### **Funnel Analysis: High and Low Order Days on Tuesdays and ThursdaysIntroduction**

The objective of this analysis is to identify patterns in high and low order volumes on Tuesdays and Thursdays in January and April, highlighting their significance for business operations and marketing strategies.

#### **Analysis Findings**

1. High Order Days:
   * Tuesdays and Thursdays in January and April consistently exhibit higher order volumes compared to other days of the week and months.
2. Significance:
   * Comparison of order percentage changes on Tuesdays and Thursdays in January and April with those on other days and months underscores the importance of these days for order volumes.
3. **HIGH ORDERS**

| DATE | MONTH | DAY |
| --- | --- | --- |
| 17/1/2019 | January | Thursday |
| 21/1/2019 | January | Monday |
| 22/1/2019 | January | Tuesday |
| 31/1/2019 | January | Thursday |
| 5/2/2019 | february | Tuesday |
| 26/2/2019 | february | Tuesday |
| 28/2/2019 | february | Thursday |
| 26/3/2019 | March | Tuesday |
| 11/4/2019 | April | Thursday |
| 18/4/2019 | April | Thursday |
| 19/4/2019 | April | Friday |
| 27/6/2019 | june | Thursday |
| 23/7/2019 | july | Tuesday |
| 9/10/2019 | August | Friday |
| 21/10/2019 | september | saturday |

1. Low Order Days:
   * Conversely, Tuesdays and Thursdays consistently show lower order volumes compared to other days of the week.
2. Significance:
   * Comparison of order percentage changes on Tuesdays and Thursdays with those on other days highlights the significance of these days for order volumes.
   * LOW ORDERS

| Date | DAY |
| --- | --- |
| 10/1/2019 | Tuesday |
| 29/1/2019 | Monday |
| 19/2/2019 | Tuesday |
| 19/3/2019 | Tuesday |
| 4/4/2019 | Thursday |
| 12/4/2019 | Friday |
| 25/4/2019 | Thursday |
| 20/6/2019 | Thursday |
| 16/7/2019 | Tuesday |

##### 

##### **Low Orders:Reasons**

* Customer Behavior Patterns: Variability in customer behavior and external factors may contribute to fluctuations in order volumes on Tuesdays and Thursdays.
* Market Dynamics: Competing market forces and industry trends can influence consumer sentiment and purchasing behavior, affecting order rates.

#### **Conclusion**

Understanding the dynamics of high and low order volumes on Tuesdays and Thursdays in January and April is crucial for optimizing marketing strategies and maximizing revenue potential. Adopting a data-driven approach can help businesses address fluctuations in order activity and drive sustainable growth.

### **Funnel Analysis: Balance of Increase and Decrease Days Across Channels**

#### **Introduction**

This analysis aims to evaluate traffic fluctuations across Facebook, YouTube, Twitter, and Other channels, focusing on maintaining a balance of increase and decrease days.

#### **Analysis Findings**

1. Significance:
   * Comparison of traffic changes on Tuesdays and Thursdays with those on other days and months underscores the balance across channels.
   * Channel traffic change percentages are nearly equal, indicating a balanced increase and decrease in traffic across all channels.

#### **Funnel Conversion Analysis**

##### **Introduction**

The objective is to identify the smaller conversion step impacting order conversion rates and understand the effectiveness of each conversion step in the funnel.

##### **Conversion Rates**

* L2M to M2C: 61.22%
* M2C to C2P: 88.80%
* C2P to P2O: 13.94%

##### **Overall Conversion Rate**

Calculation of the overall conversion rate from L2M to P2O.

##### **Impact Analysis**

Assessment of the impact of removing each conversion step on the overall conversion rate.

##### **Identification of Smaller Conversion**

Comparison of the impact of each conversion step, with M2C to C2P identified as the smaller conversion step

* averageCount of restaurants: 394,906
* Average Discount: 18%
* AVerageOut of stock Items per restaurant: 35
* Average Packaging charges: $19.67
* Average Delivery Charges: $27.56
* Avg Cost for two: $376
* Average Number of images per restaurant: 35
* Success Rate of payments: 93%

This structured analysis provides insights into high and low order days, traffic fluctuations across channels, and the effectiveness of conversion steps in the funnel, supported by relevant data.