



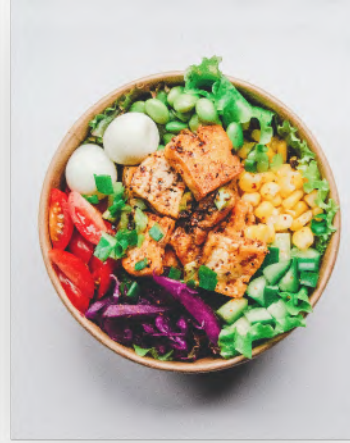
DELIVERANDO

# DELIVERANDO

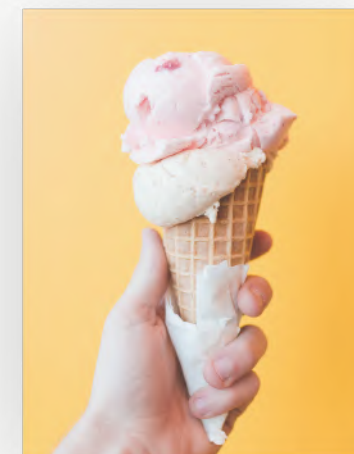
## *Sales Analysis*

*Presented by: Tayyaba Saleem, Data Analyst at Deliverando*





# Savor the Moment, Delivered to You!





# Deliverando's Growth and the Evolving Food Delivery Landscape in Graz



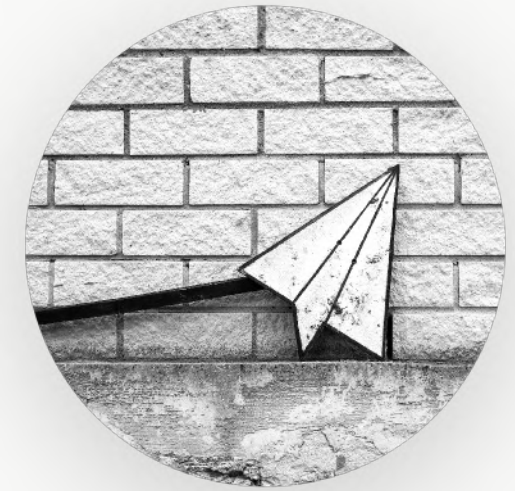
## Current Growth in Graz

In Graz, we are experiencing tremendous growth, reaching new heights in the food delivery market. Our platform has become a preferred choice for many food enthusiasts, offering convenience and a wide array of delectable options



## Facing the Competition

As the food delivery market in Graz expands, we recognize the increasing competition. However, our dedicated team and innovative strategies continue to propel us forward, enabling us to stay ahead in this competitive landscape.

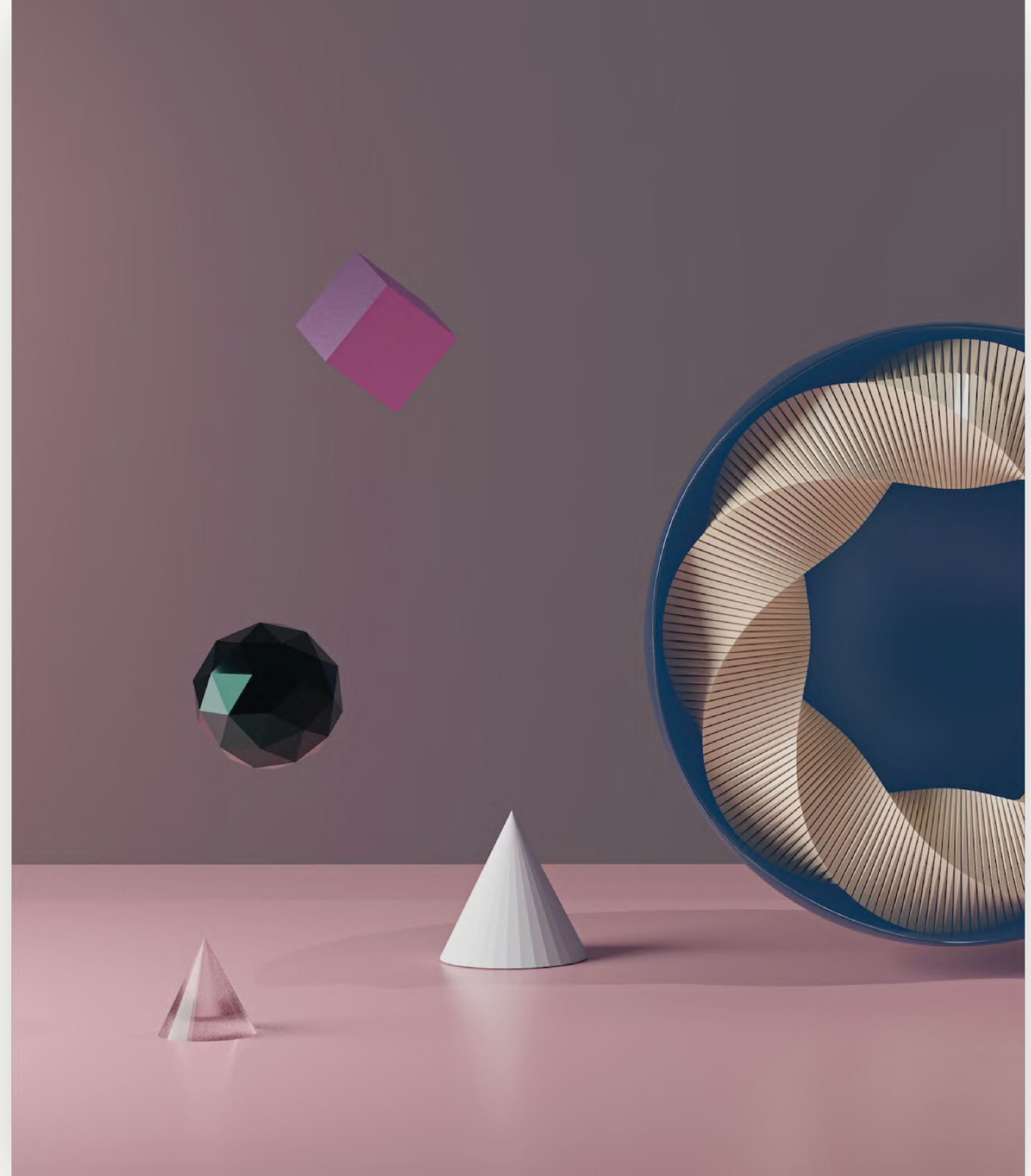


## Together Towards Excellence

At Deliverando, we embrace challenges as opportunities for excellence. With our dedication to customer satisfaction, innovative approach, and partnerships with top restaurants, we are primed to surpass expectations and maintain our leadership in the industry.

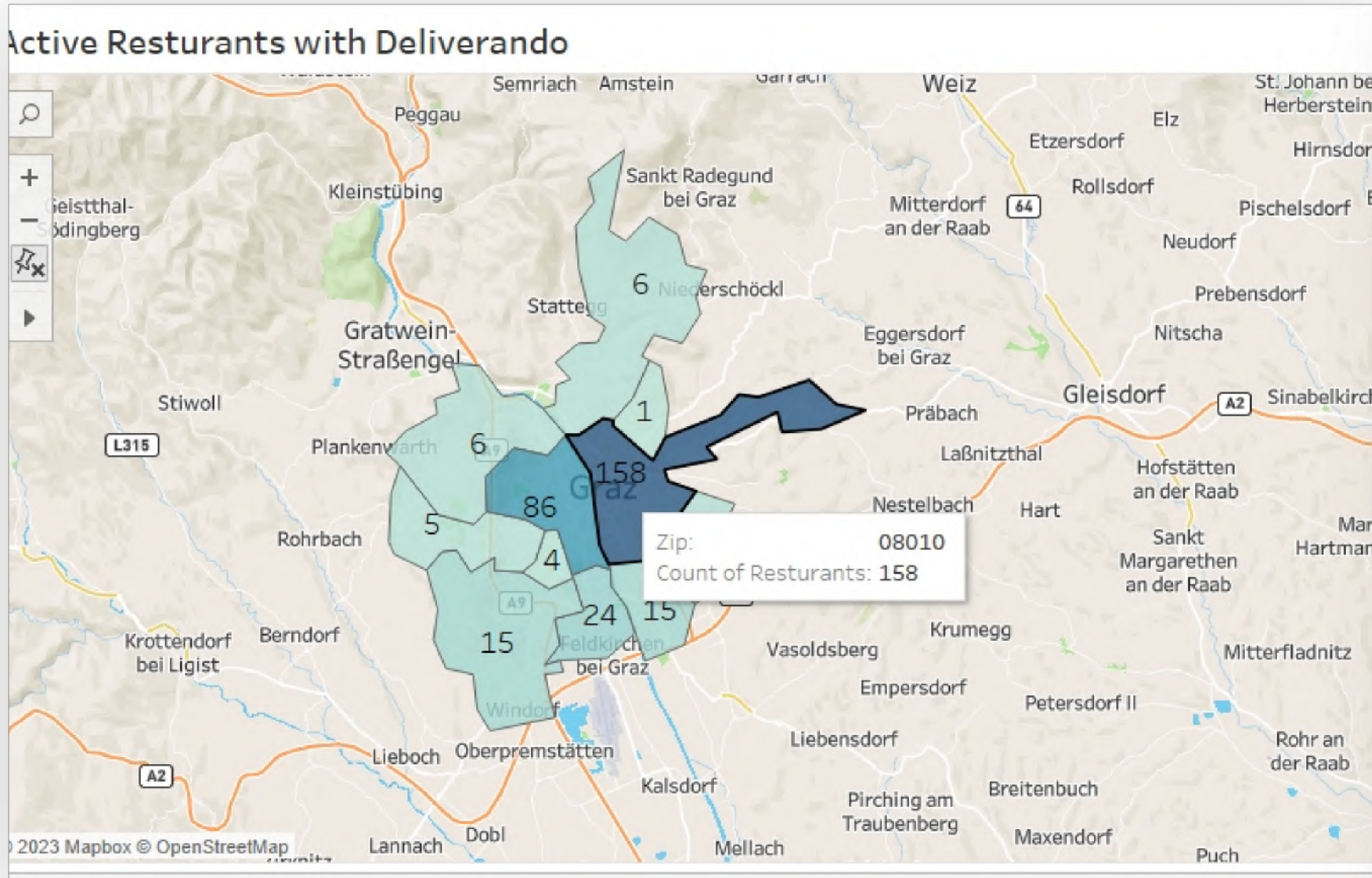
# Analysis Overview

- Active Restaurants with Deliverando and the Competitors
- Exclusive Restaurants with Competitors
- Top Restaurants with Competitors and their Comparison with Deliverando
- KPIs Analysis of Restaurants with Deliverando
- Recommendations



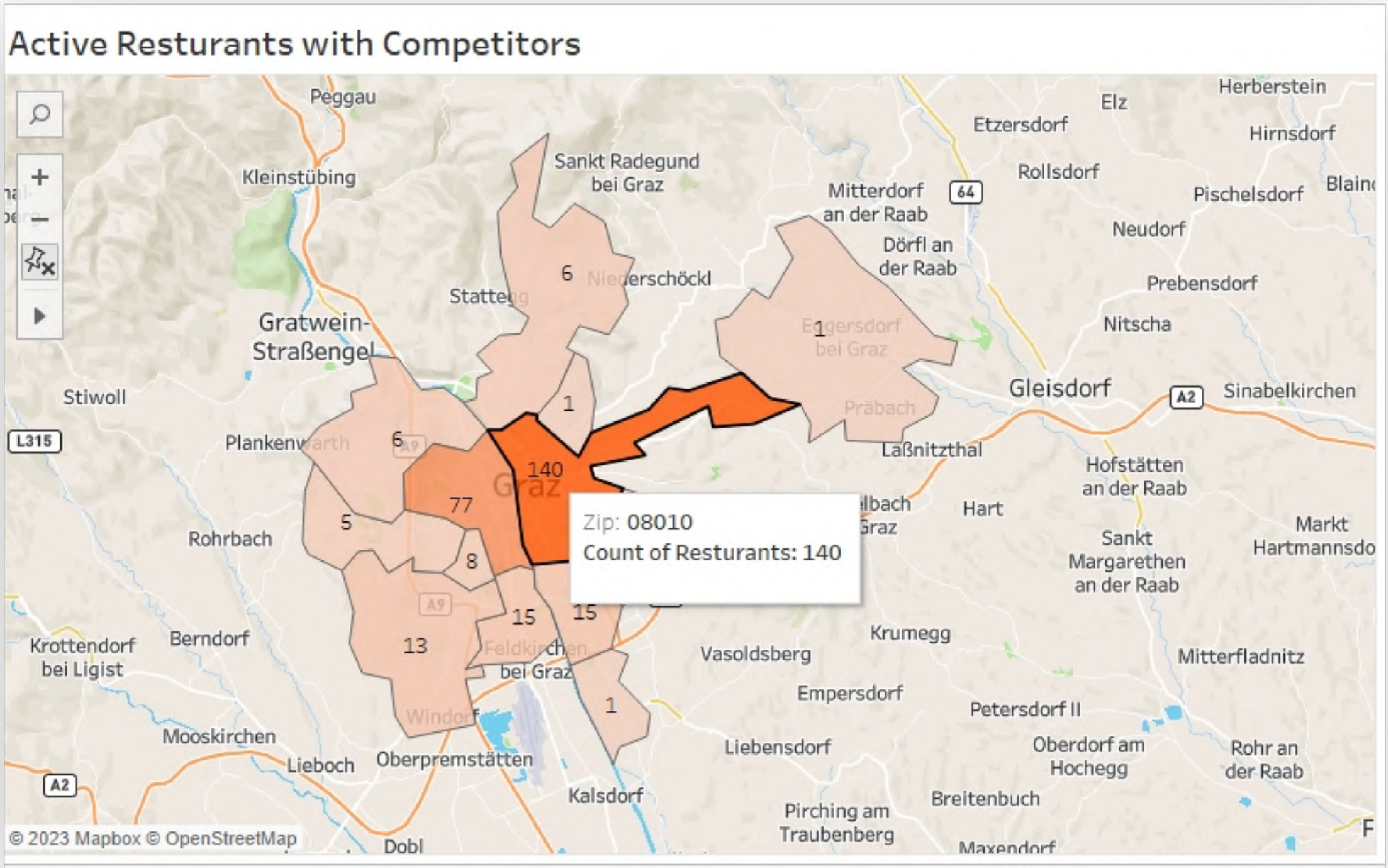


# Active Restaurants



**Deliverando Active Resturants: 227**

**Deliverando Growth Rate: 3.9 %**

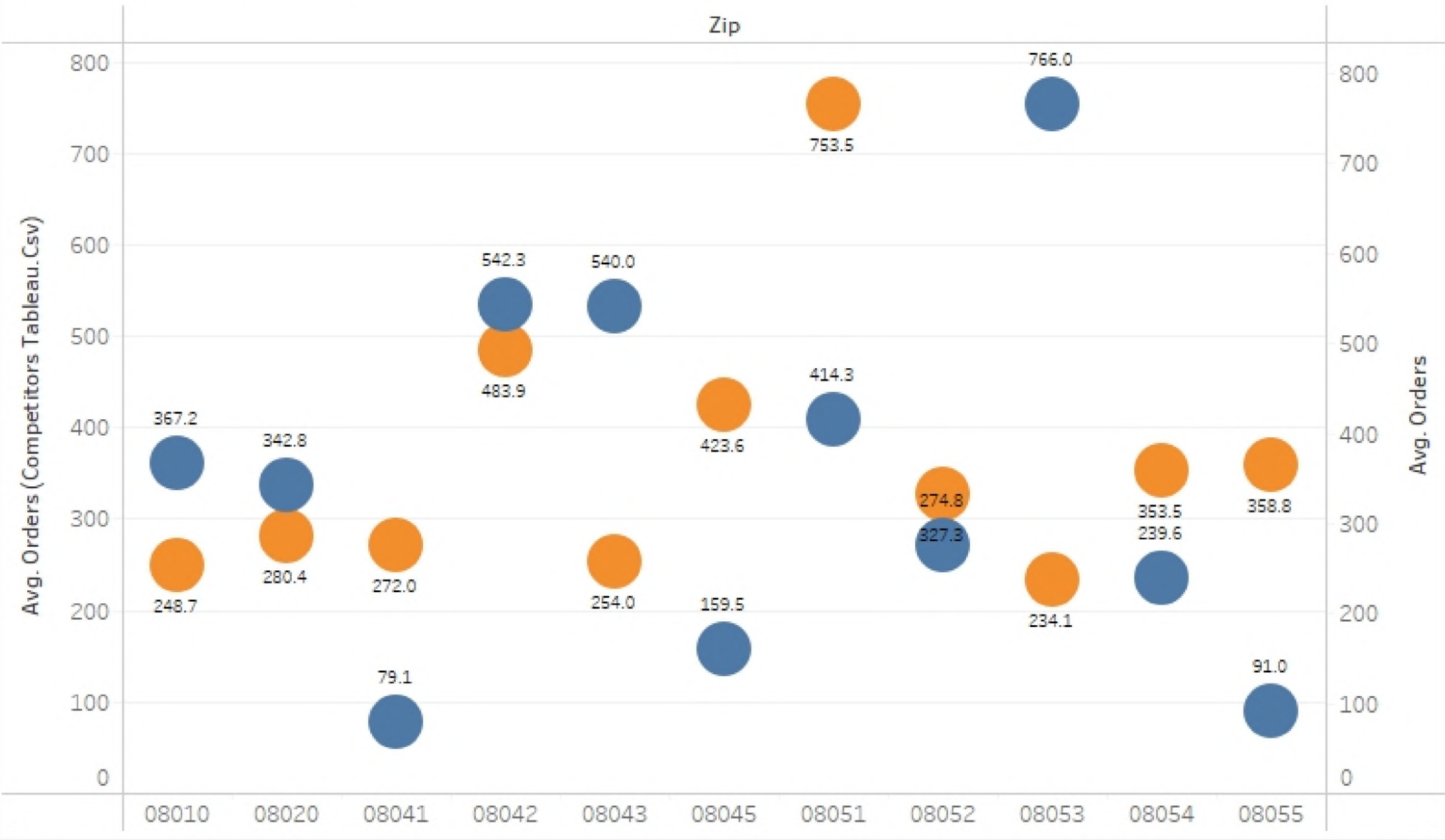


**Competitors Active Resturants: 276**

**Competitors Growth Rate: 3.7 %**

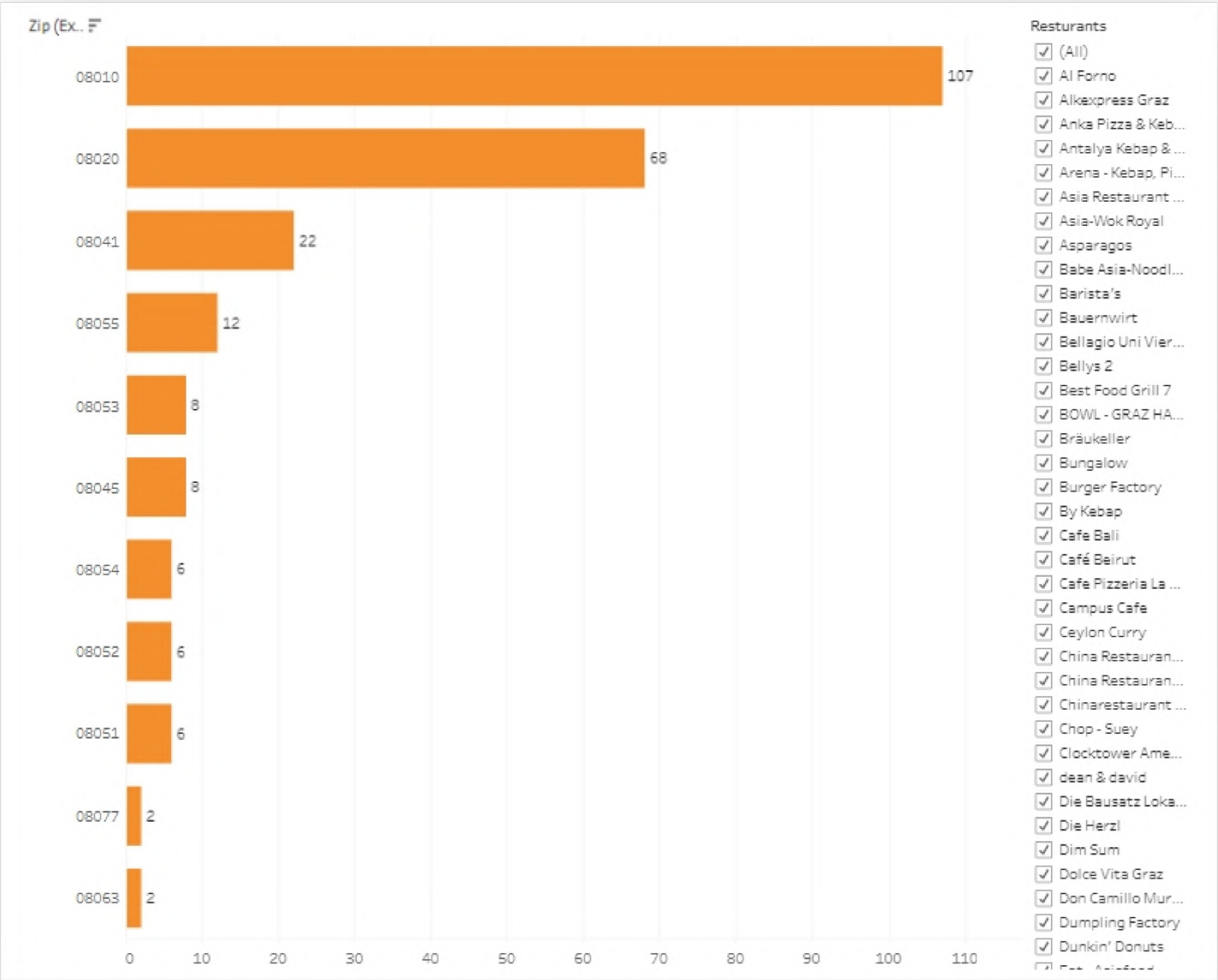


# Average No. of Orders

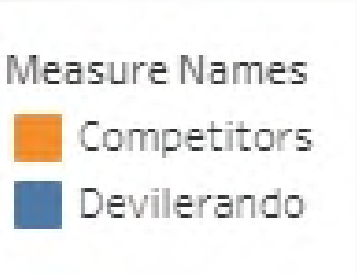
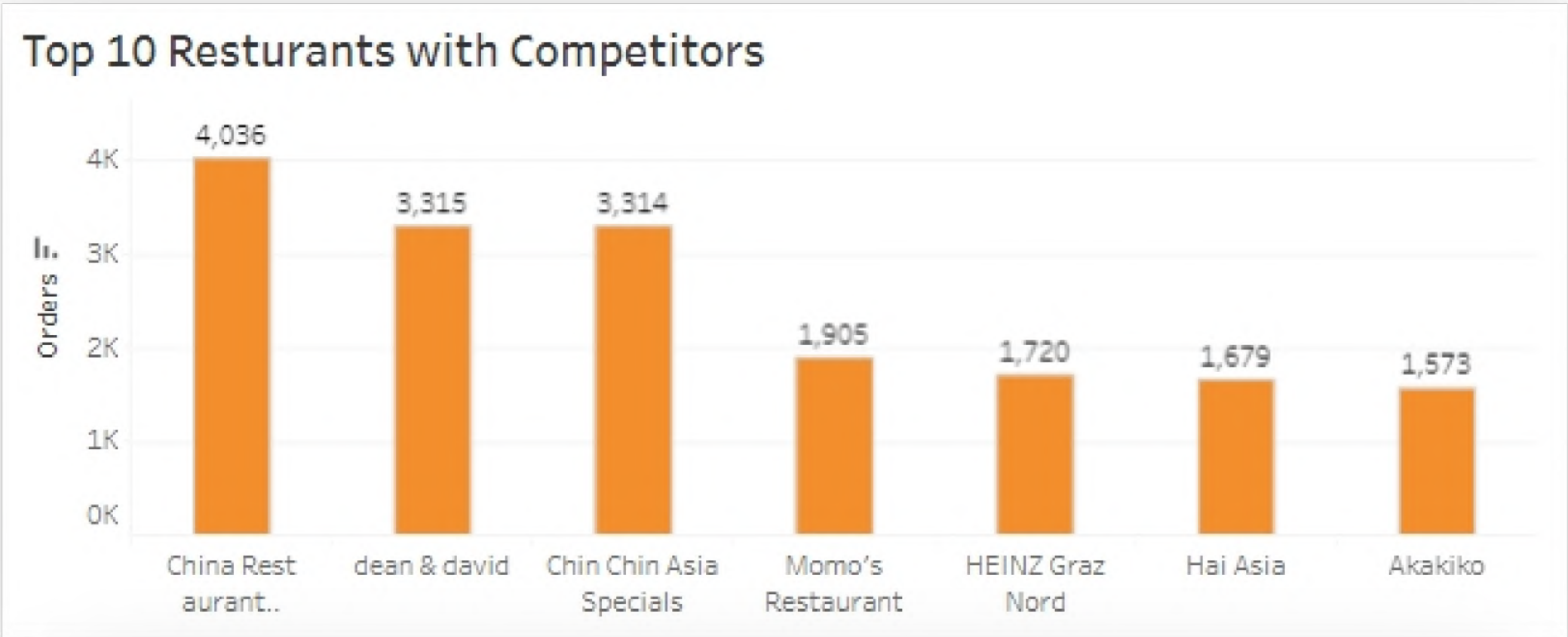


# Exclusive Resturants with Competitors

Total count: 247

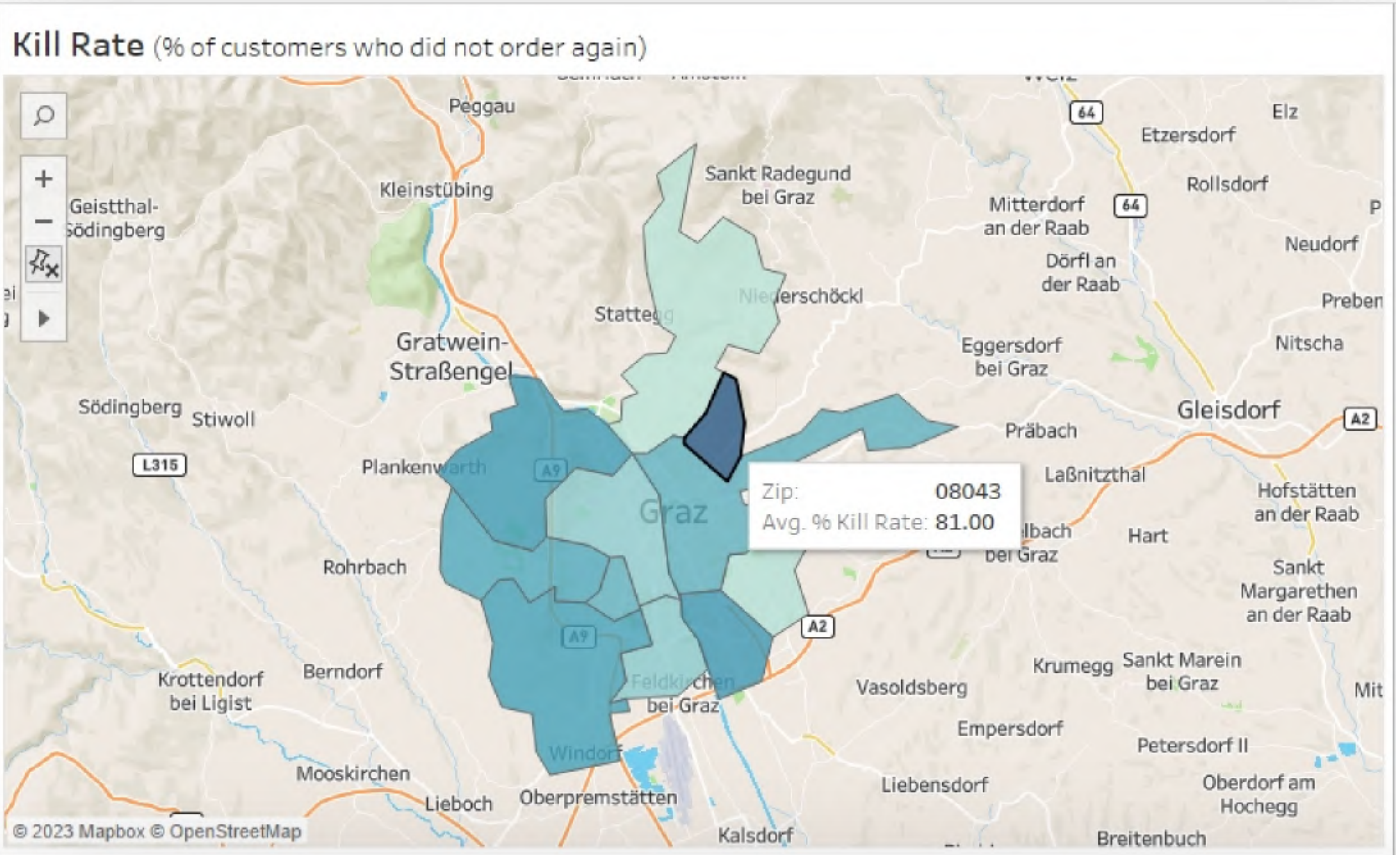


# Top Resturants with Competitors and their Comparison with Deliverando

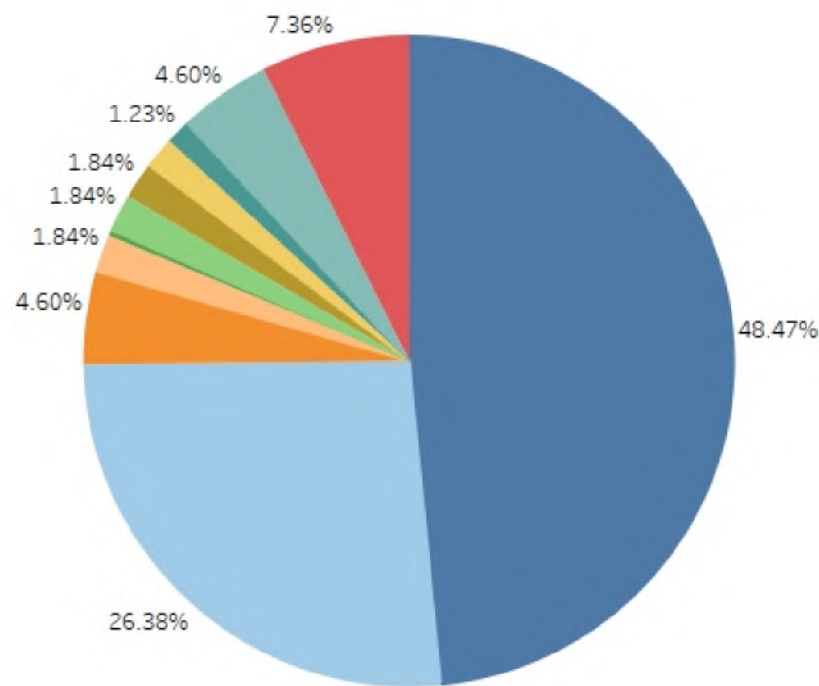




# KPIs Analysis of Resturants with Deliverando



% of Commissionable Orders

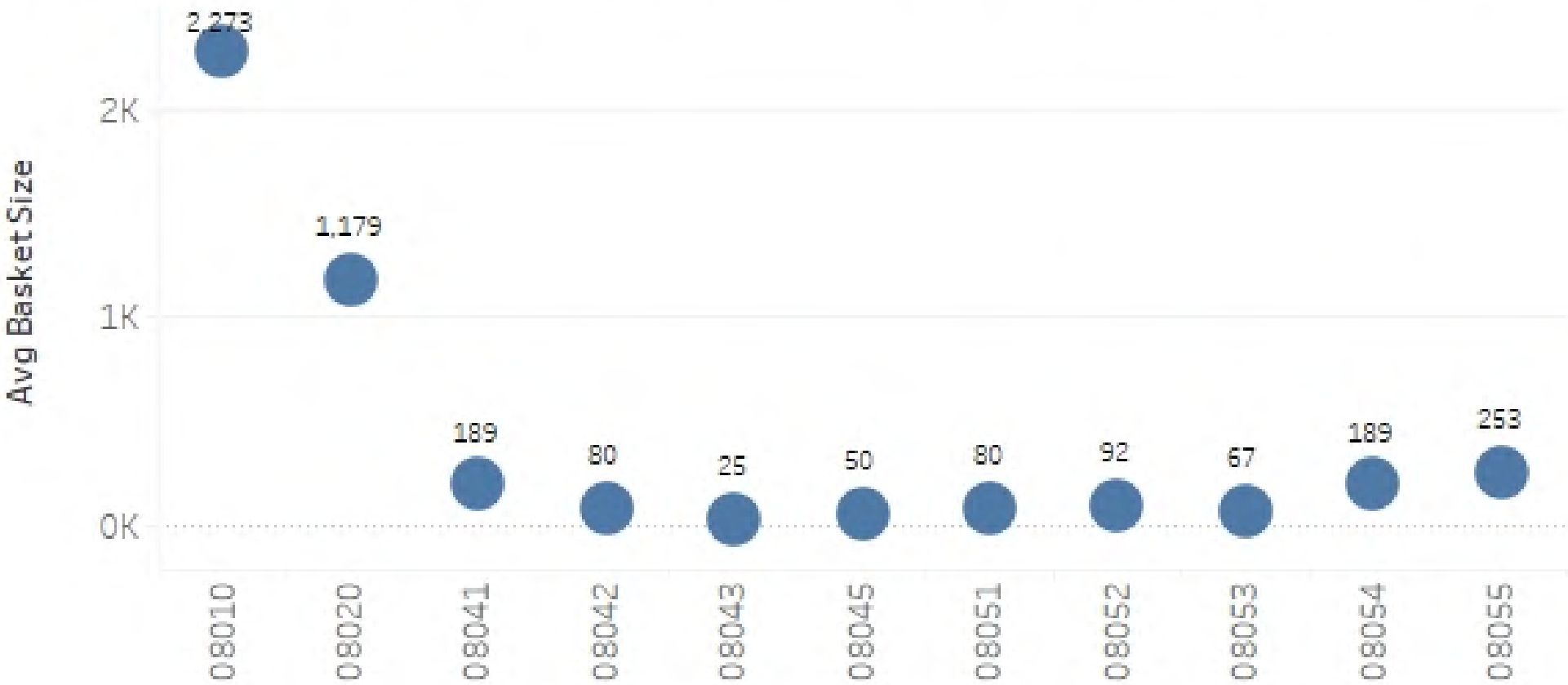


## Time to Accept an Order (in minutes)

Average Time : **3.035**

Maximum Time: **25.57**

## Average Basket Size (No. of products a customer buys per single transaction)



# Our Top Clients

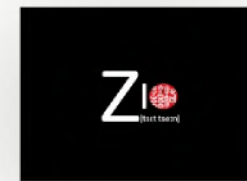


*McDonalds*



*Pizzeria Ristorante Da Vinci*

*Linz*



*Z10*



*Da Piero*



*Dolce Vita*



*Mamacita - California*

*Burritos*



*KFC*



*Swing Kitchen*



# Recommendations

- **Strengthen restaurant partnerships and improve customer experience to maintain Deliverando's market leadership.**
- **Attract exclusive restaurants from competitors by offering compelling incentives and benefits.**
- **Investigate reasons for high % Kill rates and address customer feedback for improved retention.**
- **Implement strategies like bundle deals, discounts, and personalized recommendations to increase average basket size.**
- **Optimize communication with restaurants and use automated processes to reduce the average time to accept orders.**

# Q&A / FEEDBACK



A decorative graphic consisting of a series of overlapping, elongated ellipses that curve from the top left towards the bottom right. The ellipses are colored in a gradient: the top-left ones are blue, the middle ones are purple, and the bottom-right ones are yellow. They have a 3D effect with shadows.

# Thank you.



# Pitch

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