Order level Analysis

1. Order distribution at slot and delivery area level

* Knowing that deliveries are more in HSR layout allows the business to strategically allocate resources to meet high demand in that area. This could mean assigning more delivery staff or ensuring enough stock in this location to handle the high volume of orders.
* Understanding that orders are less at late night gives a clear idea about customer's ordering patterns.
* The information about the low volume of orders at Bannerghatta might indicate a need for marketing or promotional activities in this area to boost the sales. It might also hint towards the need for market research to understand why sales are low in this area.

1. Identify the areas having highest increase in monthly orders (from Jan to Sep) in absolute orders.

* In HSR layout Count of Order ID are maximum
* By month from January to September the numbers of orders in HSR layout are continuously increasing.

1. Delivery charges as a percentage of product amount at slot and month level.

* The fluctuations in delivery charges could also be a result of changes in demand and supply. For instance, if there is less demand for delivery services during late night or certain months, the company might increase the charges to compensate for the reduced volume of orders.
* Understanding the changes in delivery charges can also provide insights into customer behavior. For example, if customers are willing to pay higher charges for late night deliveries, it indicates that they value the convenience and speed of delivery.
* The continuous decrease in delivery charges from January to September could be due to seasonal trends.

1. Calculate discount as a percentage of product amount at slot and month level.

* Discount at late night is very less. For instance, if more customers shop at night, offering higher discounts during these times could drive sales.
* At the month of September, the discount rate is high
* At morning and afternoon the discount are less and Night, late night and evening the discount are high.
* Offering discounts during specific periods could also attract new customers who are enticed by the lower prices.

5. Discount as a percentage of product amount at drop area and slot level.

* At bellendur the discount amount is high as the product amount is high, The high discount amount at Bellendur may indicate that customers in this area are more likely to buy expensive items, or that there is a high demand for certain products.
* At late night the discount lavel is high. It may suggest that the business is trying to stimulate sales during off-peak hours.

Completion Rate Analysis

6. Completion rate at slot vs day of the week (Sunday to Saturday) level. Can you spot some pattern in the data?

* Most of the day night or late night the complience rate is down. during the night or late night, when workload may be lower, employees might be less vigilant, leading to a decrease in compliance rate.
* Most of the day afternoon and evening the complience rate is high. Afternoon and evening, there could be more staff available to ensure compliance procedures are followed.
* Sunday evening the complience rate is 100%

7. Completion rate at drop area level.

* At White filed and Cox town the completion rate is zero. There might be a lack of effective planning and project management, causing delays and incomplete projects. If there is low demand for the services or products in these areas, the completion rate could be affected.
* Most of the areas the completion level is 100%.

8. Completion rate at number of products ordered level. For this first you need to create a column having number of products against every order.

* As the product no increases the completion rate also increases

9. Analysis on the any pattern you observe in the completion rate.

* As the product no increases the completion rate also increases
* Most of the day night or late night the complience rate is down.
* Most of the day afternoon and evening the complience rate is high
* Sunday evening the complience rate is 100%
* At White filed and Cox town the completion rate is zero and most of the areas the completion level is 100%
* As the product no increases the completion rate also increases

Customer Level Analysis

10. Completion rate at source level.

* Completion rate is high for organic and low for office campaign.

11. Calculate LTV for every customer.

* For Customer ID “APQ2413449” LTV is very high and for Customer ID “ZHN1622848” LTV is Less.

12. Calculate aggregated LTV at customer acquisition source level. Refer to aggregated LTV example.

* Aggregated LTV is high at Google source level and snapchat and low at Instagram source level. So most of the customer are from google. Google users, for instance, might be more likely to use the platform for search and hence more likely to discover and engage with businesses. Snapchat users might be more engaged and active on the platform, leading to higher interaction with ads and subsequently higher LTV.
* The marketing and advertising strategy on Google and Snapchat might be more effective than on Instagram. This could be due to better targeting, ad formats, bidding strategies, etc.
* Google and Snapchat might have features that are more conducive to driving higher LTV. For instance, Google's search feature could lead to higher intent traffic, while Snapchat's immersive ad formats could drive higher engagement.

13. Aggregated LTV at acquisition month level.

* Aggregated LTV is high is high in May month and low in September month.
* There might be seasonal trends at play. Maybe the business tends to do well in summer months like August and sees a decline as fall approaches.
* The company might have run successful marketing campaigns or promotions in August that increased customer purchases, which were not replicated in September, leading to a drop.
* The company's product or service might be in high demand in August and lower demand in September.

14. What is the average Revenue (Product amount after discount) per order at different

customer acquisition source level?

* Average revenue per order is high at google and snapchat, low at Instagram as a As a business analyst, this information is significant as it helps in understanding the effectiveness of different customer acquisition sources. It indicates that Google and Snapchat are more efficient platforms for acquiring customers who are likely to make higher value orders.
* The business may decide to allocate more marketing resources to Google and Snapchat to maximize revenues.
* It can help in developing a more targeted marketing strategy. For instance, the business may design premium product ads for Google and Snapchat users, and budget product ads for Instagram users.
* It can help in understanding customer behavior on different platforms, which can be used to improve customer acquisition strategies.

15. What is the average Revenue (Product amount after discount) per order at acquisition month level?

* The revenue per order is high in May, the company might consider allocating more resources during this month to maximize profit. This could be in the form of additional staff, increased advertising, or more stock.
* The difference could also be due to customer behavior. Perhaps customers are more likely to make larger purchases in May, or maybe a specific segment of customers only purchases during this month. This information can be useful in developing targeted marketing strategies.

16. Is there any pattern in order rating across slots, number of items placed, delivery charges, discount. For example, there might be an insight from the data that orders placed during late night are generally rated high. While orders placed in early morning are not rated high. OR orders having more than 5 items are generally rated high.

This could indicate that the company is trying to incentivize customers to make purchases during off-peak hours (late night) by offering lower delivery charges and discounts. Conversely, higher charges during peak hours (afternoon) could be a way to manage demand, ensuring that the company's delivery infrastructure isn't overwhelmed.

The 5-star ratings for Freshco Hypermarket Capstone are high, indicating they are doing well. As we can see, there are many happy customers here.

Delivery Analysis

17. Average overall delivery time at month and delivery area level

If most orders take place in the afternoon, it would be beneficial to have more staff during this time to handle the influx of orders. This ensures that the business can meet the demand and provide good customer service.

18. Average overall delivery time at month and weekday/weekend level

* At weekend afternoon customer demand are more, when the most orders take place allows for better resource allocation. This includes scheduling more staff during these peak hours to handle the increased demand or ensuring that sufficient inventory is available to meet customer needs.
* Dynamic pricing strategies can be implemented. Prices can be increased during peak times to maximize revenue, or discounts can be offered during off-peak hours to attract more customers.

19. Average overall delivery time at slot level

20. Pattern in delivery charges with slot or delivery area

* At night afternoon evening and morning delivery charges are high at HSR layout, It could be due to high demand during these times. Many people may prefer to order on weekends or during evening and night hours. If demand is high and supply (in terms of delivery personnel or resources) is low, prices are typically increased.
* Higher charges can also be due to increased operational costs during these times. For example, if there are more traffic or parking issues in the HSR layout area during these times, it could take longer for deliveries to be completed, thereby increasing cost.

21. Pattern in delivery time and delivery area.

* In some specific areas the late-night order are more there such as Bellandur and some areas the orders are more with in morning to afternoon such as Ejipura. Bellandur, for instance, might have a larger population of young professionals or students who tend to stay up late and order food, while Ejipura might have more families or older residents who prefer to order food during the day.
* The timing of the orders could be influenced by the work patterns of the residents. For instance, people working in night shifts or IT professionals working for clients in different time zones might order late at night. On weekends, people generally have more leisure time, hence they might order food more.