**Funnel Analysis Report**

**Business Case Overview: Swiggy Funnel Analysis**

**Swiggy, one of India's leading food delivery platforms, operates in a highly competitive market, where user experience and operational efficiency are paramount. The company's success hinges on its ability to attract and retain customers while ensuring seamless order fulfilment.**

**In this business case overview, we'll delve into Swiggy's funnel analysis to understand the dynamics of its user acquisition, conversion, and retention processes. By examining key metrics and trends, we aim to identify areas of opportunity for optimization and growth.**

**Key Metrics:**

1. **Traffic: Refers to the number of users visiting the Swiggy platform.**
2. **L2M (Lead to Marketing): Measures the conversion rate from website visitors to engaged users (e.g., app downloads, account registrations).**
3. **M2C (Marketing to Checkout): Tracks the conversion rate from marketing interactions (e.g., push notifications, email campaigns) to initiating the checkout process.**
4. **C2P (Checkout to Purchase): Reflects the conversion rate from adding items to the cart to completing the purchase.**
5. **P2O (Purchase to Order): Indicates the likelihood of customers placing repeat orders after their initial purchase.**

**Insights and Recommendations**

**• Through rigorous analysis of Swiggy's funnel metrics, we aim to provide actionable insights and recommendations to enhance user engagement, improve conversion rates, and drive overall business growth. Our findings will inform strategic decision-making and guide optimization efforts across marketing, product development, and customer experience initiatives.**

**• Stay tuned for the detailed Funnel Analysis Report, where we'll delve into specific metrics, identify trends, and propose strategies to maximize Swiggy's funnel efficiency.**

**Identify if traffic fluctuated as compared to the same day last week, mentioned the reason against the date**

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| --- | --- | --- | --- |
| **Date** | **Order Change with respect to same day last week** | **Reason** | **Hypothesis** |
| 17-01-2019 | 106% | Facebook is traffic hike | Increased engagement with Facebook ads or content resulted  in higher click-through rates, leading to a surge in traffic to the  website |
| 21-01-2019 | 23% | Overall marginal hike across the funnel, no specific reason | A coordinated omnichannel marketing effort or increased  brand visibility across multiple platforms led to a cumulative  increase in website traffic |
| 22-01-2019 | 85% | Twitter traffic hike | Successful Twitter campaigns or trending topics related to  the business attracted more users to visit the website from  Twitter |
| 31-01-2019 | 20% | Overall marginal hike across the funnel, no specific reason | A coordinated omnichannel marketing effort or increased  brand visibility across multiple platforms led to a cumulative  increase in website traffic |
| 05-02-2019 | 115% | L2M hike | Improved lead generation strategies or increased brand  visibility led to a higher number of visitors entering the  marketing funnel. |
| 26-02-2019 | 120% | M2C hike | Enhanced marketing communications, targeted messaging,  or compelling offers improved the conversion rate from  marketing leads to customers. |
| 28-02-2019 | 22% | Overall marginal hike across the funnel, no specific reason | A coordinated omnichannel marketing effort or increased  brand visibility across multiple platforms led to a cumulative  increase in website traffic |
| 09-03-2019 | 102% | C2P hike | Optimization of the checkout process, including reducing  friction points or offering incentives, encouraged more  customers to complete their purchases. |
| 24-03-2019 | 22% | Overall marginal hike across the funnel, no specific reason | A coordinated omnichannel marketing effort or increased  brand visibility across multiple platforms led to a cumulative  increase in website traffic |
| 26-03-2019 | 78% | P2O hike | Effective post-purchase engagement, such as personalized  follow-up emails or exclusive offers for existing customers,  resulted in increased repeat purchases |
| 11-04-2019 | 92% | M2C hike | The drop observed in M2C orders from the previous week  is expected to be corrected due to the average discount  being below the average in the previous week. |
| 14-04-2019 | 28% | Overall marginal hike across the funnel, no specific reason | A coordinated omnichannel marketing effort or increased  brand visibility across multiple platforms led to a cumulative  increase in website traffic |
| 18-04-2019 | 73% | M2C hike | Enhanced marketing communications, targeted messaging, or  compelling offers improved the conversion rate from  marketing leads to customers. |
| 19-04-2019 | 25% | Overall marginal hike across the funnel, no specific reason | A coordinated omnichannel marketing effort or increased  brand visibility across multiple platforms led to a cumulative  increase in website traffic |
| 27-06-2019 | 115% | Overall traffic hike - across all channels | The observed increase in traffic from the previous week is  expected to be corrected as it was not a genuine hike. |
| 23-07-2019 | 135% | L2M hike | Improved lead generation strategies or increased brand  visibility led to a higher number of visitors entering the  marketing funnel. |
| 18-08-2019 | 107% | C2P hike | Optimization of the checkout process, including reducing  friction points or offering incentives, encouraged more  customers to complete their purchases. |
| 21-09-2019 | 112% | M2C hike | The drop observed in M2C orders from the previous  week is expected to be corrected along with a correction  in the number of out-of-stock items per restaurant. |
| 09-10-2019 | 22% | Slight traffic drop, still overall hike across rest of the funnel | The average cost for a meal for two is expected to decrease  compared to the previous week. |
| 21-10-2019 | 32% | Overall marginal hike across the funnel, no specific reason | A coordinated omnichannel marketing effort or increased  brand visibility across multiple platforms led to a cumulative  increase in website traffic |
| 09-11-2019 | 26% | Overall marginal hike across the funnel, no specific reason | A coordinated omnichannel marketing effort or increased  brand visibility across multiple platforms led to a cumulative  increase in website traffic |
| 24-11-2019 | 135% | M2C hike | Enhanced marketing communications, targeted messaging,  or compelling offers improved the conversion rate from  marketing leads to customers. |
| 01-12-2019 | 21% | Overall marginal hike across the funnel, no specific reason | A coordinated omnichannel marketing effort or increased  brand visibility across multiple platforms led to a cumulative  increase in website traffic |
| 22-12-2019 | 21% | Overall marginal hike across the funnel, no specific reason | A coordinated omnichannel marketing effort or  increased brand visibility across multiple platforms  led to a cumulative increase in website traffic |

Overall conversion fluctuated as compared to same day last week

**Standard deviation:**

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**Coefficient of variation**

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**Reasons for supporting Data**

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| --- | --- | --- |
| **Date** | **Order Change with respect to same day last week** | **Reason** |
| 17-01-2019 | 106% | Improvement in discount and operations. |
| 21-01-2019 | 23% | Increased out-of-stock items, lower discounts. |
| 22-01-2019 | 85% | Increased out-of-stock items, higher discounts. |
| 31-01-2019 | 20% | Supply chain disruptions, affecting inventory. |
| 05-02-2019 | 115% | Increased orders, improved delivery efficiency.  Top of Form  Bottom of Form |
| 26-02-2019 | 120% | Increased restaurant count, improved metrics. |
| 28-02-2019 | 22% | Increased discount, fewer out-of-stock items. |
| 09-03-2019 | 102% | Increased demand, stable operational efficiency. |
| 24-03-2019 | 22% | High restaurant count, moderate metrics.  Top of Form  Bottom of Form |
| 26-03-2019 | 78% | Increased out-of-stock items, lower success rate. |
| 11-04-2019 | 92% | Increased demand, stable operational metrics.  Top of Form  Bottom of Form |
| 14-04-2019 | 28% | Increased out-of-stock items. |
| 18-04-2019 | 73% | Increased discount, fewer out-of-stock items. |
| 19-04-2019 | 25% | Increased out-of-stock items, lower discounts. |
| 27-06-2019 | 115% | Increased restaurants, discount; lower stock. |
| 23-07-2019 | 135% | Unexpected surge in order volume. |
| 18-08-2019 | 107% | Increased demand, operational efficiency improvement. |
| 21-09-2019 | 112% | Increase in restaurants, orders, discounts. |
| 09-10-2019 | 22% | Increased out-of-stock items per restaurant. |
| 21-10-2019 | 32% | ncreased out-of-stock items, decreased success rate. |
| 09-11-2019 | 26% | Increased out-of-stock items impact sales. |
| 24-11-2019 | 135% | Increased demand, improved operational efficiency.  Top of Form  Bottom of Form |
| 01-12-2019 | 21% | Increase in out-of-stock items. |
| 22-12-2019 | 21% | Holiday rush, slight inventory issues. |