****Funnel Analysis Report****

****High and Low Order Change****

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* 11/24/2019 has highest order change of 135.48%
* 1/29/2019 has lowest order change of -71.71%

****Order Drop****

* **On 1/10/2019, there is drop in orders by 45.23% due to decrease in traffic change from facebook by -95%.**
* **On 1/29/2019, there is drop in orders by 71.71% due to decrease in traffic change from twitter by -88% and decrease in conversion rate from L2M by 54.81% is due to decrease in number of restaurants by 28.26%,decrease in average discount by 5.56%,increase in average packaging charges by 29.41%(most fluctuating).**
* **On 2/19/2019, there is drop in orders by 55.84% due to low conversion rate by 54.09% and M2C decrease by 56.70% due to increase in average packaging charges by 11.76%,increase in average delivery charges by 16%(most fluctuating).**
* **On 3/2/2019, there is drop in orders by 37.59% due to Low conversion rate by 42.39% and C2P decrease by 48.96% due to decrease in count of restaurants by 1.35%,increase in out of stock items per restaurant by 14.29%,increase in average delivery charges by 100%(most fluctuating),increase in average cost for two by 10.83%**
* **On 3/19/2019, there is drop in orders by 45.55% due to Low Overall conversion rate by 46.63% and P2O decrease by 52.53% is caused by decrease in count of restaurants by 1.29%,increase in out of stock items per restaurant by 23.33%,increase in average packaging charges by 5.26%,increase in average cost for two by 12.04%,decrease in number of images per restaurant by 15.38%,decrease in success rate of payments by 28.57%(most fluctuating).**
* **On 4/4/2019, there is drop in orders by 52.09% due to Low Overall Conversion rate by 53.50% and M2C decrease by 48.98% is caused by decrease in average discount by 41.18%(most fluctuating),increase in average packaging charges by 16.67%,decrease in success rate of payments by 1.08%.**
* **On 4/12/2019, there is drop in orders by 27.31% due to Low Overall Conversion rate by 20.43% and M2C decrease by 6.86% is caused by decrease in average discount by 5.56%,decrease in number of images per restaurant by 11.11%(most fluctuating).**
* **On 4/25/2019, there is drop in orders by 38.69% due to by 38.69% and M2C decrease by 42.86% is caused by decrease in average discount by 41.38%(most fluctuating),increase in average cost for two by 5.22%,decrease in number of images per restaurant by 5%.**
* **On 6/20/2019, there is drop in orders by 54.37% due to decrease in traffic change from twitter by 53.0000121%.**
* **On 7/16/2019, there is drop in orders by 63.08% due to Low Overall Conversion rate by 59.20% and L2M decrease by 59.60% is caused by increase in Average delivery charges by 11.11%,increase in average cost for two by 18.04%(most fluctuating)**
* **On 8/11/2019, there is drop in orders by 54.35% due to Low overall conversion rate by 54.35% and C2P decrease by 53.85% is caused by decrease in count of restaurants by 1.18%,increase in average packaging charges by 31.82%(most fluctuating),increase in average cost for two by 7.32%,decrease in number of images per restaurant by 20.51%**
* **On 9/14/2019, there is drop in orders by 53.59% due to Low Overall conversion rate by 51.25% and M2C decrease by 55.56% is caused by decrease in count of restaurants by 0.10%,increase in out of stock items per restaurant by 88.24% (most fluctuating) ,increase in average packaging charges by 22.22%,increase in average delivery charges by 15.38%,decrease in no of images per restaurant by 5.41%,decrease in success rate of payments by 2.11%.**
* **On 11/17/2019, there is drop in orders by 57% due to Low Overall conversion rate by 53.93% and M2C decrease by 57.89% is caused by decrease in count of restaurants by 4.06%,increase in out of stock items per restaurant by 229.41% (most fluctuating) ,increase in average packaging charges by 10%.**

****Order Hike****

* **On 1/17/2019, there is hike in orders by 105.95% due to increase in traffic change from facebook by 1980%.**
* **On 1/21/2019, there is hike in orders by 23.35% due to increase in traffic change from youtube by 5.1546379% and C2P increase by 9.47% due to decrease in cost for two by 1.52% and increase in number of images(most fluctuating) by 19.35%.**
* **On 1/22/2019, there is hike in orders by 85.43% due to high traffic change from twitter by 747% and L2M increase by 9.47% due to increase in average discount by 5.88%,number of out of stock items decreased by 2.78%,average packaging charges decreased by 10.53%(most fluctuating),average delivery charges decreased by 3.45%,no of images per restaurant increase by 3.13%,increase in success rate of payments by 3.30%.**
* **On 1/31/2019, there is hike in orders by 20.06% due to increase in traffic by youtube by 1.052635% and L2M increase by 7.37% due to increase in average discount by 5.88%, decrease in average packaging charges by 5.26% ,decrease in average delivery charges by 16.67%(most fluctuating),decrease in cost for two by 7.57%.**
* **On 2/5/2019, there is hike in orders by 114.77% due to high conversion rate by 114.77% from L2M increase by 123.40% is due to increase in count of restaurants by 48.84%(most fluctuating),increase in average discount by 5.88%,decrease in out of stock items per restaurant by 3.23%,decrease in average packaging charges by 4.55%,decrease in average cost for two by 1.33%,increase in number of images per restaurant by 5.41%.**
* **On 2/26/2019, there is hike in orders by 120.04% due to high conversion rate by 115.77% from M2C increase by 145.24% is due to decrease in out of stock items per restaurant by 5.71%,decrease in average packaging charges by 10.53%,decrease in average delivery charges by 3.45%,increase in number of images per restaurant by 14.29%(most fluctuating),increase in success rate of payments by 3.26%.**
* **On 2/28/2019, there is hike in orders by 22.32% due to traffic change from facebook by 8.33% and P2O increase by 7.22% due to increase in count of restaurants by 2.37%,increase in average discount by 5.56%,decrease in out of stock items by 16.67%(most fluctuating),decrease in average delivery charges by 3.85%,increase in number of images per restaurant by 5.56%.**
* **On 3/9/2019, there is hike in orders by 102.02% due to High overall conversion rate by 102.02% and C2P increase by 112.24% is caused by increase in count of restaurants by 4.52%,decrease in out of stock items per restaurant by 17.50%,decrease in Average delivery charges by 50%(most fluctuating),decrease in average cost for two by 3.26%.**
* **On 3/24/2019, there is hike in orders by 22.26% due to increase in traffic change from twitter by 6.3158% and P2O increase by 5.1020332% due to increase in count of restaurants by 1.66%,decrease in average packaging charges by 9.09%,decrease in average delivery charges by 10.34%,decrease in cost for two by 8.38%,increase in number of images per restaurant by 17.65%(most fluctuating).**
* **On 3/26/2019, there is hike in orders by 77.96% due to High Overall Conversion by 87.23% and P2O increase by 121.28% is due to increase in count of restaurants by 4.05%,Decrease in Average Packaging charges by 10%,Decrease in Average Cost for two by 8.5%,Increase in Number of images per restaurant by 9.09%,Increase in success rate of payments by 44.62% (most fluctuating).**
* **On 4/11/2019, there is hike in orders by 92.39% due to High Overall Conversion by 106.57% and M2C increase by 94% is caused by increase in average discount by 80%(most fluctuating),decrease in average packaging charges by 9.52%,decrease in average delivery charges by 13.79%,decrease in cost for two by 0.26%**
* **On 4/14/2019, there is hike in orders by 28.38% due to change in traffic from twitter by 8.333338607% and P2O increase by 6.06% due to increase in number of images per restaurant by 12.90%.**
* **On 4/18/2019, there is hike in orders by 73.02% due to High Overall Conversion rate by 56.54% and M2C increase by 73.20% is due to increase in average discount by 61.11%(most fluctuating),decrease in out of stock items per restaurant by 8.57%,decrease in average packaging charges by 5.26%,decrease in average cost for two by 5.94%,increase in number of images per restaurant by 11.11%**
* **On 4/19/2019, there is hike in orders by 24.72% due to increase in traffic change from youtube by 7.3684269% and M2C increase by 8.42% is due to increase in average discount by 5.88%,decrease in average delivery charges by 3.57%,decrease in cost for two by 2.5%,increase in number of images per restaurant by 12.50%(most fluctuating).**
* **On 6/27/2019, there is hike in orders by 114.72% due to increase in traffic from twitter by 119.148974%.**
* **On 7/23/2019, there is hike in orders by 135.03% due to High Overall Conversion rate by 127.84% L2M increase by 137.5% is caused by increase in number of restaurants by 0.68%,increase in average discount by 11.76%,decrease in out of stock items per restaurant by 15.79%,decrease in average packaging charges by 10%,decrease in average delivery charges by 16.67%(most fluctuating),decrease in average cost for two by 16.59%.**
* **On 8/18/2019, there is hike in orders by 106.62% due to High Overall conversion rate by 100.48% is caused by C2P increase by 97.92% which is due to increase in count of restaurants by 1.81%,decrease in average packaging charges by 31.03% (most fluctuating) ,decrease in avg cost for two by 4.04%,increase in number of images per restaurant by 29.03%**
* **On 9/21/2019, there is hike in orders by 111.53% due to High Overall Conversion rate by 113.69% is caused by M2C increase by 129.55% which is due to decrease in out of stock items per restaurant by 42.19% (most fluctuating) ,decrease in average packaging charges by 9.09%,decrease in average delivery charges by 16.67%,decrease in average cost for two by 1.59%.**
* **On 10/9/2019, there is hike in orders by 21.87% due to High Overall Conversion rate by 27% C2P increase by 9.37% is caused by decrease in cost for two by 3.68%,increase in number of images per restaurant by 13.33% (most fluctuating) .**
* **On 10/21/2019, there is hike in orders by 32.38% due to High Overall Conversion rate by 21.04% M2C increase by 7.22% is caused by increase in average discount by 5.56%.**
* **On 11/9/2019, there is hike in orders by 26.26% due to increase in traffic change from twitter by 7.36844215% and M2C increase by 6.25% due to increase in average discount by 5.56%,decrease in average delivery charges by 10% (most fluctuating) ,decrease in cost for two by 7.77%,increase in success rate of payments by 2.2%.**
* **On 11/24/2019, there is hike in orders by 135.48% due to High Overall Conversion rate by 124.05% M2C increase by 150% is caused by increase in count of restaurants by 1.85%,decrease in out of stock items per restaurant by 69.64% (most fluctuating).**
* **On 12/1/2019, there is hike in orders by 20.75% due to increase in traffic change from twitter by 0.9708793222% and P2O increase by 7.22% is due to increase in number of restaurants by 2.48%,decrease in average packaging charges by 18.18% (most fluctuating) ,increase in number of images per restaurant by 5.41%.**
* **On 12/22/2019, there is hike in orders by 21.03% due to High Overall Conversion rate by 21.03% is caused by M2C increase by 10.53% which is due to decrease in average packaging charges by 14.29%,decrease in average delivery charges by 7.41%,increase in number of images per restaurant by 21.88% (most fluctuating) ,increase in success rate of payments by 1.10%**
* **24 days have high order change.**
* **13 days have low order change.**

****High and Low Traffic Change****

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* 6/27/2019 has highest traffic change of 119.15%
* 6/20/2019 has lowest traffic change of -53%

****Traffic Hike****

* **On 1/17/2019, there is hike in traffic by 110.20% due to increase in traffic change from Facebook by 1980%.**
* **On 1/22/2019, there is hike in traffic by 76.53% due to increase in traffic change from twitter by 747%.**
* **On 6/27/2019, there is hike in traffic by 119.15% due to increase in traffic change from twitter by 119.148974%.**

****Traffic Drop****

* **On 1/10/2019, there is drop in traffic by 48.96% due to decrease in traffic change from facebook by -95%.**
* **On 1/29/2019, there is drop in traffic by 40.46% due to decrease in traffic change from twitter by -88%.**
* **On 6/20/2019, there is drop in traffic by 53% decrease in traffic change from twitter by 53.0000121%.**

**High & Low Conversion change**



* 7/23/2019 has highest conversion rate of 127.84%
* 7/16/2019 has lowest conversion rate of -59.20%

**Overall Conversion Hike**

* On 2/5/2019, there is hike in overall conversion by 114.77% due to L2M increase by 123.40% which is due to increase in count of restaurants by 48.84%(most fluctuating),increase in average discount by 5.88%,decrease in out of stock items per restaurant by 3.23%,decrease in average packaging charges by 4.55%,decrease in average cost for two by 1.33%,increase in number of images per restaurant by 5.41% and not remaining factors.
* On 2/26/2019, there is hike in overall conversion by 115.77% due to M2C increase by 145.24% which is due to decrease in out of stock items per restaurant by 5.71%,decrease in average packaging charges by 10.53%,decrease in average delivery charges by 3.45%,increase in number of images per restaurant by 14.29%(most fluctuating),increase in success rate of payments by 3.26% and not remaining factors.
* On 3/9/2019, there is hike in overall conversion by 102.02% due to C2P increase by 112.24% which is due to increase in number of restaurants by 4.52%,decrease in out of stock items per restaurant by 17.50%,decrease in Average delivery charges by 50%(most fluctuating),decrease in average cost for two by 3.26% and not remaining factors.
* On 3/26/2019, there is hike in overall conversion by 87.23% due to P2O increase by 121.28% which is due to increase in count of restaurants by 4.05%,Decrease in Average Packaging charges by 10%,Decrease in Average Cost for two by 8.5%,Increase in Number of images per restaurant by 9.09%,Increase in success rate of payments by 44.62% (most fluctuating) and not remaining factors.
* On 4/11/2019, there is hike in overall conversion by 106.57% due to M2C increase by 94% which is due to increase in average discount by 80%(most fluctuating),decrease in average packaging charges by 9.52%,decrease in average delivery charges by 13.79%,decrease in cost for two by 0.26% and not remaining factors.
* On 4/18/2019,there is hike in overall conversion by 56.54% due to M2C increase by 73.20% which is due to increase in average discount by 61.11%(most fluctuating),decrease in out of stock items per restaurant by 8.57%,decrease in average packaging charges by 5.26%,decrease in average cost for two by 5.94%,increase in number of images per restaurant by 11.11% and not remaining factors.
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* On 8/18/2019, there is hike in overall conversion by 100.48% due to C2P increase by 97.92% which is due to increase in count of restaurants by 1.81%,decrease in average packaging charges by 31.03% (most fluctuating) ,decrease in avg cost for two by 4.04%,increase in number of images per restaurant by 29.03% and not remaining factors.
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* On 12/22/2019, there is hike in overall conversion by 21.03% due to M2C increase by 10.53% which is due to decrease in average packaging charges by 14.29%,decrease in average delivery charges by 7.41%,increase in number of images per restaurant by 21.88% (most fluctuating) ,increase in success rate of payments by 1.10% and not remaining factors.
* On 12/28/2019, there is hike in overall conversion by 20.03% due to M2C increase by 5.21% which is due to increase in average discount by 11.76%,decrease in out of stock items per restaurant by 23.08% (most fluctuating) ,decrease in average delivery charges by 6.9%,increase in number of images per restaurant by 19.35% and not remaining factors.

**Overall Conversion Drop**

* On 1/29/2019, there is drop in overall conversion by 52.48% due to L2M decrease by 54.81% is caused by decrease in count of restaurants by 28.26%,decrease in average discount by 5.56%,increase in average packing charges by 29.41%(most fluctuating) and no remaining factors.
* On 2/19/2019, there is drop in overall conversion by 54.09% due to M2C decrease by 56.70% is caused by increase in average packaging charges by 11.76%,increase in average delivery charges by 16%(most fluctuating) and no remaining factors.
* On 3/2/2019, there is drop in overall conversion by 42.39% due to C2P decrease by 48.96% is caused by decrease in count of restaurants by 1.35%,increase in out of stock items per restaurant by 14.29%,increase in average delivery charges by 100%(most fluctuating),increase in average cost for two by 10.83% and no remaining factors.
* On 3/19/2019, there is drop in overall conversion by 46.63% due to P2O decrease by 52.53% is caused by decrease in count of restaurants by 1.29%,increase in out of stock items per restaurant by 23.33%,increase in average packaging charges by 5.26%,increase in average cost for two by 12.04%,decrease in number of images per restaurant by 15.38%,decrease in success rate of payments by 28.57%(most fluctuating) and no remaining factors.
* On 4/4/2019, there is drop in overall conversion by 53.50% due to M2C decrease by 48.98% is caused by decrease in average discount by 41.18%(most fluctuating),increase in average packaging charges by 16.67%,decrease in success rate of payments by 1.08% and no remaining factors.
* On 4/12/2019, there is drop in overall conversion by 20.43% due to M2C decrease by 6.86% is caused by decrease in average discount by 5.56%,decrease in number of images per restaurant by 11.11% (most fluctuating) and no remaining factors.
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* On 7/16/2019, there is drop in overall conversion by 59.2% due to L2M decrease by 59.60% is caused by increase in Average delivery charges by 11.11%,increase in average cost for two by 18.04%(most fluctuating) and no remaining factors.
* On 8/11/2019, there is drop in overall conversion by 54.35% due to C2P decrease by 53.85% is caused by decrease in count of restaurants by 1.18%,increase in average packaging charges by 31.82%(most fluctuating),increase in average cost for two by 7.32%,decrease in number of images per restaurant by 20.51% and no remaining factors.
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* On 11/17/2019, there is drop in overall conversion by 53.93% due to M2C decrease by 57.89% is caused by decrease in count of restaurants by 4.06%,increase in out of stock items per restaurant by 229.41% (most fluctuating) ,increase in average packaging charges by 10% and no remaining factors.