**Swiggy Funnel Analysis Report – 2019**

**Introduction:**

This report provides a comprehensive Funnel Analysis of Swiggy’s performance over the year of 2019. As the Growth and Strategy Analyst, this report generates insights on company’s performance over the months, outlining data-driven insights and visualizations in 2019.

**Insights:**

Insights provided are fluctuated when compared with same day last week.

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| **Dates** | **Observation**  **(Fluctuating Data)** | **Supporting Data** | **Insights** |
| 10-01-2019  (Low) | Traffic: Facebook  Conversions: C2P | Success rate of payments (-2%), Average Cost for two increased) | Order Change(-45%), Traffic change(-49%) |
| 17-01-2019  (High) | Traffic: Facebook  Conversions: P2O | Average packaging charges, delivery charges and cost for two reduced significantly.  Success Rate of payments increased(+3%) | Order Change(+106%), Traffic change(+110%) |
| 21-01-2019  (High) | Traffic: Facebook  Conversions: C2P | Average cost for two reduced significantly.  No. of Images per restaurant increased. | Order Change(+23%), Traffic change(+5%) |
| 22-01-2019  (High) | Traffic: Twitter  Conversions: P2O | Average discount increased, packaging charges, delivery charges reduced significantly.  Success Rate of payments increased(+3%) | Order Change(+85%), Traffic change(+77%) |
| 29-01-2019  (Low) | Traffic: Twitter  Conversions: L2M | Count of restaurants (lesser by 1Lakh)  Average packaging charges increased. | Order Change(-72%), Traffic change(-40%) |
| 31-01-2019  (High) | Traffic: Facebook  Conversions: P2O | More discount, less average packaging, delivery, cost for two | Order Change(+20.1%), Traffic change(+1%) |
| 05-02-2019  (High) | Traffic: Facebook  Conversions: L2M | Huge increase in no. of restaurants, more discount, no. of images per restaurant. | Order Change(+115%), Traffic change(0%) |
| 19-02-2019  (Low) | Traffic: Facebook  Conversions: M2C | Increased Average packaging charges, delivery charges | Order Change(-56%), Traffic change(-4%) |
| 26-02-2019  (High) | Traffic: Facebook  Conversions: M2C | Less out of stock items, Average packaging charges, delivery charges reduced significantly. More images and  Success Rate of payments increased(+3%) | Order Change(+120%), Traffic change(+2%) |
| 28-02-2019  (High) | Traffic: Facebook  Conversions: P2O | More count of restaurants, Less out of stock. | Order Change(+22%), Traffic change(+8%) |
| 02-03-2019  (Low) | Traffic: Facebook  Conversions: C2P | Less count of restaurants, More out of stock items. Significant increase in delivery charges, cost for two.  Success Rate of payments increased(+4%) | Order Change(-38%), Traffic change(+8%) |
| 09-03-2019  (High) | Traffic: Facebook  Conversions: C2P | More count of restaurants, Less out of stock items, Average delivery charges and cost for two reduced significantly. | Order Change(+102%), Traffic change(0%) |
| 19-03-2019  (Low) | Traffic: Facebook  Conversions: P2O | More out of Stock items, and cost for two increased .  Success Rate of payments decreased(-26%) | Order Change(-46%), Traffic change(+2%) |
| 24-03-2019  (High) | Traffic: Facebook  Conversions: P2O | More count of restaurants, Average packaging charges, delivery charges and cost for two reduced significantly. More images provided. | Order Change(+22%), Traffic change(+6%) |
| 26-03-2019  (High) | Traffic: Facebook  Conversions: P2O | More count of restaurants, Average packaging charges and cost for two reduced significantly.  Success Rate of payments increased(+29%) | Order Change(+78%), Traffic change(-5%) |
| 04-04-2019  (Low) | Traffic: Facebook  Conversions: M2C | Lesser Discount(-7%)Average packaging charges, delivery charges increased significantly.  Success Rate of payments decreased(-1%) | Order Change(-52%), Traffic change(+3%) |
| 11-04-2019  (High) | Traffic: Facebook  Conversions: M2C | Higher discount provided. Average packaging charges, delivery charges reduced significantly. | Order Change(+92%), Traffic change(-7%) |
| 12-04-2019  (Low) | Traffic: Facebook  Conversions: C2P | No. of images and discount reduced. | Order Change (-27%), Traffic change (-9%) |
| 14-04-2019  (High) | Traffic: Facebook  Conversions: P2O | No. of images by restaurant increased. | Order Change(+28%), Traffic change(+8%) |
| 18-04-2019  (High) | Traffic: Facebook  Conversions: M2C | +11% Discount provided on average. Average cost for two reduced.  More images provided. | Order Change(+73%), Traffic change(+11%) |
| 19-04-2019  (High) | Traffic: Facebook  Conversions: C2P | More discount given. Cost for two reduced. | Order Change(+25%), Traffic change(+7%) |
| 25-04-2019  (Low) | Traffic: Facebook  Conversions: M2C | -12% Discount on average. Average cost for two increased. | Order Change(-39%), Traffic change(0%) |
| 20-06-2019  (Low) | Traffic: Facebook  Conversions: C2P | Less count of restaurants. Average packaging charges increased.  Success Rate of payments decreased(-1%) | Order Change(-54%), Traffic change(-53%) |
| 27-06-2019  (High) | Traffic: Facebook  Conversions: P2O | More count of restaurants, discount .Average packaging charges, and cost for two reduced significantly.  More images provided. | Order Change(+115%), Traffic change(+119%) |
| 16-07-2019  (Low) | Traffic: Facebook  Conversions: L2M | Cost for two increased significantly. | Order Change(-63%), Traffic change(-10%) |
| 23-07-2019  (High) | Traffic: Facebook  Conversions: L2M | More count of restaurants, discount. Out of stock items reduced, Average packaging charges, delivery charges and cost for two reduced significantly. | Order Change(+135%), Traffic change(+3%) |
| 11-08-2019  (Low) | Traffic: Facebook  Conversions: C2P | Average packaging charges, delivery charges and cost for two increased significantly.  Lesser images provided | Order Change(-54%), Traffic change(0%) |
| 18-08-2019  (High) | Traffic: Facebook  Conversions: C2P | More count of restaurants. Average packaging charges, delivery charges and cost for two reduced significantly.  More images provided. | Order Change(+107%), Traffic change(+3%) |
| 14-09-2019  (Low) | Traffic: Facebook  Conversions: M2C | Out of stock items increased(+30).Average packaging charges, delivery charges increased significantly.  Success Rate of payments increased(-2%) | Order Change(-54%), Traffic change(-5%) |
| 21-09-2019  (High) | Traffic: Facebook  Conversions: M2C | Out of stock items, Average packaging charges, delivery charges and cost for two reduced significantly. | Order Change(+112%), Traffic change(-1%) |
| 09-10-2019  (High) | Traffic: Facebook  Conversions: C2P | Average cost for two reduced significantly.  No. of images provided are more.(+4) | Order Change(+22%), Traffic change(-4%) |
| 21-10-2019  (High) | Traffic: Facebook  Conversions: P2O | More discount provided. | Order Change(+32%), Traffic change(+9%) |
| 09-11-2019  (High) | Traffic: Facebook  Conversions: P2O | More discount provided, Average delivery charges and cost for two reduced significantly.  Success Rate of payments increased(+2%) | Order Change(+26%), Traffic change(+7%) |
| 17-11-2019  (Low) | Traffic: Facebook  Conversions: M2C | Less count of restaurants, Out of stock items(+78). Average packaging charges increased. | Order Change(-57%), Traffic change(-7%) |
| 24-11-2019  (High) | Traffic: Facebook  Conversions: M2C | Less out of stock  items(-78). | Order Change(+135%), Traffic change(+5%) |
| 01-12-2019  (High) | Traffic: Facebook  Conversions: P2O | More count of restaurants. Average packaging charges, reduced significantly. | Order Change(+21%), Traffic change(+1%) |
| 22-12-2019  (High) | Traffic: Facebook  Conversions: M2C | Average packaging charges, delivery  charges reduced significantly.  Success Rate of payments increased(+1%) | Order Change(+21%), Traffic change(0%) |

**Insights on Graphs:**

Highest order change recorded on 23-07-19, 24-11-19.

Lowest orders recorded on 29-01-2019.

Most traffic recorded in the month of March (902051037)

The weekends having more orders when compared to weekdays.

**Conclusion:**

In my role as the Growth and Strategy Analyst, the data-driven insights outlined in this report play a pivotal role in informing decisions within the dynamic food delivery sector. The analysis of Swiggy's 2019 performance highlights the interplay of external influences, internal strategies, and user dynamics. Leveraging identified growth avenues will be instrumental for Swiggy's sustained success in this fiercely competitive environment.

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