Funnel Analysis

INTRODUCTION:

YumToYourDoor is one of the largest food ecommerce platform in the country, everyday millions of people transact on the platform. With other strong contenders in the market, it needs to be made sure that the company adopts robust methodologies and understand market better in order to remain ahead in the game. The goal behind carrying out this case study is to generate insights on company's performance in 2019. Here intention is to carry out an analysis on the customer's journey through the different conversion stages up until they place a successful order. The primary goal is to understand the various stages of conversion each day each day on the food ecommerce platform in 2019 and identify the high and lows and analyze the reason behind as to at which part of the conversion there's need for room for improvement.

METHODOLOGY:

Data for the case study was provided which includes:

Session Details: Has date wise session count. We can find listing sessions, menu sessions, cart sessions, payment sessions and order sessions day over day.

Channel wise traffic: Has traffic (listing sessions) breakup at date level.

Supporting Data: Has other information at date level includes, avg discounts, avg delivery charges, out of stock items, success rate of payments etc.

I for the simplicity of analyzing the data after performing the required calculations have consolidated the entire information and arranged it according to dates (**consolidated data sheet** attached in excel).

The orders, traffic and conversion changes we computed as difference in percentage changes with respect to same day last week and the cause for it is analyzed with the help of the data available in the provided sheet.

FINDINGS:

1. Overall Data:

1.1 Overall Traffic:

The traffic showed a dip on February and it normalized the following months not making much noticeable difference :
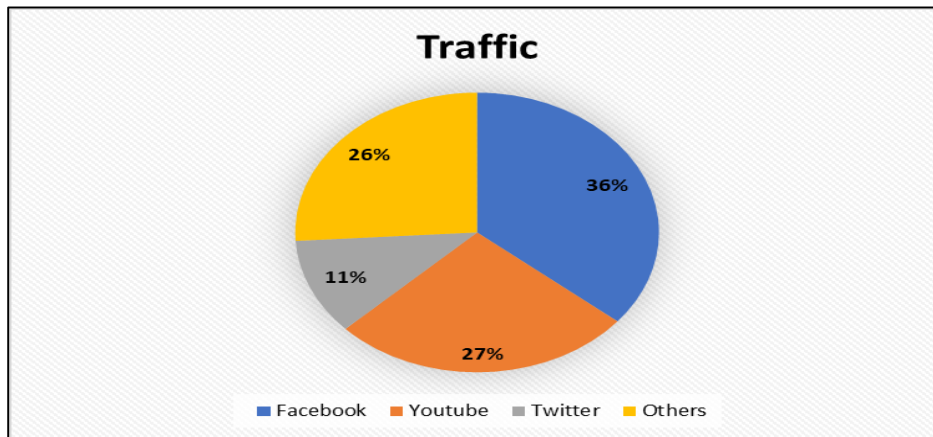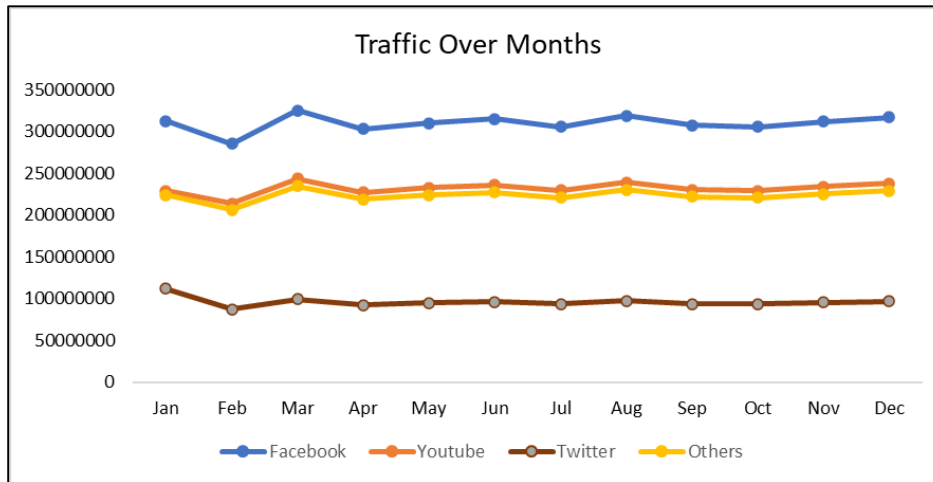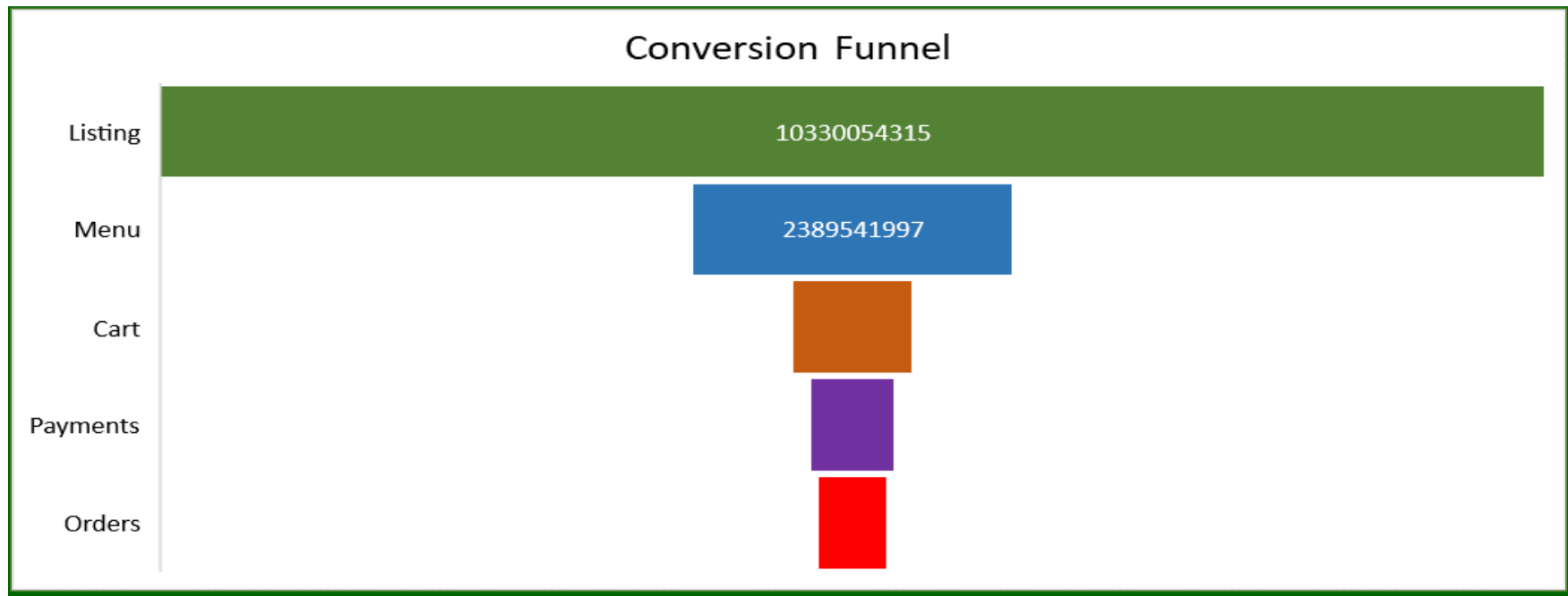
1.2 Overall Conversion:

Our conversion funnel has the following components:

- Listing → Menu → Cart → Payments → Orders

Below is the data for overall conversion at various levels:

Listing	10330054315
Menu	2389541997
Cart	893070896
Payments	630475632
Orders	506762580

Looking above we can find that the greatest drop-off happens from Listing to Menu Page and Second from Menu to Cart page.

Below are the numbers of conversions and drop-offs:

	Conversion Rate	Drop-off Rate
Listing	100%	0%
Menu	23%	-77%
Cart	37%	-63%
Payments	71%	-29%
Orders	80%	-20%

➔ **Overall Conversion (Orders/Listing)** = 4.9%

2. Change in comparison with same day last week (<20% & >-20%)
2.1 Order Change:

 We need to find highs in order change that are above 20% wrt same day last week and lows below -20%. Here are the findings.

→**Order Decrease(compared to same day last week)**

Here are the list of dates which showed a dip in orders less than-20% compared to same day last week **(the insights are a comparison of % increase or decrease and not of comparison between absolute numbers).**

Date	Order Decrease	Reason for order dip compared to same day last week				
		Total Traffic	Listing	Menu	Carts	Payments
1/10/2019	-45%	Decline of 49%		Decline of 47%(maybe th people diddnt find the suitable items on the menu as "out of stock items per restaurant" was greater than 7% & "avg cost for two " was higher by 7.9%)		Decline of 46% & success rate of payment was 2% less
1/29/2019	-72%	Decline of 40%		Decline of 73 %(28.3% restaurants were less listed hence less conversion to menu page)	Decline of 71%	Decline of 70%
2/19/2019	-56%	Decline between 4-3 %				Greater decline of 58% resulting in overall decline of orders >55%
3/2/2019	-38%	No Decline				Showed a decline of 42% which explains the order change(avg delivery charges were 100% more than the previous day resulting in this negative conversion to payment page)
3/19/2019	-46%	Total traffic, listing, Menu,carts & payments all showed an increase compared to same day last week, however the "success rate of payments" were -26% compared to last week hence explains the order decrease of 46%				

Date	Order Decrease	Reason for order dip compared to same day last week				
		Total Traffic	Listing	Menu	Carts	Payments
4/4/2019	-52%	No Decline			Carts page showed a decrease of 44% however there were no change in out of stock items as both days had equal number items out of stock but maybe the items which people were searching that day might be specifically unavailable that day	Payments page showed a decline of 48% (might be due to the reason "avg packing charges" were 17% more due to which customers didn't moved to payments page) & also the "success rate of payments" was -1% hence less order
4/12/2019	-27%	Showed a decline of 9%	Decline of 15%(might be due to "avg discount" being less by 1%)	Showed a decline of 21%	Showed a decline of 24%	
4/25/2019	-39%	No decline		Menu page showed an increase of 5%	Even though "out of stock items per restaurant" were 6% less than the previous day but there were 34 items that were out of stock per restaurant , Maybe the people who were searching for a dish weren't available that day hence less conversion to carts page and also "average cost for two" was 5% higher	Payments page showed a decline of 43% & also "success rate of payment" was -1%
6/20/2019	-54%	Decline of 53%	Decline of 54% (might be due to lower restaurants listed nearly 6% less)	Decline of 51%(might be due to"out of stock items" per restaurant)		Payments decline of 54%(might be due to avg packing carts more by 12%) & success rate of payments less by 1%
7/16/2019	-63%	Decline of 10%		Decline of 63%(might be due to"avg cost of two" greater by 18%)		Declin by 64%(might be due to higher "avg delivery charges" of 11% people abandoend the cart)
8/11/2019	-54%	No decline'				Decline of 50%(might be due to "average packing charges" higher by 32%)
9/14/2019	-54%	Decline of 5%		No changes	Carts page showed a significant decline of 55% even if the menu page count was same as the last week. This is due to the fact that " out of stock items per restaurant" was significantly higher at 88% due to wgich many people abandoned the cart)	Payments page showed a decline of 54% it might be due to "average delivery charge" & "average packing charges" were significantly higher at 15% & 22% respectively
11/17/2019	-57%	Decline of 7%		Decline of 8%("count of restaurants" less by 41%)	Significant decrease of 61%. This is due to fact "out of items per restaurant" was recorded highest among all dates with 229% more than the previous date	Decline of 58%(might be due to increased "average packaging charge" of 10%)

Other Insights about order decrease:

Looking at the below data it can be identified that **when compared to last week's data** that drop off or increase at each stage i.e **Listing ,Menu, Cart, Payments,Orders** generally takes place between at the range between 10%. However there are a few dates that has a greater rate of drop-off. I tried to explain these circumstances with the help of the supporting data.

Date	Facebook	Youtube	Twitter	Others	Total	Listing	Menu	Carts	Payments	Orders
1/10/2019	-95%	-49%	-49%	15%	-49%	-49%	-47%	-47%	-46%	-45%
1/29/2019	-40%	198%	-88%	166%	-40%	-40%	-73%	-71%	-70%	-72%
2/19/2019	-4%	-4%	-4%	-4%	-4%	-4%	-3%	-58%	-58%	-56%
3/2/2019	8%	8%	8%	8%	8%	8%	8%	14%	-42%	-38%
3/19/2019	2%	2%	2%	2%	2%	2%	6%	12%	15%	-46%
4/4/2019	3%	3%	3%	3%	3%	3%	10%	-44%	-48%	-52%
4/12/2019	-9%	-9%	-9%	-9%	-9%	-9%	-15%	-21%	-24%	-27%
4/25/2019	0%	0%	0%	0%	0%	0%	5%	-40%	-43%	-39%
6/20/2019	-53%	-53%	-53%	-53%	-53%	-53%	-54%	-51%	-54%	-54%
7/16/2019	-10%	-10%	-10%	-10%	-10%	-10%	-63%	-63%	-64%	-63%
8/11/2019	0%	0%	0%	0%	0%	0%	7%	8%	-50%	-54%
9/14/2019	-5%	-5%	-5%	-5%	-5%	-5%	0%	-55%	-54%	-54%
11/17/2019	-7%	-7%	-7%	-7%	-7%	-7%	-8%	-61%	-58%	-57%

Supporting Data(Compared to same day last week):

Date	Count of restaurants	Average Discount	Out of stock Items per restaurant	Avearge Packaging charges	Average Delivery Charges	Avg Cost for two	Number of images per restaurant	Success Rate of payments
1/10/2019	0.2%	1%	7%	0%	-7%	8%	10%	-2%
1/29/2019	-28.3%	-1%	-11%	29%	-11%	-1%	12%	0%
2/19/2019	2.9%	1%	-10%	12%	16%	-1%	17%	0%
3/2/2019	-1.3%	0%	14%	-10%	100%	11%	3%	4%
3/19/2019	-1.3%	0%	23%	5%	0%	12%	-15%	-26%
4/4/2019	0.3%	-7%	0%	17%	-3%	-2%	18%	-1%
4/12/2019	4.6%	-1%	-6%	0%	0%	0%	-11%	0%
4/25/2019	1.1%	-12%	-6%	-6%	0%	5%	-5%	0%
6/20/2019	-6.5%	0%	-6%	12%	-17%	-2%	23%	-1%
7/16/2019	0.2%	0%	-3%	-9%	11%	18%	25%	4%
8/11/2019	-1.2%	1%	-3%	32%	-10%	7%	-21%	0%
9/14/2019	-0.1%	0%	88%	22%	15%	-2%	-5%	-2%
11/17/2019	-4.1%	0%	229%	10%	-10%	-1%	3%	3%

Reason:

1. **1/29/2019**: Listing(-40%)-Menu(-73%)→**Count of restaurants** 28.3% less hence less visit to menu page
2. **3/2/2019**: Carts(14%)- Payments(-42%) → **Avg Delivery Charges** 100% more hence less visit to payments page
3. **3/19/2019**: Payments(15%)-Orders(-46%)→ **Success Rate of Payments** 26% less hence less successful orders placed
4. **4/25/2019** : Menu(10%)-Carts(-44%) → **Avg cost for two** 5% higher
5. **7/16/2019** : Listing(-10%)-Menu(-63%) → **Avg Delivery Charge** & **Avg Cost for two** greater by 11% & 18% respectively.
6. **8/11/2019**: Carts(8%)-Payments(-50%) → **Avg Packing Charges** greater by 32%
7. **9/14/2019**: Menu(0%)-Carts(-55%) → **out of stock items** more by 88%
8. **11/17/2019:** Menu(-8%)-Carts(-61%)→ **out of stocks per restaurant** higher by 229%

➔ Order Increase (Compared to same day last day):

Here are the list of dates with order greater than 20% as compared to same day last week (**the insights are a comparison of % increase or decrease and not of comparison between absolute numbers**).

Date	Order Increase	Reason for order Increase compared to same day last week				
		Total Traffic	Listing	Menu	Carts	Payments
1/17/2019	106%	Increase of 110%	Increase of 106%(More restaurants listed)	Increase of 104%(Avg cost for two less by 8.5%)	Increase of 80%(avg packing and delivery charge less),Success rate of payments higher resulting in overall more orders placed	Increase of 102%(Avg delivery charge, Avg Packing charge, Avg cost for two is less compared to same day last week) & Success rate of payment is higher
1/21/2019	23%	Increase of 5%	Increase of 7%	Increase of 15%(Less avg cost for two)		Increase of 26%
1/22/2019	85%	Increase of 77%	Increase of 93%(Increased Avg Discount)	Increase of 84%(item availability is more)		Increase of 80%(avg packing and delivery charge less),Success rate of payments higher resulting in overall more orders placed
1/31/2019	20%	Increase of 1%	Increase of 8%	Increase of 15%(more item availability)		Increase of 14%(Avg Packing Charges, Delivery charges, cost for two less)
2/5/2019	115%	No Change	Hike of 123%(Count of restaurants & Discounts is higher)	Increase of 117%(out of stock items lower)		Increase of 113%(Avg Packing Charges & cost for two Lower)

Date	Order Increase	Reason for order Increase compared to same day last week				
		Total Traffic	Listing	Menu	Carts	Payments
2/26/2019	120%	Increase of 2%			Increase of 138%(out of stock items lower)	Increase of 131%(Avg Packing Charges & Discount lower)
2/28/2019	22%	Increase of 8%	Hike of 15%(Increased Count of restaurants & Discounts)	Increase of 19%(More item availability)		Increase of 14%(Lower avg delivery charges)& success rate of Payment is higher resulting in more orders placed
3/9/2019	102%	No Change				Increase of 108%(More restaurant vailability, more item availability, less discount)
3/24/2019	22%	Increase of 6%	Hike of 9%(Increased restaurant count)		Increase of 14%(More restaurants, less avg cost for two)	Increase of 16%(less packing & delivery charges)
3/26/2019	78%	Although while comparing there is a dip at each stage however Count of Restaurants is higher, Avg Packing Charge & Avg cost for two is lower, And **success rate of payment is 29%** higher resulting in overall conversion of 78%				
4/11/2019	92%	Decrease of -7%			Increase of 70%	Increase of 87%(Avg cost for two,Avg delivery charge, Avg Packing Charge is lower)
4/14/2019	28%	Increase of 8%	Hike of 13%		Increase of 16%	Increase of 21%

Date	Order Increase	Reason for order Increase compared to same day last week				
		Total Traffic	Listing	Menu	Carts	Payments
4/18/2019	73%	Increase of 11%		Hike of 6% (avg Discount higher)	Hike of 84%(More item availability,Avg cost of two lower)	Increase of 77%(Lower packing Charges)
4/19/2019	25%	Increase of 7%		Hike of 10%(Avg discount higher & avg cost for two lower)	Hike 19%	Hike of 25%(Avg delivery charges lower)
6/27/2019	115%	Increase of 119%		Hike of 128%(count of restaurants & discount is higher, out of stock items is lower)	Increase of 115%	Increase of 130%
7/23/2019	135%	Increase of 3%		Hike of 145%(count of restaurants & discount is higher, out of stock items is lower)	Increase of 145%(more item availability, Avg cost for two lower)	Increase of 152%(Avg Packing & delivery charge lower)
8/18/2019	107%	Increase of 3%				Higher by 96%(More restaurants, Packing Charges significantly down)
9/21/2019	112%	Decrease of -1%			Increase of 118%(42% more item availability, lower cost for two)	Increase of 109%(Lower Packing & delivery charges)

Date	Order Increase	Reason for order Increase compared to same day last week				
		Total Traffic	Listing	Menu	Carts	Payments
10/9/2019	22%	Decrease of -4%		Hike of 3%	Increase of 4%(Avg cost for two lower)	Increase of 14%
10/21/2019	32%	Increase of 9%		Hike of 12%(increased discount)	Increase of 20%	Increase of 25%
11/9/2019	26%	Increase of 7%		Hike of 6%(Increased discount)	Increase of 13%	Increase of 19%(Avg delivery charges & Avg Cost for two is lower)
11/24/2019	135%	Increase of 5%		Hike of 4%	Increase of 160%(Greater availability of items)	Increase of 140%(avg cost for two higher)
12/1/2019	21%	Increase of 1%		Hike 5%(More restaurants)	Increse of 6%	Increase of 13%(Avg packing charges lower)
12/22/2019	21%	No Change		Hike 5%	Increase of 16%	Increase of 16%(Avg Packing and delivery charges lower)& Success rate of payment is higher resulting in overall more order placement

2.2 Traffic Changes:

→ Traffic Increase with respect to same day last week

Date	Traffic Change with respect to same Day	Facebook	Youtube	Twitter	others
1/13/2019	6%	6%	6%	6%	6%
1/17/2019	110%	1980%	110%	110%	-6%
1/18/2019	7%	7%	7%	7%	7%
1/21/2019	5%	5%	5%	5%	5%
1/22/2019	77%	77%	-65%	747%	-60%
1/26/2019	11%	11%	11%	11%	11%
2/7/2019	6%	6%	6%	6%	6%
2/8/2019	6%	6%	6%	6%	6%
2/11/2019	5%	5%	5%	5%	5%
2/13/2019	5%	5%	5%	5%	5%
2/28/2019	8%	8%	8%	8%	8%
3/2/2019	8%	8%	8%	8%	8%
3/10/2019	5%	5%	5%	5%	5%
3/14/2019	5%	5%	5%	5%	5%
3/18/2019	5%	5%	5%	5%	5%
3/24/2019	6%	6%	6%	6%	6%
3/29/2019	8%	8%	8%	8%	8%
4/2/2019	9%	9%	9%	9%	9%
4/3/2019	7%	7%	7%	7%	7%
4/14/2019	8%	8%	8%	8%	8%
4/18/2019	11%	11%	11%	11%	11%
4/19/2019	7%	7%	7%	7%	7%
4/27/2019	6%	6%	6%	6%	6%
5/1/2019	5%	5%	5%	5%	5%
5/6/2019	5%	5%	5%	5%	5%
5/7/2019	5%	5%	5%	5%	5%
5/11/2019	6%	6%	6%	6%	6%
5/19/2019	11%	11%	11%	11%	11%
5/20/2019	7%	7%	7%	7%	7%
5/24/2019	8%	8%	8%	8%	8%
6/5/2019	8%	8%	8%	8%	8%
6/14/2019	6%	6%	6%	6%	6%
6/25/2019	7%	7%	7%	7%	7%
6/27/2019	119%	119%	119%	119%	119%

Date	Traffic Change with respect to same Day	Facebook	Youtube	Twitter	others
7/19/2019	8%	8%	8%	8%	8%
8/1/2019	7%	7%	7%	7%	7%
8/2/2019	8%	8%	8%	8%	8%
8/6/2019	8%	8%	8%	8%	8%
8/15/2019	5%	5%	5%	5%	5%
8/20/2019	5%	5%	5%	5%	5%
8/26/2019	6%	6%	6%	6%	6%
8/30/2019	5%	5%	5%	5%	5%
8/31/2019	5%	5%	5%	5%	5%
9/3/2019	8%	8%	8%	8%	8%
9/13/2019	9%	9%	9%	9%	9%
9/15/2019	7%	7%	7%	7%	7%
9/26/2019	5%	5%	5%	5%	5%
10/5/2019	5%	5%	5%	5%	5%
10/21/2019	9%	9%	9%	9%	9%
10/23/2019	5%	5%	5%	5%	5%
11/3/2019	6%	6%	6%	6%	6%
11/9/2019	7%	7%	7%	7%	7%
11/18/2019	6%	6%	6%	6%	6%
11/22/2019	5%	5%	5%	5%	5%
11/24/2019	5%	5%	5%	5%	5%
11/28/2019	7%	7%	7%	7%	7%
12/9/2019	5%	5%	5%	5%	5%
12/13/2019	8%	8%	8%	8%	8%
1/1/2020	5%	5%	5%	5%	5%

➔ Traffic Decrease with respect to same day last week(less than -5%)

Date	Traffic Change with respect to same Day	Facebook	Youtube	Twitter	others
1/10/2019	-49%	-95%	-49%	-49%	15%
1/14/2019	-8%	-8%	-8%	-8%	-8%
1/16/2019	-7%	-7%	-7%	-7%	-7%
1/24/2019	-8%	-8%	-8%	-8%	-8%
1/25/2019	-7%	-7%	-7%	-7%	-7%
1/29/2019	-40%	-40%	198%	-88%	166%
2/2/2019	-8%	-8%	-8%	-8%	-8%
2/6/2019	-8%	-8%	-8%	-8%	-8%
2/23/2019	-6%	-6%	-6%	-6%	-6%
3/16/2019	-9%	-9%	-9%	-9%	-9%
3/17/2019	-8%	-8%	-8%	-8%	-8%
3/31/2019	-6%	-6%	-6%	-6%	-6%
4/1/2019	-6%	-6%	-6%	-6%	-6%
4/11/2019	-7%	-7%	-7%	-7%	-7%
4/12/2019	-9%	-9%	-9%	-9%	-9%
4/13/2019	-8%	-8%	-8%	-8%	-8%
4/23/2019	-9%	-9%	-9%	-9%	-9%
5/2/2019	-7%	-7%	-7%	-7%	-7%
5/3/2019	-6%	-6%	-6%	-6%	-6%
5/4/2019	-9%	-9%	-9%	-9%	-9%
5/27/2019	-6%	-6%	-6%	-6%	-6%
5/29/2019	-6%	-6%	-6%	-6%	-6%
6/2/2019	-8%	-8%	-8%	-8%	-8%
6/7/2019	-6%	-6%	-6%	-6%	-6%
6/8/2019	-9%	-9%	-9%	-9%	-9%
6/18/2019	-6%	-6%	-6%	-6%	-6%

Date	Traffic Change with respect to same Day	Facebook	Youtube	Twitter	others
6/20/2019	-53%	-53%	-53%	-53%	-53%
6/21/2019	-6%	-6%	-6%	-6%	-6%
6/24/2019	-6%	-6%	-6%	-6%	-6%
7/16/2019	-10%	-10%	-10%	-10%	-10%
7/17/2019	-6%	-6%	-6%	-6%	-6%
7/25/2019	-7%	-7%	-7%	-7%	-7%
7/26/2019	-7%	-7%	-7%	-7%	-7%
8/8/2019	-6%	-6%	-6%	-6%	-6%
8/12/2019	-8%	-8%	-8%	-8%	-8%
8/13/2019	-8%	-8%	-8%	-8%	-8%
8/16/2019	-6%	-6%	-6%	-6%	-6%
8/24/2019	-8%	-8%	-8%	-8%	-8%
9/11/2019	-6%	-6%	-6%	-6%	-6%
9/20/2019	-7%	-7%	-7%	-7%	-7%
9/29/2019	-7%	-7%	-7%	-7%	-7%
10/28/2019	-8%	-8%	-8%	-8%	-8%
11/5/2019	-6%	-6%	-6%	-6%	-6%
11/17/2019	-7%	-7%	-7%	-7%	-7%
12/7/2019	-7%	-7%	-7%	-7%	-7%
12/8/2019	-6%	-6%	-6%	-6%	-6%
12/16/2019	-6%	-6%	-6%	-6%	-6%
12/25/2019	-8%	-8%	-8%	-8%	-8%

2.3 Conversion Change

→ Conversion Increase with respect to same day last week (the insights are a comparison of % increase or decrease and not of comparison between absolute numbers).

Date	Conversion Increase	L2M	M2C	C2P	P2O
2/5/2019	115%	Listing to menu conversion is higher by 123%, the greater conversion can be attributed to higher number of restaurants listed and also higher discount rate compared to previous week's	Although Menu to Cart conversion comparision in terms of percentage is less than previous week's but about **1 million more** conversions were recorded from menu to cart. Reasons could be more item availability, and less avg cost for two	Similiarly Cart to payment conversion was more by 1 million. Reasons could be less packaging charge and avg cost for two people	Payment to order conversion was more than 1 million compared to previous date.
2/26/2019	116%	Although decline in percentage change when compared with previous date but there were 1 million more items listed on the given date but the conversion to menu page was 2 lakh less than the previous datehence -2% dip in listing to menu conversion. Possible reasons might bepeople were unable to find the restaurant of their choice and the discounts that people wanted weren't there	Menu to cart conversion showed an increase of 145%. Reason is 13 lakh more conversion to cart. Reasons are out of stock items less by 6%. This is one of the greatest probabel reason for increase in over all conversion of 116%	Although % change was less but more than 9 lakhs conversion was made to payment page. Reasons are Avg packing charge & Avg delivery charge less by 11% & 3% respectively.	More than 6 lakhs successful orders were placed and successful payments were also greater by 3% hence it contributes greatly towards overall conversion
3/9/2019	102%	Although Listing to menu and menu to cart conversions showed a decline but the conversion that contributes greately is the Cart to payment with 12 lakh+ more conversions to payment & from payment to orders with 9+ lakh more conversion to successful orders. Reasons could be more items discounts, more item availability, great discount(50% more), and lower average cost for two. The important thing to be noticed is that the conversions surged from payments to order phases, very strong possibility due to 50% reduction in avg delivery costs.			
3/26/2019	87%	Although Listing, Menu, Cart, Payments were less in numbers and their successive conversions i.e. L2M,M2C,C2P were less than the previous dates. However there was surge in orders and the P2O conversion was greater by 121%. The reason is **success rate of payments** was higher by 29%			

Date	Conversion Increase	L2M	M2C	C2P	P2O
4/11/2019	107%	More than 15 were less listings and the count of restaurants was also lower hence there is a decline in L2M conversions.	M2C coversions were greater by 94%. Carts numbers were greater by 8 lakhs, the reason could be higher avg discount compared to previous date , the could be some promotional discounts or any day of greater discounts given that day on certain items and as a result people we directly directed to carts	C2P conversion was greater by 9% reason could be attributed to less delivery and packing charges.	P2O conversion is somehow higher the reason could be payment page numbers were greater than previous date and as a result subsequent orders numbers
4/18/2019	57%	Greater listing and menu numbers were found in this date. The reason for more L2M conversion is attributed to greater average discounts more than 10%	M2C conversion is greater by more than 73%. Reasons are greater item availability, less avg cost for two.	Although percentagewise comparision shows a decline but Carts and payment numbers were significantly higher than the previous day. The reason could be some promotions or discounts specifically on that day on certain items from swiggy as avg discount was high that day and there was more item availability.	Although percentagewise comparision shows a decline but Payment and order numbers were significantly higher than the previous day. The reason could be some promotions or discounts specifically on that day on certain items from swiggy as avg discount was high that day and there was more item availability.
7/23/2019	128%	Comparing each stage there is has been found that there are significant rise in numbers in each stage starting from listing and the subsequent conversions and drop off is seen to be normal as against the numbers in each stage. However greatest increase is seen in L2M phase of 137%, the reason could be greater availability of restaurants, items and greater discount. More over significant less amont of avg delivery & packing charges could be observed and also average cost for two is less significantly. This could indicate one of those days when there is theres some ocassions with more items listed and every cost including delivery, packaging, cost for two is reduced			
8/18/2019	100%	In terms of numbers L2M showed a decline due to less avg discount this day and also people might be specifically searching for some items that day and were unavailable as out of stock items were more by 12% so those might be some of reasons for less conversions.	M2C conversions were greater reason could be avg cost for two is less and reason people were looking to order for two or more people that day	C2P change was highest over 97% and P2O change was also a little higher than the previous date. Although delivery charges were high but avg packing charges were low by over 31%, and as the reason cited before for M2C conversion **people were looking to order for two or more people and while doing so less packing charges could aid in greatly pushing the order conversion numbers**	
9/21/2019	114%	Less listings were done and L2M conversion were also less might be due to less number of restaurants listed, people weren't able to find restaurants they wanted to order from hence the dip	M2C conversion showed an increase of 130% the reason could be more item avalability of 40% more and avg cost for two is also low	% change comparision of C2P shows a minimal dip but the **over all numbers of conversion to payments page was over 1 million**,reasons could be less delivery charge and less packaging charges.	More item availability, less avg cost for two, less avg delivery and packing charges could be the reason for greater order conversion

Date	Conversion Increase	L2M	M2C	C2P	P2O
10/9/2019	27%	There were small but constant increase in conversion at each stage. Supporting data shows no such difference in changes that can be cited as a reason infact there was increase in delivery charges but however "Avg cost for two" was less by 4%, the people most placed or were looking to place orders for two or more people hence the conversion increase.			
10/21/2019	21%	Except greater avg discount of just 1% more no more evidence could be found from supporting data as less restaurants were listed, more delivery and packing charges, more avg cost for two , success rate of payment was lower that the previous date. All the conversions showed a normel level of dropoffs in their respective dates but what causes the higher rate of conversion could be attributed to the LISTINGS , around 19 Lakh more listings were done in this day than the previous dates.			
10/22/2019	21%	Changes in each stage was showed an increase while M2C showed the lowest % increase of just 1% the reason could be due to unavailability of items. And althougho supporting data has no supporting evidence of increase in ooverall conversion except for "Avg cost for two" which showed a dip of 5% that comparing date, maybe people ordering were placing orders for two or more people and this had an influence on overall conversion increase of 21% and also P2O conversion was highest when compared with previous date the reason could be "Success rate of Payment" was higher by 3% hence influencing increase in conversion.			
11/24/2019	124%	Comparision in terms of percentages showed small declines as compared to same day last week with only increase in M2C conversion with over 150% increase. However in terms of comparing numbers at each stage of conversion there was significant increase when compared to last week starting from Listing which was greater by 22 Lakh. The reason for 150% increase in M2C can be contributed to greater availability of items of more than 70% and with more restaurants being listed.			
12/22/2019	21%	Listing in both days were exactly the same however there was more L2M & M2C conversion during this day of more than 5% & 10% respectively, there were less restaurants listed with no change in discounts or out of stock items however this factors played no role during this day most probably people didn't had much preferences about restaurants or those restaurants that people were searching were available similiarly the out of stock items that day wern't the ones people were searching that day and requirements were met with the available items.		C2P conversions showed 0% changes when compared (comparision in terms of numbers were greater)but the delivery and packing charges are less than previous date which might somewhat have influenced in the overall conversion	P2O conversions showed an increase of 4% and can be attributed to greater "success rate of payments"
12/28/2019	20%	Listings were 2% lower than the previous date while all the conversions L2M,M2C,C2P,P2O showed an avg increase between 4-5%. There was more discounts hence explains the greater L2M conversion. More items were available which explains M2C conversion increase. Less Delivery charge explains C2P conversion increase.			

→ Conversion Decrease with respect to same day last week

Date	Conversion change with respect to same day last week	L2M	M2C	C2P	P2O
1/29/2019	-52%	Listing was less in numbers compared to previous date. More than 28% less restaurants were available and the average discount was less hence L2M conversion was recorded the lowest while comaring it with last weeks less than 55% and this contributed greatly to decline in overall conversion.	percent wise M2C showed an increase the reason could be more avalability of items and less average cost for two. In terms of numbers cart conversion showed less numbers.	C2P showed an increase in terms of percentage comparision the reason could be less average delivery charges.	P2O showed a % reduction of 5% the reason from before like less restaurant availability, higher avg packaging costs influencing overall conversion
2/19/2019	-54%	M2C conversion was lowest by more than 50%, although more restaurants and items were available despite of that conversioon was low. The reason might be people were unable to find the items they were looking for and people were looking to order food for two or more people, the avg cost for two if lower could have increased conversions, moreover avg packaging cost and avg delivery was higer.			
3/2/2019	-42%	Although other conversions showed increase in terms of percentage comparision but C2P showed a decline of 49% the reason could be linked to higher avg delivery cost of 100% more. It can also be seen that in terms of numbers , number started dropping abruptly from Carts Page, the reason could be higher out of stock items and Cost for two of two of 14% & 11% respectively.			
3/19/2019	-47%	Listing,Menu,Carts,Payments as weel the respective conversions L2M,M2C,C2P showed an increase in terms of percentage and numbers respectively. However the major dip of more than 50% was observed in P2O conversion and the effect of which could be linked to Success rate of Payments which was less by 24% which ultimately affected the conversion resulting in decline.			
4/4/2019	-53%		M2C showed the highest decline of 47% influencing the overall decline. Supporting data although provides no such evidence explaining this but since discounts were less people couldn't find the promotional discounts they wanted listed at the top of menu page and also the items that were searched during the day wasn't available	C2P showed a decline due to the fact the avg packing costs were higher and people were opting to order for two or more people that day	Similar Factors from before could be said for P2O conversion as the drop offs from each stage will ultimately affect the order numbers and also Success rate of payment was less further affecting overalll conversion

Date	Conversion change with respect to same day last week	L2M	M2C	C2P	P2O
4/12/2019	-20%	Showed a decline of average of 5% at each stage starting from less listings of more than 19 Lakhs. Subseqent drop offs could be attributed to less discounts and more out of stock items			
4/25/2019	-39%	M2C showed the greatest drop off more more than 45% the reason could be higher avg cost for two, people were looking to place orders for two or more people this day and that might be the reason and also promotional discounts at the menu page was lower as avg discounts were also lower which could have affected the dip.			
7/16/2019	-59%	L2M conversion showed the greatest decline of 60% when compared. The reason could be lesser item availability. Conversion to cart showed a decline showed a decline due to higher avg cost for two. C2P showed a decline the reason could be higher average delivery charges.			
8/11/2019	-54%			C2P showed the highest decline when compared and the major reason for overall decline in conversion, since the avg cost for two was already higher,avg packaging cost more by 32% have made people to drop off at this stage	
9/14/2019	-51%	Other factors might not have affected the conversion process but only out of stock items which had 88% more items unavailable during that day and due to that fact M2C conversion showed a decline of 56% and this ifluenced greatly to the over all conversion decline as reason of the conversions showed an increase or no change			
11/17/2019	-54%	M2C showed a decline of 56% influencing over all conversion and the reason could be attributed to highest out of stock items of more than 229%			