📄 Page 1: Internal Report — Competitor Pricing Strategies

Zomato is offering dynamic pricing based on time slots and demand.

Swiggy introduced premium packaging tiers and surge delivery fees.

Uber Eats piloted a flat delivery charge in high-density areas to improve predictability and user trust.

New players like Zepto and Dunzo are experimenting with free delivery thresholds.

AI-based pricing models being tested to match local demand spikes.

📄 Page 2: User Preference Insights

A recent survey of 12,000 users revealed key behavioral patterns:

68% prefer delivery speed over discounts.

35% of Gen Z users want more local/regional food options.

Tier-2 city users show higher engagement with in-app rewards.

78% of users say order tracking and communication are critical to satisfaction.

Urban millennials are more likely to use scheduled deliveries.

📄 Page 3: Regional Market Performance Analysis

Performance metrics across four major regions:

South India shows the highest repeat orders and loyalty.

Hyderabad: Most engaged user base (avg 3.7 orders/week).

West India leads in weekend demand (Mumbai, Pune).

East India shows fastest YoY growth in new user acquisition.

North India lags slightly in app engagement but has higher cart sizes.

📄 Page 4: Customer Feedback Trends

Insights from 15,000 feedback entries across the platform:

20% improvement in delivery ETA accuracy in the past 6 months.

18% users reported higher trust in support response time.

Orders with localized cuisines saw 23% more 5-star reviews.

Top complaints: missing items (11%), late delivery (9%), app crashes (3%).

User education on refund policies reduced complaints by 14%.

📄 Page 5: Strategic Business Initiatives

Q3–Q4 focus areas:

Cloud Kitchen Partnerships expanding in 10 new cities.

Voice ordering being tested via Google Assistant integration.

Swiggy is piloting community meal plans for apartment clusters.

Zomato rolling out “Z-Prime” with bundled delivery + loyalty perks.

Quick commerce (Instamart, Blinkit) integration underway for crossover traffic.

📄 Page 6: App Usage & Engagement Metrics

Key usage trends (from app analytics):

Peak hours: 1–2 PM (lunch), 7:30–9 PM (dinner).

Avg. session time: 5.4 minutes.

12% of users open the app more than 3 times/day.

Bounce rate lowest during weekends (Fri–Sun).

Session time increases by 9% when a personalized offer is shown.

📄 Page 7: Promotions & Discounts Impact

What’s working in promotions:

BOGO (Buy One Get One) drives 40% more first-time users.

Flash discounts improve order volume by 28% during off-peak hours.

Personalized couponing leads to 18% higher monthly retention.

New bundling (snacks + meals) raised average order value by 12%.

Cashback-based offers outperform percentage discounts in Tier-2 markets.

📄 Page 8: Operational Bottlenecks Identified

Common issues causing churn:

14% of orders delayed due to inventory sync failures with restaurant POS.

Refund requests peak between 9–11 PM.

Partner kitchen load adds ~4 minutes to delivery time during peak.

Delivery partner shortages still observed during heavy rain zones.

Automated customer care handoff needs better escalation detection.

📄 Page 9: AI & Automation in Operations

Current AI initiatives:

Smart ETA prediction using real-time traffic + kitchen data — 32% better accuracy.

Auto-routing improved partner utilization by 21%.

NLP-based chatbots handle 75% of support queries without escalation.

Kitchen demand forecasting helps in load balancing.

Order prioritization logic optimized for high-volume kitchens.

📄 Page 10: Q2–Q3 Forecast and Strategic SWOT

Forecast:

User base expected to grow by 18% in metro cities.

Delivery partner base to expand by 12% in Tier-2 areas.

Avg. order value forecasted to increase 6% by bundling initiatives.

SWOT Inputs for Strategy:

Strengths:

Brand recall in metros

Scalable delivery network

Loyal subscription base

Weaknesses:

Inventory sync errors

Late refund processing

Inconsistent partner training

Opportunities:

Voice ordering

Regional menu expansion

Hyperlocal micro-markets

Threats:

Rising CAC (Cost per Acquisition)

New D2C (Direct-to-Consumer) food brands

Regulatory policies on delivery fees