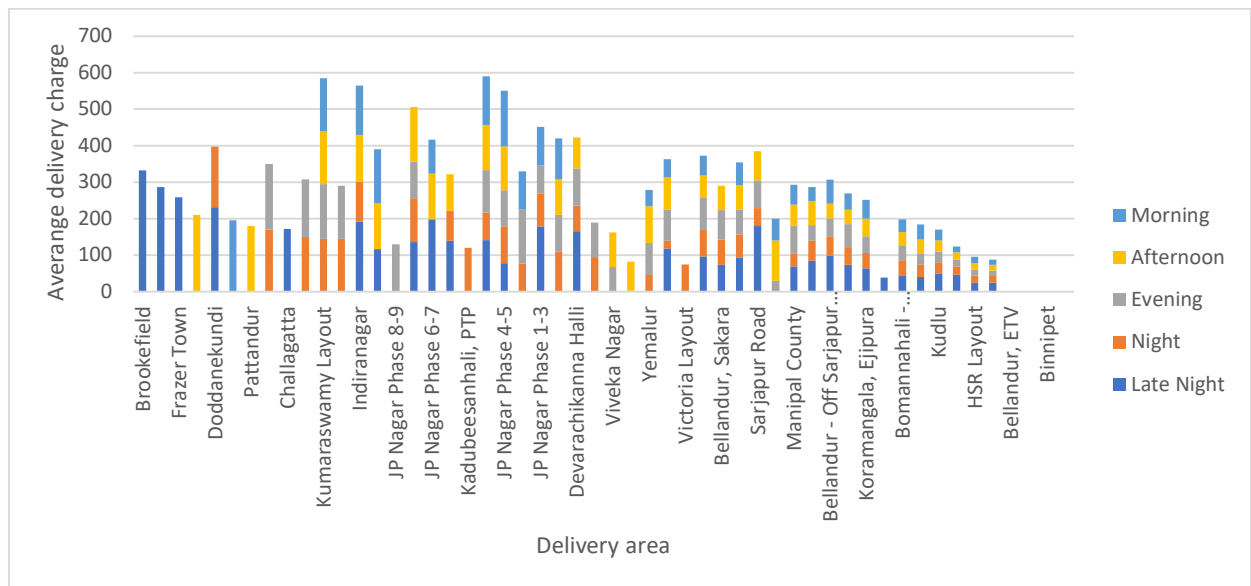


➤ **Average overall delivery time at slot level**



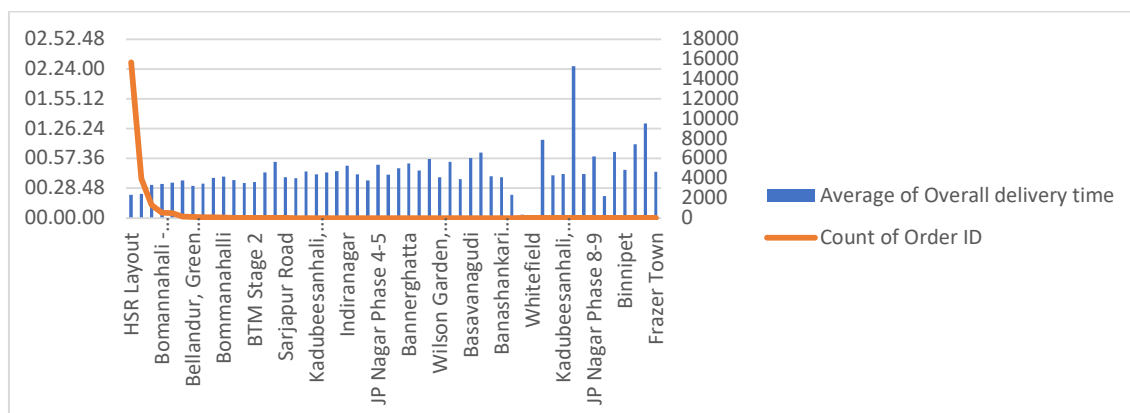
➤ **any pattern in delivery charges with slot or delivery area.**





- Late night slots tend to have higher delivery charges compared to other time slots. Most of the areas have higher delivery charge for the Late night orders.
- Morning slots have lower delivery charges in many areas.
- Overall delivery charge with slots shows a decreasing order with slots. Late night slots have the highest charges, followed by night, evening, afternoon, and morning slots.

➤ **any pattern in delivery time and delivery area. If yes then find out logical reason**



- HSR Layout which has the highest order volume (Count of Order ID) among the listed areas have a relatively short average overall delivery time.
- Location with lower order count have a large average delivery time.
- Areas with high order volumes, such as HSR layout, ITI Layout and Harlur, the average delivery times are relatively short, which indicate efficiency in handling the delivery for a large count of orders.
- There are locations with lower count and high average delivery time it can be because these areas are far from the hypermarket. Traffic can also be a cause of high average delivery time for some of the locations.