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| FRESHCO HYPERMARKET:SALES ANALYSIS |  |
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|  | ORDER LEVEL ANALYSIS To identify order distribution at slot and delivery area levels, I conducted a thorough analysis of order data across various time slots and geographical areas. The greater number of orders are in afternoon slot and major orders are from few designated drop-off locations such as HSR Layout, ITI Layout, Harlur, Bomannahali – MicoLayout, Kudlu. This analysis enables us to optimize delivery route planning and resource allocation, ensuring efficient order fulfillment and customer satisfaction.    Our analysis focused on identifying areas experiencing the highest increase in monthly orders from January to September, measured in absolute order numbers. By comparing significant growth trends. This insight allows me to allocate highest increase in February and August. The area experiencing the highest increase is HSR Layout.  In calculation of delivery charges as a percentage of product amount at slot and month levels is approximately 5.86%. | It keeps on decreasing as we move from January to September. Also, in the percentage is quite double in the late-night slot.  Similarly, I calculated discounts as a percentage of product amount at slot and month levels i.e. 6.43% approximately, to evaluate the impact of promotional offers on overall sales revenue. The discounts as a percentage of product amount is higher in August.  Finally, I computed discounts as a percentage of product amount at drop area and slot levels to understand the regional and temporal variations in discount utilization. This analysis sheds light on evening orders in Jayanagar and JP Nagar Phase 1-3. By leveraging these insights, businesses can tailor discount offers to specific segments or regions, optimizing promotional efforts and enhancing customer satisfaction. |  |

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|  | COMPLETION RATE ANALYSIS In conducting the Completion Rate Analysis, I looked into various dimensions of order completion to gain comprehensive insights. Firstly, we identified the completion rate at the slot level versus the day of the week (Sunday to Saturday). The overall completion rate is 99.55% which is good enough. The completion rate is decreasing approximately by 0.1% as the end of week is around the corner.  Additionally, we calculated the completion rate at the drop area level, providing valuable insights into geographic variations in order fulfillment efficiency. This analysis enabled me to pinpoint areas with lower completion rates such as Bellandur, ETV; Marathahalli; Domlur, EGL; Indiranagar; Viveka Nagar; etc. This facilitates targeted interventions to improve service quality and customer satisfaction in those regions.  Moreover, we examined completion rates at the level of the number of products ordered. | By creating a column indicating the number of products per order, we were able to analyze completion rates based on number of products. As the number of products in an order are high the completion is also high. When the product count is more or equal to 12, than the completion rate is almost 100%.  In analyzing the data, we observed several notable patterns in completion rates. For instance, completion rates tended to be higher during afternoon and evening time slots and on Sunday and Monday in the week, suggesting potential optimization opportunities in scheduling or resource allocation. Moreover, completion rates varied across drop areas, indicating the need for targeted improvements in specific regions to enhance overall service reliability. Additionally, we noticed that completion rates tended to decrease as the number of products per order decreased, highlighting potential challenges in managing smaller orders efficiently.  Overall, these insights from our Completion Rate Analysis provide actionable information for optimizing order fulfillment processes, improving service quality, and ultimately enhancing the overall customer experience. |  |

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|  | CUSTOMER LEVEL ANALYSIS In our Customer Level Analysis, I looked into various aspects of customer behavior and lifetime value to gain deeper insights into our customer base and acquisition strategies. Firstly, I identified the completion rate at the source level which is around 99.55%, allowing us to assess the effectiveness of different customer acquisition channels in generating successful transactions.  Furthermore, I calculated the Lifetime Value (LTV) for every customer, providing a comprehensive understanding of each customer's long-term value to the business. By quantifying LTV, we could prioritize customer segments with higher potential for revenue generation and tailor retention strategies accordingly.  In addition to individual LTV calculations, we aggregated LTV at both the customer acquisition source level and the acquisition month level. This allowed us to evaluate the overall effectiveness in acquiring high-value customers. | By identifying sources and time frames associated with higher aggregated LTV, we could refine acquisition strategies to focus on the most acquisition sources and time periods.  Moreover, we analyzed the average revenue per order at different customer acquisition source levels and acquisition month levels. This analysis provided insights into the revenue generation potential of customers acquired mainly through office campaign, Instagram, Facebook, etc. and the high revenue is generated from Organic and Google sources.  Finally, we explored patterns in order ratings across different dimensions such as time slots, number of items placed, delivery charges, and discounts. I discover that orders placed during late-night slots tend have less discount and more delivery charges. When the variation is less in discount and delivery charges that tends to higher rating. By analyzing for rating two, there is noticeable difference in the discount and delivery charges.  Overall, the Customer Level Analysis provides valuable insights into customer behavior, acquisition strategies, and factors influencing customer satisfaction, to drive business growth and enhance customer experience. |  |

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|  | DELIVERY ANALYSIS In our Delivery Analysis, we conducted a comprehensive examination of various factors influencing the delivery process to optimize efficiency and enhance customer satisfaction.  Firstly, we calculated the average overall delivery time at both the month and delivery area levels. On an average delivery time is 24 minutes. In the month of May, the deliveries take a lot of time, even more than the double time it generally takes. Also, the delivery is delayed in few areas such as Mahadevapura, Pattandur, Richmond Town, Vimanapura, Brookefield, etc.  This analysis allowed us to identify potential areas for improvement in delivery performance.  Next, we calculated the average overall delivery time at the month level and weekday/ weekend. This insight showed light in the month of May taking more delivery time. On weekday/ weekend levels, the overall delivery time has hardly a difference of two minutes.  Additionally, we analyzed the average | overall delivery time at the slot level, in night and late-night slot, the orders  are delivery in least time. The most probable reason is less traffic at late night.  Moreover, we examined patterns in delivery charges relative to slots and delivery areas. The delivery charges are high for late night orders and in the few areas such as Brookefield, CV Raman Nagar, Frazer Town, Doddanekundi, etc.  Furthermore, I explored patterns in delivery times across different delivery areas. In the patterns observed, I identify logical reasons behind these variations, such as differences in infrastructure, traffic conditions, or distance from distribution centers. Understanding these factors enabled us to implement targeted interventions to streamline delivery processes and enhance overall efficiency.  These all four analyses provide valuable insights, highlighting the areas of strength and opportunities for improvement. We can refine our logistical strategies, allocate resources more effectively, and ensure timely and reliable delivery services for our customers and drive sustainable growth. |  |