

Swiggy Funnel Analysis Key Insights

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Analysis Year: January – December, 2019

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Overall Conversion Analysis

Our overall conversion trend lies between 3% to 7%, based on our graphical analysis we have identified the outliers. There are five day in the year for which we have seen decline in conversion and surge for one.

Date	Overall conversion	L2M	M2C	C2P	P2O
02/03/2019	2%	21%	34%	33%	81%
18/04/2019	9%	24%	67%	73%	79%
16/07/2019	2%	10%	40%	73%	84%
11/08/2019	2%	22%	33%	33%	74%
14/09/2019	2%	21%	15%	67%	74%
17/11/2019	2%	21%	14%	71%	77%

The highlighted numbers show the areas which have impacted the overall conversion. Further drilling down we have the supporting data in the table below supporting the reason of drop.

Date	Overall conversion	Average Discount	Out of stock Items per restaurant	Average Packaging charges	Average Delivery Charges	Avg Cost for two
02/03/2019	2%	18%	40	18	56	399
18/04/2019	9%	29%	32	18	28	364
16/07/2019	2%	17%	38	20	30	458
11/08/2019	2%	19%	34	29	27	396
14/09/2019	2%	17%	64	22	30	378
17/11/2019	2%	19%	112	22	27	353

As seen from the above table two tables following are the reason for low conversion on that particular day in ascending order:

1. People added items in cart but did not proceed to payment (Cart to payment) as the delivery charges very significantly high on this day.
2. The conversion rate from menu to cart surged as we offered maximum discount on that particular day.
3. Listing page had expensive combo offers for two people leading to low conversion from listing to menu page.
4. The items in the cart could not reach to payment (C2P) as the restaurants were charging high packaging fee leading to low conversion rate.

5. There were lots of dishes which went out of stock leading to a lower conversion from menu to cart.
6. People could not find their favourite dishes as the number of dishes that went out of stock is amongst the highest through out the year leading to low conversion from menu to cart.

Channel Wise Traffic

After detailed data and graphical analysis we identified following three dates for which there was a significant drop-in traffic for the channels

10th January 2019

Facebook faced a global outrage and the servers were down for more than an hour which had an impact on twitter and YouTube as well as the websites crashed because of increasing traffic and went under maintenance.

Impact: Facebook down by 95% followed by YouTube and twitter by 49%

22nd January 2019

Twitter gained lot of traction due to ongoing political issue and India won test match for which Virat Kohli got man of the match and series. Therefore, there was lots of traffic on Twitter and Facebook on this day which in turn reduced the traffic on YouTube and other channels by 65% and 60% respectively.

Impact: Twitter surged by 747% and Facebook by 77%

20th June 2019

There was internet shutdown in few states with in the country due to increase outrage and intolerance. This is a result of internet shutdowns in regions like Jammu & Kashmir, Arunachal Pradesh, Assam, Meghalaya, Rajasthan, Tripura, and Uttar Pradesh.

Impact: Each channel traffic declined by 53%