**FRESHCO HYPER MARKET CAPSTONE DATA ANALYSIS**

* **INTRODUCTION:-** Freshco Hypermarket, situated in HSR, Bangalore, has established itself as a prominent supermarket in the region, catering to a wide range of customers. We have the data base of Their home delivery service of year 2021 (JAN TO SEP).From this Comprehensive transaction data sheet we have analysed Briefly The whole Process step by step in a nutshell with four levels of Analysis. Our Insights and observations are as follows:-
* **ORDER LEVEL ANALYSIS:-**  From Our Comprehensive Database Of Freshco Hypermarket. We Divided This Segments in Various Insights.

* **AREAS HAVING HIGHEST MONTHLY INCREASE IN ORDERS:-** If you Can See The Bar Graph You can find that HARLUR, HSR LAYOUT & ITI LAYOUT having Highest Monthly Order Respectively In Comparison To other Drop Level Areas, I Think As because The Market Situated At HSR LAYOUT That’s Why Maximum Orders Placed From That Particular Area.
* **DISCOUNT PERCENTAGE OF PRODUCT AMOUNT IN AREAS:**- We founded That There Are Some Areas Having Discount Percentage Of 100% of product Amount AS like Basavanagudi, Bellandur, Ecospace, Binnipet, Challagatta ETC. It is Also Founded That Discount Percentage Of Product Amount Are All Above 90% . The Lowest Discount Given Area is HARLUR. If You Closely Observed The Following Chart You can Found This Insights.

**DELIVERY CHARGES % OF PRODUCT AMOUNT MONTH WISE: -** If You Thoroughly Observed the percentage of Delivery Charges of Product amount you can Found All the Percentage are Above 90%. The Lowest Percentage Found In The Month Of January And The Highest Percentage 98% Found In the Month Of September Slot Wise it can Decrease Or Increase But The Orders Given In the Chart Having the trend That we have Discussed.

* **DISCOUNT % OF PRODUCT AMOUNT IN DIFFERNT MONTHS:-** Also Found Almost Same Pattern At Discount Percentage Level As we found That JANUARY Having Highest Discount Of 99% of Product Amount. But This Time August Having Lowest Discount Of 83% At Overall Analysis Level.
* **CUSTOMER LEVEL ANALYSIS:-**  Regarding This Analysis We have Founded Some Patterns Rate wise LTV Wise These All Terms Gave Us various Pattern Of This Respective Database, As we Detected Below:-
* **ORDER RATING SLOT WISE:-** If you Go Through Consciously over the Following Chart You can Found a pattern of Slot Wise Order Rating you can Found that at Afternoon slot Rating Of 5 Getting high and At Late Night It became Lowest you can also Found That many customer not given any Rating hence 1 rating is Lowest in Among All Slots.
* **AGGREGATED LTV IN DIFFERNT SOURCES:-** By Doing Calculation Over Aggregated Customer LTV At Different Source Level We found That Maximum Numbers Are Came From GOOGLE & FACEBOOK At Lion Share And The Lowest Came From Instagram , Google Came First On this Segment of Analysis. The PIE DIAGRAM Only Reflects This Analysis.
* **AVERAGE REVENUE PER ORDER FROM DIFFERNT SOURCES: - Through** This Analysis We Have Found That the Maximum Average Revenue Came From the SNAPCHAT Platform in comparison to others Google Came 2nd very marginally and As Usual Instagram Came Last. That Means Whatever the LTV is But in Case of Revenue Generation Averagely per Order Snapchat Doing Great Job.

* **AGGREGATED LTV FROM DIFFERENT SOURCE & MONTH: -** In This Segment We Can See a Great Battle Between Google and Organic Sources and At the Month Of March They Are Performing So Good Generated Maximum Aggregated LTV.
* **COMPLETION FLAG AT SOURCE LEVEL:-**  If Closely Follow The Completion Flag Wise Rate At Source Level Maximum Order Completed At Organic Source Level also found Maximum Order Cancelled also Took Place At Organic Source Level. But We have Found That Percentage of Completion Flag “Yes” Is Much Higher Than “No” also Founded Lowest Order cancelled In Facebook And Snapchat.
* **DELIVERY ANALYSIS:-**  At Delivery Level Analysis We have Found Overall Average Delivery Time, Average Delivery Time at Weekend And Weekday Level delivery Charges In different Area Slot wise. Insights Are Given Below.
* **AVERAGE OVERALL TIME DELIVERY AT SLOTS:-**  A Pattern Has Been Founded when We calculate Average Overall Delivery Time Slot Wise. It is Found That at Late Night The Delivery Completion Average Rate Is Quicker As because I Think At Late Night There is Low Traffic Congestion and At The After noon As usual It Took a over 26 Minute.
* **AVERAGE OVERALL DELIVERY TIME IN WEEKEND AND WEEKDAYS AT MONTH BASIS:-** Through The Given Below Chart There is Given A transparent View About The Average Overall Delivery Time In Weekday And Weekend basis At Month Level we Found That Weekday Acquiring much Time on Average Delivery in comparison With Weekend And At Month Of May Weekend Average Delivery Is Much Higher Than Other Month. The Insight Is Given Below.
* **AVERAGE OVERALL DELIVERY TIME AREA BASIS:-** While Doing This Analysis We Found That Maximum All Order Drop Area Average Over All Delivery Time Is Below 24 Minutes Respectively Monthly basis. Except in The Month of May.
* **DELIVERY CHARGES AT SLOT: - We** Found That Afternoon Slot the Delivery Charges Getting Most High and At Late Night It Became Most Low Through the Bar graph We represent That Data Through A Bar Graph.
* **DELIVERY CHARGES IN DIFFERNT AREA:-** By Close observation We Have Found That HSR LAYOUT And ITI LAYOUT Acquiring Maximum Delivery Charges In Comparison To Others As Because HSR layout Placed Maximum Numbers Of Order And Its Situated Nearby This Respective Market. Through The Column Chart We are Trying to Elaborate the Delivery Charges Through Different Order Drop Geo.
* **COMPLETION RATE ANALYSIS:-** This is The Last Segment Of Our Analysis Where We Can Optimize Our Analysis couple of things Completion Rate at Slot, Day Of week ETC.
* **COMPLETION RATE ORDERWISE:-** Order Wise Completion Rate Analysis Gives Us a Transparent Vision About how many Order Successfully Completed Completion Rate wise We are Giving Completion Rate Column Chart To Clear Our Insights.

**COMPLETION RATE VS DAY OF WEEK:-** Through The Keen Observation You Can Definitely Found That most of the delivery Has Been Cancelled Either Saturday Or Sunday , Which Is Much Alarming and It is Mostly took Place at Afternoon Slot.

* **CONCLUSION :-** From Various Level of Analysis we Can Found Lots Of Points which Needs to taking care For Further In This Respective Business . We need to focus Why Our Order Getting Cancelled In The Weekend. But Lots of Positive Things Are Also Came across as Like Completion Rate Percentage Of “No” is In proper Margin. The Increase of Monthly Orders Should Be Increase In various Area Drop Level Which Are Mostly Lagging Behind. We should grab More Attention on Online Platform Instagram. From a Huge Customer Level, We are Not Acquiring The Rating Properly For That We have not getting Feedback Properly We have to make Sure over 90% of our customer Giving The Rating of our service for betterment of our Business.

THANK YOU SO MUCH