**CAPSTONE- FUNNEL ANALYSIS**

**Business Case – Swiggy**

Here's a detailed breakdown of the sequential steps involved in placing an order for a food – Swiggy delivery platform :

Listing

Menu

Cart

Payment

Order

here we can understand from this data that there is huge difference between listing and order stage that we analysis from Swiggy data .so what are the all reasons that affect it we can understand in this analysis .

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **1 Year** | **Listing** | **Menu** | **Carts** | **Payments** | **Orders** |
| **Total** | **10330054315** | **2389541997** | **893070896** | **630475632** | **506762580** |

|  |  |
| --- | --- |
| difference from listing to order stage in 1 year |  |

First - we can do analysis of overall conversion rate

By calculating using formula Order/Listing through which we can analyse maximum, minimum and average of overall conversion data on different dates

|  |  |  |
| --- | --- | --- |
| max | 0.09 |  |
| min | 0.02 |  |
| avg | 0.05 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Date | Listing | Menu | Carts | Payments | Orders | Overall conversion |
| 18-04-2019 | 22803207 | 5415761 | 3639391 | 2656756 | 2091398 | 0.09 |
| 02-03-2019 | 46685340 | 9803921 | 3333333 | 1110666 | 900972 | 0.02 |
| 16-07-2019 | 20631473 | 2063147 | 817006 | 596414 | 498841 | 0.02 |
| 11-08-2019 | 43991955 | 9700226 | 3166153 | 1033432 | 765773 | 0.02 |
| 14-09-2019 | 44440853 | 9332579 | 1396153 | 939890 | 696459 | 0.02 |
| 17-11-2019 | 43991955 | 9330693 | 1268974 | 906047 | 699650 | 0.02 |

So here we can understand that when overall conversion rate is maximum there are higher no of orders placed at 0.9 conversion rate then orders at 0.2 conversion rate.

Order change with respect to same day last week

|  |
| --- |
| **Order of current date/ Orders of same day last week -1** |
| **Order Change with respect to same day last week** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Date** | **Orders** | **7 days ago date** | **order 7 day ago** | **Order Change with respect to same day last week** |
| 29-01-2019 | 628519 | 22-01-2019 | 2221600 | 0.28(min) |
| 23-07-2019 | 1172435 | 16-07-2019 | 498841 | 2.35(max) |
| 24-11-2019 | 1647515 | 17-11-2019 | 699650 | 2.35(max) |

Now we can analyse that what are the reasons so that there is difference between todays orders and 7 days ago orders

Traffic analysis of minimum case 0.28

* More number of orders placed on 7 days ago rather than current date

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Date | Facebook | Youtube | Twitter | Others | total |
| 22-01-2019 | 13525559 | 2028833 | 19827367 | 2189238 | 37570997 |
| 29-01-2019 | 8052789 | 6039592 | 2460574 | 5815903 | 22368858 |

* More traffic on 22 January as compared to 29 January, which leads to a greater number of customers move from listing stage to order stage.
* Discount difference is also there between 22 and 29 January which leads to a greater number of orders placed on 22 January

|  |  |
| --- | --- |
|  |  |
| 22-01-2019 | 18% |
| 29-01-2019 | 17% |

Traffic and discount analysis of maximum case 2.35

Here current date orders were more than orders of 7 days ago

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Date | Facebook | Youtube | Twitter | Others | Total | **Average Discount** |
| 16-07-2019 | 7427330 | 5570497 | 2269462 | 5364183 | 20631472 | 17% |
| 23-07-2019 | 7661877 | 5746408 | 2341129 | 5533578 | 21282992 | 19% |
| 17-11-2019 | 15837104 | 11877828 | 4839115 | 11437908 | 43991955 | 19% |
| 24-11-2019 | 16645119 | 12483839 | 5086008 | 12021475 | 46236441 | 19% |

* Reasons for more orders on current date are

Traffic is more on today’s date as compared to traffic on 7 days ago in both the cases in July and November and there is discount difference in July case but not in November case .

Traffic change with respect to same day last week

|  |
| --- |
| **Traffic of current date/ Traffic of same day last week** |
| **Traffic change with respect to same day last week** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Date** | **today’s traffic** | **traffic 7 days ago** | **Traffic change with respect to same day last week** | **7 days ago, date** |
| 20-06-2019 | 10207149 | 21717338 | 0.47 (min) | 13-06-2019 |
| 27-06-2019 | 22368858 | 10207149 | 2.19 (max) | 20-06-2019 |

* Here in minimum case, we can see that today’s date traffic is less as compared to traffic on 7 days ago

And in maximum case todays traffic is more than traffic on 7 days ago .

* The reasons for hight traffic is that out of stock items per restaurant is more on 13 as compared to 20 June .
* And in case of maximum 2.19 the discount is less on 20 as compared to 27 and out of stock item is more on 20 as compared to 27

|  |  |
| --- | --- |
| **Average Discount** | **Out of stock Items per restaurant** |

|  |  |
| --- | --- |
| 17% | 36 |

13-06-2019

|  |  |
| --- | --- |
| 17% | 34 |

20-06-2019

|  |  |
| --- | --- |
| 19% | 31 |

27-06-2019

Conversion change with respect to same day last week

|  |
| --- |
| **Overall Conversion of current date/ Overall Conversion of same day last week -1** |
| **Conversion change with respect to same day last week** |

|  |  |
| --- | --- |
| max | 2.28 |
| min | 0.41 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Date** | **7 days ago date** | **Overall conversion** | **conversion 7 day ago** | **Conversion change with respect to same day last week** |
| 16-07-2019 | 09-07-2019 | 0.02 | 0.06 | 0.41 |
| 23-07-2019 | 16-07-2019 | 0.06 | 0.02 | 2.28 |

Here the conversion rate 7 days ago was more than the conversion rate of present date which leads to lowest conversion rate. where if we talk about highest conversion rate in that case present date conversion rate was more than 7 days ago date.

**CHANNEL WISE TRAFFIC ANALYSIS**

This table shows that total traffic on Facebook in a particular year is 3,71,53,75,627.

Same as on YouTube is 2,78,09,99,222 on Twitter is 1,15,20,00,384 and on other platforms are 2,68,16,78,540.

So, this will show that highest traffic is on Facebook and lowest is on Twitter.

Now, analyse the month wise traffic on different platforms.

FACEBOOK

Highest traffic is in month of March and lowest is in February

The factors that affect here are in month of March is when we calculate average of average discount rate as per month, we find that the discount rate is higher in march as compared to February or

Other factor that may affect is Average cost for two is also low in February as compared to March

**(For this calculation refer pivot table 1 sheet in in excel workbook)**

YOUTUBE

Same case can be possible in YouTube scenario also .

TWITTER

OTHERS

Hypothesis for less Traffic in February month on every platform

* February has fewer days as compared to other months which naturally leads to less traffic.
* It is possible that consumers will want to spend less in February after higher expenditure during the holiday seasons in December and January.
* There is Valentine week in February which leads people prefer to dinning out rather than ordering something.
* Fewer public holidays in February compared to other months.

We can analyse that in month of March mainly there is high traffic, so we can create Hypothesis for high traffic as follow –

* March brings warmer weather which can make people more likely to order food .
* March is the month of festival and holidays which can lead to increase in food delivery orders as people host gatherings and celebrations .
* It is the month of end of financial year ,companies might run promotion and discounts .
* Companies often have year ending meetings , reviews , parties in march leading to increase corporate orders for food delivery .

NOW,

Analyse the Traffic data based on Quarters

**(For this charts refer pivot chart 2 excel sheet)**

FACEBOOK

YOUTUBE

TWITTER

OTHERS

Analyses of channel wise traffic data with supporting data to know the factors that, why traffic is less on that particular day

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Date** | **Facebook** | **Youtube** | **Twitter** | **Others** | **total** |
| 20-06-2019 | 3674574 | 2755930 | 1122786 | 2653859 | 10207149 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Date** | **Count of restaurants** | **Average Discount** | **Out of stock Items per restaurant** | **Avearge Packaging charges** | **Average Delivery Charges** | **Avg Cost for two** |
| 20-06-2019 | 381025 | 17% | 34 | 19 | 25 | 393 |

|  |  |  |
| --- | --- | --- |
| **Number of images per restaurant** | **Success Rate of payments** | **Orders** |
| 38 | 91% | 616058 |

Here we can see that discount rate is also low on particular date and Average cost for two is also higher when we compare it with higher traffic days.

Analyses of channel wise traffic data with supporting data to know the factors that why traffic is more on that particular day

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Date** | **Facebook** | **Youtube** | **Twitter** | **Others** | **total** |
| 26-01-2019 | 16968325 | 12726244 | 5184766 | 12254901 | 47134236 |
| 27-04-2019 | 16968325 | 12726244 | 5184766 | 12254901 | 47134236 |
| 19-05-2019 | 16968325 | 12726244 | 5184766 | 12254901 | 47134236 |
| 25-05-2019 | 16968325 | 12726244 | 5184766 | 12254901 | 47134236 |
| 26-05-2019 | 16968325 | 12726244 | 5184766 | 12254901 | 47134236 |
| 10-11-2019 | 16968325 | 12726244 | 5184766 | 12254901 | 47134236 |
| 16-11-2019 | 16968325 | 12726244 | 5184766 | 12254901 | 47134236 |
| 30-11-2019 | 16968325 | 12726244 | 5184766 | 12254901 | 47134236 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Date** | **Count of restaurants** | **Average Discount** | **Out of stock Items per restaurant** | **Avearge Packaging charges** | **Average Delivery Charges** | **Avg Cost for two** |
| 26-01-2019 | 392190 | 17% | 37 | 19 | 30 | 352 |
| 27-04-2019 | 388059 | 19% | 31 | 20 | 29 | 366 |
| 19-05-2019 | 397741 | 19% | 31 | 20 | 25 | 398 |
| 25-05-2019 | 398544 | 19% | 31 | 19 | 30 | 396 |
| 26-05-2019 | 401029 | 18% | 35 | 18 | 30 | 354 |
| 10-11-2019 | 397106 | 19% | 34 | 20 | 30 | 358 |
| 16-11-2019 | 404564 | 18% | 40 | 21 | 30 | 392 |
| 30-11-2019 | 381333 | 19% | 40 | 18 | 29 | 369 |

|  |  |  |
| --- | --- | --- |
| **Number of images per restaurant** | **Success Rate of payments** | **Orders** |
| 34 | 92% | 1762376 |
| 36 | 94% | 1744392 |
| 34 | 92% | 1547175 |
| 37 | 95% | 1853429 |
| 33 | 91% | 1695580 |
| 37 | 92% | 1627268 |
| 39 | 92% | 1547007 |
| 36 | 93% | 1728295 |

Here we can find that when traffic is higher in all platforms it can be possible that it is higher due to this reason

Average discount rate is higher in these days between 18-19%

Average cost for two is generally less as compared to less traffic day.

Further we analyse the supporting data

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Date** | **Count of restaurants** | **Average Discount** | **Out of stock Items per restaurant** | **Avearge Packaging charges** | **Average Delivery Charges** |
| 22-01-2019 | 383015 | 18% | 35 | 17 | 28 |
| 04-04-2019 | 406272 | 10% | 35 | 21 | 29 |
| 18-04-2019 | 389107 | 29% | 32 | 18 | 28 |
| 16-07-2019 | 387617 | 17% | 38 | 20 | 30 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Avg Cost for two** | **Number of images per restaurant** | **Success Rate of payments** | **Orders** |  |
| 379 | 33 | 94% | 2221600 | max no of orders |
| 388 | 40 | 92% | 628275 | lowest discount |
| 364 | 40 | 91% | 2091398 | highest discount |
| 458 | 40 | 95% | 498841 | lowest no of orders |

Here we can see that there is huge difference in orders due to discount rate. In whole year the highest discount rate 29% is on 18 April and this led to big difference when we compare it with low discount rate 10% which is on 4 April.

For maximum no of orders, it can be due to discount rate is high and average delivery charges is low on 22 January as compared to 16 of July.

Foe excel sheet refer : Funnel Case Study Data - Swiggy - Darshan.xls