**Dates and the Reason of the change**

**(Here the date and reason for high/low is listed against the date)**

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| DATE | REASON |
| 10-01-2019 | drastic downfall in Facebook & YouTube traffic |
| 17-01-2019 | this comparison can be ignored as it is comparing with last week, which was drastic down. Therefore, this can be neglected |
| 22-01-2019 | high traffic on Facebook and twitter |
| 29-01-2019 | traffic can be ignored as same day last week it had high surge in traffic, there's downfall in menu to list and count of restaurant also fell. |
| 05-02-2019 | count of restaurant came back to 1.5x more than last time and L2M also came back to normal |
| 19-02-2019 | M2C there's fall |
| 26-02-2019 | as compare to last week m2c is normalised that's there's high overall conversion |
| 02-03-2019 | C2P there's downfall, avg. delivery charge high |
| 09-03-2019 | C2P is normalised, avg. delivery charge is normalised, therefore there's high overall conversion |
| 19-03-2019 | P2O is significantly low, success rate of payment is also low i.e., 65% |
| 26-03-2019 | compare to last week P2O and success rate is normalised that's high overall conversion |
| 04-04-2019 | downfall in C2M, average discount is less, therefore downfall in overall conversion |
| 11-04-2019 | C2M and average discount is normalised, that's why high conversion change |
| 12-04-2019 | the overall conversion and traffic are less compared to same day last week |
| 14-04-2019 | the traffic and overall conversion have healthy numbers |
| 18-04-2019 | M2C is exceptionally high, highest avg. discount |
| 19-04-2019 | compare to same day last week traffic and overall comparison is normalised |
| 25-04-2019 | compare to same day last week M2C and avg. discount is normalised that's why low number |
| 20-06-2019 | traffic in Facebook, YouTube, twitter and other is low |
| 27-06-2019 | compare to traffic same day last week it is high that's there's high traffic change |
| 16-07-2019 | M2L is low, avg. cost of 2 is highest |
| 23-07-2019 | M2L and avg. cost of 2 is normalised that's why drastic change in overall conversion |
| 11-08-2019 | P2C low, avg. packaging charge highest |
| 18-08-2019 | P2C and avg. packaging cost is normalised |
| 14-09-2019 | M2C conversion is low, large number of items are out of stock |
| 21-09-2019 | M2C conversion improved and item are back to stock that's why improvement in numbers |
| 21-10-2019 | quite healthy traffic and overall conversion number that's why good increase |
| 17-11-2019 | M2C conversion is low, out of stock items are highest i.e., 112 |
| 24-11-2019 | M2C conversion is normal and items are back to stock that's why good improvement in overall conversion |