Insights and Observations

1. Order Level analysis:

- In the order level analysis, I found that the maximum orders were placed from the HSR layout.
- Maximum No. of orders were placed in the afternoon and the night time.
- The least No. of orders were from the late night time.
- The HSR layout and the IIT layout had the highest no of increase in monthly orders, most of the increase in orders was in the September month where the highest no. of order increase was seen.
- The delivery charges were highest in the midnight across all the months also the delivery charges in the month of may did not change a lot over the months as seen in the chart.
- Jan and Feb months had the highest delivery charges.
- Discount was the lowest in the late night time and high in the morning and afternoon time.
- July and September had the highest level of discount as percentage of product.

2. Completion Level analysis:

- Overall, I observed that there is a very high average completion rate of More than 95%.
- However, I noticed a dip in rates in the peak holiday season, according to the areas pattandur had the Average maximum orders, Month wise May and July had the maximum orders.
- HSR layout has the maximum no of orders and successful orders whereas cux town and whitefield have no successful orders.

3. Customer level analysis:

- The user count is highest for the organic source so the completion rate for the organic is also higher.
- The average LTV is higher for snapchat even because it has the lowest count of users
- The revenue generated is also highest from the organic source.
- We see that the highest No. of revenue collected is in the September month.
- The product count at the late night is the lowest but the delivery charges are highest and the discount is the lowest.

- The average order rate is highest in the morning also the average delivery charge in the morning is the lowest, the discount is almost similar in all slots except the late night.

4. Delivery Level Analysis:
- The average highest delivery charges collected are in the night and then the morning then then the late night there are not many orders in the late night so the total average of delivery charges in the Late night is low, at the fourth highest is the evening and at the last is the afternoon time.
- There is a lot of difference between delivery time between Mahadevpura and Bellandur, ecospace.
- A lot of factors can be the reason for such time difference first being the distance mahadevpura could be far compared to other places which is why it is taking longer to reach the place and also a big factor is the traffic depending on how the traffic is also plays a big role in the delivery time even if the place is closer the traffic may cause the delivery time be more than other area which is further in distance.