***Session Details*** sheet has date wise session count. You can find listing sessions, menu sessions, cart sessions, payment sessions and order sessions day over day ***Channel wise traffic*** sheet has traffic (listing sessions) breakup at date level.

***Supporting Data*** sheet has other information at date level which might help you solve the case. The description of the columns is written below

|  |  |
| --- | --- |
| **Metric** | **Description** |
| Count of restaurants | Number of operating restaurants for the day |
| Average Discount | Average discount given to all the transacting customers |
| Out of stock Items per restaurant | Average out of stock items per restaurant (total out of stock items/total restaurants) |
| Avg. Packaging charges | On an average what is the packaging charges paid by customer while placing the order |
| Avg. Delivery Charges | On an average what is the delivery charges paid by customer while placing the order |
| Avg Cost for two | Cost for two is approximate spent for creating meal for two. |
| Number of images per restaurant | Count of images listed per restaurant on menu page |
| Success Rate of payments | ratio of successful transactions and payment initiated |

# Task:

* Identify the increase or decrease in the number of orders using **Session Details sheet**

o Fill all the remaining columns of Session details based on the definition mentioned above the column names

* + Identify date of highs and lows in the orders with respect to same day last week
  + Hint: on weekends, Swiggy is getting extra orders naturally. Hence we might see so many highs.
  + Hint: Ignore any difference of less than 20% and above -20% in orders from the same day last week. Hence we can define highs or lows which are above 20% or lows below -20%
* Check if there is change in traffic as compared to same day last week

o If there is change in traffic, identify the source of traffic change using Channel wise traffic sheet

* Check if there is change in Overall Conversion as compared to previous dates

o Break the overall conversion into smaller part in the following metrics, and create fresh columns on the following metrics in the Session Sheet

* + - L2M
    - M2C
    - C2P
    - P2O

o Identify which one of the conversions is fluctuating

* + Create hypotheses on what could be the possibility for fluctuation in conversions
  + Validate the hypotheses using Supporting data

(**Note: The analysis on Session Details, Traffic Details have been done in the respective sheet itself)**