**2nd June,2024**

**Swiggy's Business Analysis**

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**Some Important Key Insights:**

**Deviation Overview:**

* Total Deviation Days: There are 37 days with more than ±20% deviation out of 366 days.
* Percentage of Deviation Days: This accounts for approximately 10.1% of the entire year.

**Trend Analysis:**

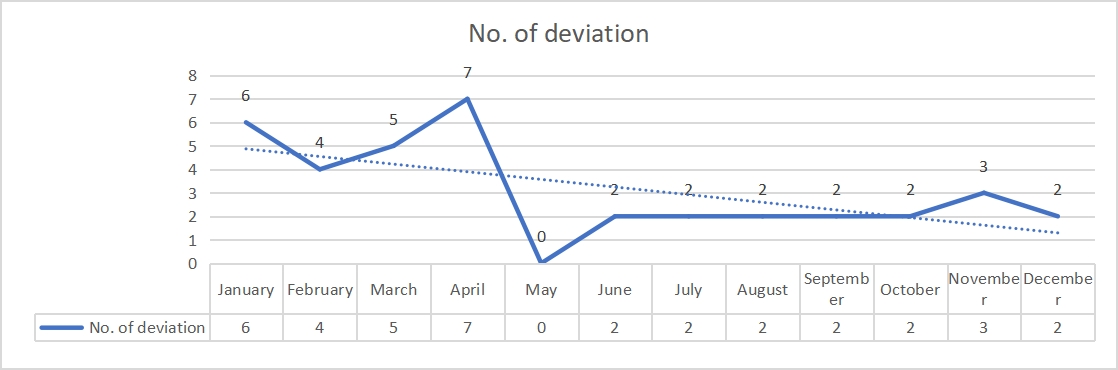
* Trend-line: The trendline of ±20% deviation from January to December shows a downward linear trend. This indicates that the frequency of high deviations decreases as the year progresses.

**Distribution of Deviations:**

* First Four Months: Approximately 59.5% of the deviations occur within the first four months of the year.
* May Month: There are no unusual deviations recorded in May.
* Mid-Year Analysis (June to December):
* November stands out with 3 deviation days.
* For the remaining months (June to December), there are only 2 deviation days per month on average.

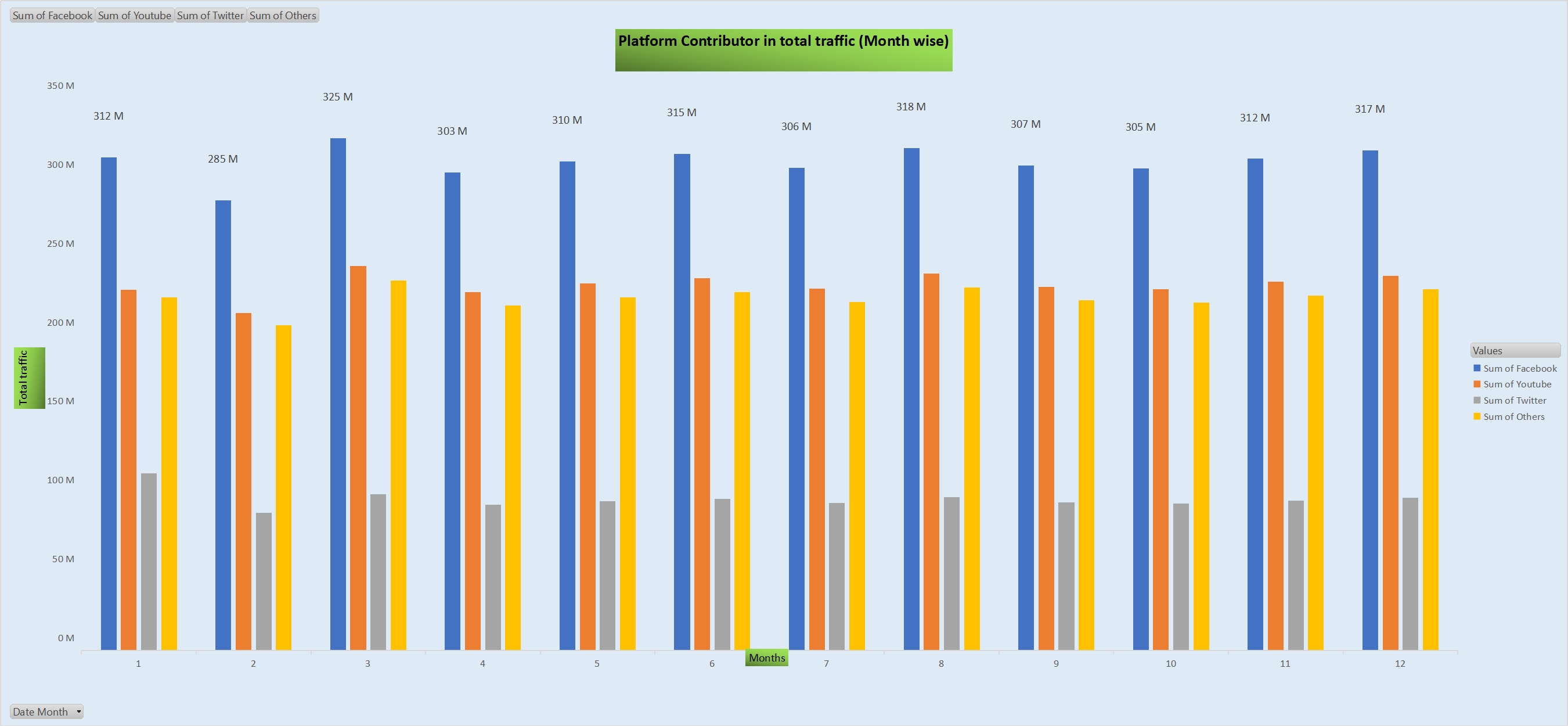
**Monthly Deviation Analysis:**

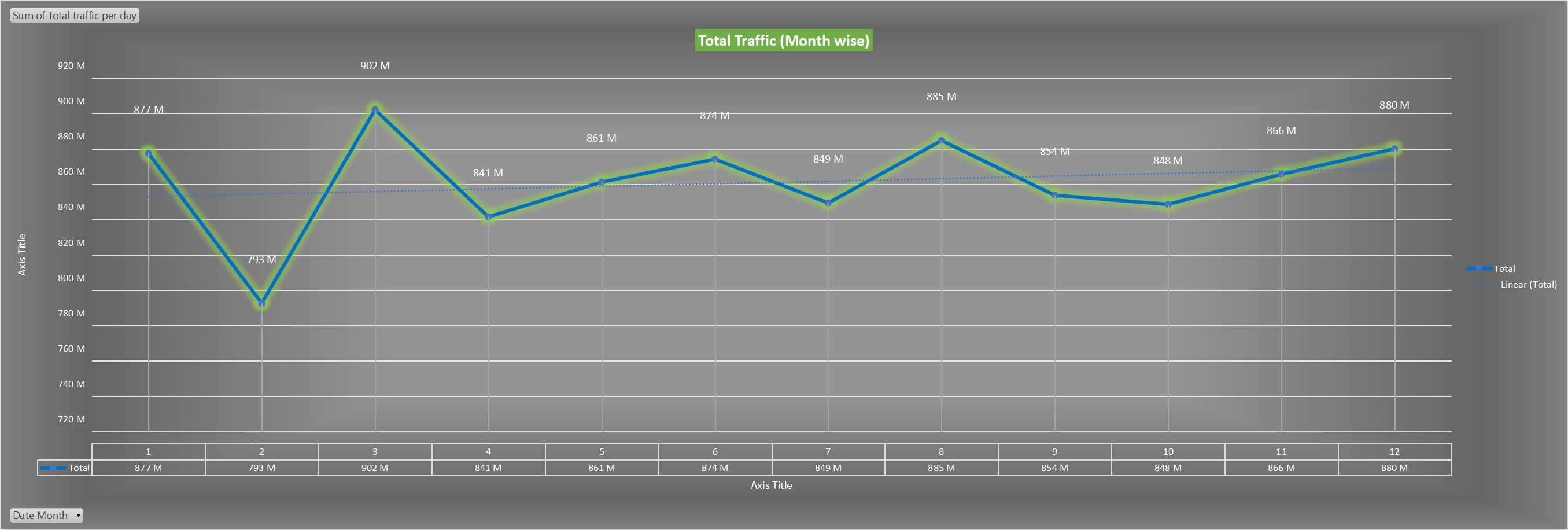
* Maximum Deviation Month: April has the highest number of days with more than ±20% deviation.
* Minimum Deviation Month: May has the least number of days with more than ±20% deviation.

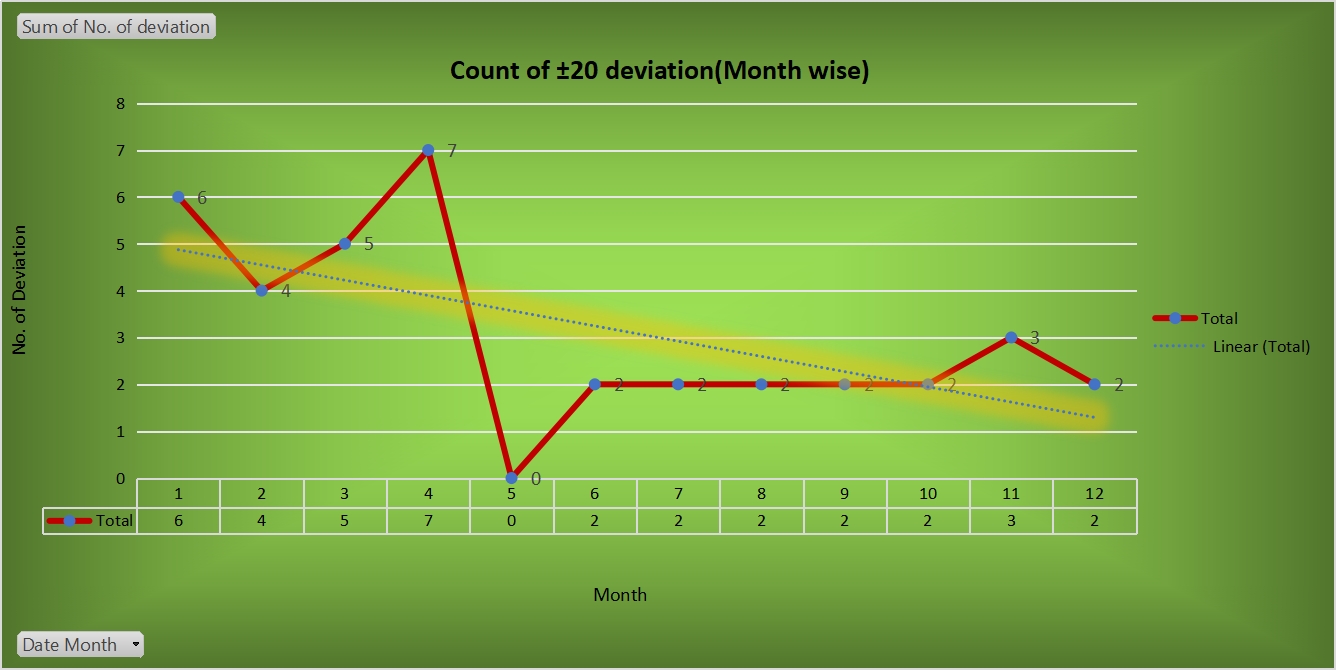


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| --- | --- | --- | --- |
| S.no | Date | Deviation | Reason of Deviation and Hypothesis |
| **1.** | **1/10/2019** | **45%(Negative)** | Drop of **49%** in overall traffic in which Facebook, YouTube and twitter plays the major role with **95%,49% and 49%** drop in traffic but others source show **15%** better traffic than last week.  But Overall conversion hike of **7%** in which L2M, M2O, C2P, P2O individually shows hike of **3%, 1%, 2%, 1%** as compared to last week due to **7.8%** increment of Average cost for two and decline of **2.1%** in payment success rate as compare to last week and **6.9%** increase in out-of-stock items.   * The main factor of orders drop Is drop in online traffic and certain factor have some minor effects like drop in Payment success rate, increase in out-of-stock items etc. |
| **2.** | **1/17/2019** | **106% (Positive)** | There is Increase in overall Traffic by **110%** due to exponentially hike of **1980%** in facebook traffic but there is **6% decline in traffic from others source** as compare to last week**.**  There is drop of conversion in **L2M, M2C, C2P by 2%, 1%, 1%** as compared to last week even after increase in traffic, data shows even 1% hike in Restaurant serves which is **3600(Approx.)**, **3%** hike in payments success rate, **13.6%** and **3.7%** drop in Avg. packing and delivery charges and cost for two is also drop by **8.5%** as compared to last week.   * Facebook is the major contributor of overall hike in orders. |
| **3**. | **1/21/2019** | **23%(Positive)** | Traffic increased by **5%** in all 4 sources.  P2O declined **2%** as compared to last week.  As per the supporting data, success rate of Payment decreased by **2%**, Avg. discount is same as last week, Avg. delivery charges increased by **11.1%** as compared to last week.   * Overall increased traffic brings the conversion but increased delivery charges declined the Success rate of payment. |
| **4.** | **1/22/2019** | **85%(Positive)** | The conversion is **5%** better than last week. There Is drop in M2C and C2P by **5%** and **2%** due to Count of Restaurant decreased by 24196.  There are some fluctuations in traffic sources, traffic from **twitter increased by 747%**, facebook by **77%**. Traffic from Youtube and Others sources decreased by **65% and 60%**.  There are some conditions which is in favor of M2C, C2P conversion i.e. Avg. discount increased by **1%**, Out of stock item drop by **8.5%,** avg. packing charges and delivery charges decreased by **10.5%** and **3.5%(approx..)**. Due to this Success ratio of P2O increased by **3%** as compared to last week.   * Traffic from Twitter is the main factor of increased traffic which leads to 85% better conversion, customers not able to find their favorite restaurant which leads to discard the process in between. |
| **5.** | **1/29/2019** | **72%(Negative)** | Data shows **40%** less overall traffic due to drop of **40% and 88%** in facebook and twitter and **52%** less conversion than last week. There is **55%** decline in L2M and **5%** decline in P2O.  As per the supporting data there is a massive drop in active restaurant count serving on platform by **108238(28%)** as compare to last week.  The Avg discount decreased by **5.56%**, Avg packing charges increased by **29.4%** leads to **5%** drop in P2O.   * Decline of traffic and active restaurant on application directly affects the conversion and Decrease in Out-of-stock items per restaurant by 36.4%, decrease in Avg. delivery charges by 10.7% manages success rate of payment is same as last week. |
| **6.** | **1/31/2019** | **20%(Positive)** | Traffic across all sources is increase by **1%**, **5.9%** hike in avg. discount, Avg. Packing charges and delivery charges decrease by **5.2% and 16.6%**, avg. cost for two decreased by **7.6%** Hence. conversion change is **19%** better than last week.     * There is **3%** decline which is **10995** in count of restaurants. Out-of-stock items increased by **12%** as compared to last week. Hence, there is a **1%** of declination in C2P flow of traffic. |
| **7.** | **2/5/2019** | **115%(Positive)** | Surprisingly flow of traffic is same as last week.  The count of restaurants increased by **49%** which is **134205** more restaurants as compare to last week. Hence, the conversion is also increased by **115%**.   * Traffic flow in L2M increased by **123%** where M2C and C2P decreased by **3%** and **2%** due to Delivery charges increased by **12%**. |
| **8**. | **2/19/2019** | **56%(Negative)** | There is **4%** decrease in traffic from all 4 sources as compare to last week and **54%** drop in conversion due to increase in Avg Packing and Delivery charges by **11.7% and 16%** as compared to last week.   * There is a drop 57% in M2C conversion due to there is a drop of 7.68% in total out of stock items on application as compare to last week. |
| **9**. | **2/26/2019** | **120%(Positive)** | There is **2%** hike in all traffic sources, **116%** hike in overall conversion, specifically **145%** hike in M2C due to increase in Avg. images per restaurant by **14.2%** and **5.8%** of decrease in out of cart items as compared to last week.  There is minor drop of **5%, 3% and 5%** in L2M, C2P and P2O as well.   * The major factor of positive deviation 56% drop of business last week. |
| **10**. | **2/28/2019** | **22%(Positive)** | There is **8%** hike in all sources of traffic and **13%** hike in overall conversion in which there is **6%, 3% and 7%** hike in L2M, M2C and P2O conversion due to **2%** increase in restaurant count which is **9267**, **14.7%** decrease in out of cart items, **5%** increase in Avg discount, **3.8%** drop in avg. delivery charges, **5.5%** increase in Avg. images per restaurant as compare to last week.   * There is **4%** drop in C2P due to packaging charges is same even after there is hike in traffic but there is **3%** drop in delivery charges as compare to last week. |
| **11**. | **3/2/2019** | **38%(Negative)** | All four sources of traffic increase by **8%,** even after that conversion is **42%** declined and C2P conversion drop by **49%.**  There are multiple reasons for this decline, firstly there is a decline of **1.58%** in restaurant count which is nearly **5820**, **12.75%** increase in total items which are out-of-stock as compare to last week. One major contributor is Delivery charges **increased by** **100% and lastly, average order for two increased by 11%(Approx.).**   * There is drop in sales because of increase in delivery charges and hike in out-of-stock items. It happens majorly in unexpected weather conditions. |
| **12**. | **3/9/2019** | **102%(Positive)** | There is **102%** hike in overall conversion and **112%** hike in C2P. The **38%** drop on 3/2/2019(same day last week) plays the major role on Order and overall conversion hike. The reason for hike in C2P is mainly the **50%** decline in delivery fees as compared to last week.   * On the other side, drop in **1%, 1%, 3%** in L2M, M2C, P2O due to Avg. Discount reduced by **5.5%**, Avg packing charges increased by **16.7%** and number of images per restaurant decreased by **22.5%** which eventually affect the purchase decision of customer. |
| **13**. | **3/19/2019** | **46%(Negative)** | There is **47%** decline in conversion and **53%** in P20 due to **28.57%** decline in success rate of payment and increase in Avg. packaging charges by **5.26%** as compared to last week. Overall traffic has a hike of **2%.**  Payment failure rate is noticeably high which directly effects the order conversion.   * It happens on incidence like technical failure in UPI, wallets or with payment gateway and other incidences like Internet, electricity or bank server failure in one or more cities. |
| **14**. | **3/24/2019** | **22%(Positive)** | There is **6%** increase in all sources of traffic, some significant increase of **2%, 5%, 2%, 5%** in L2M, M2C, C2P, P2O.  There are certain factors which affects the order conversion positively like there is **2%** hike which is **6550** more Active Restaurant count, there is decline in Avg. packing and delivery charges by **9%** and **10.3%.** Avg. cost of two decrease by **8.3%** and Images of Dishes per restaurant increase by **17.6%** as compared to last week. |
| **15**. | **3/26/2019** | **78%(Positive)** | Conversion is **83%** better than last week and there is a noticeable hike in **P2O conversion** of **121%** due to noticeable decline in payment success rate of **65%** on **3/19/2019** last week.   * There is 5% decline in traffic from every source. There is decline in L2M, M2C, C2P conversion of **7% 5%, 5%.** There are certain factors involved like **10%(Approx)** hike in Out-of-stock items, Avg. discount decreased by **10.5%** as compared to last week. |
| **16**. | **4/4/2019** | **52%(Negative)** | There is decline in M2C, C2P, P2O conversion by **49%, 8%, 8%,** conversion rate is drop by **53%** as compared to last week due to Drop in Avg. discount by **41%,** Avg.packing charges increase by **16.6%,** and there is a drop in Payment success rate by **1%(Approx.)**   * There is **3%** hike in every source of traffic. |
| **17**. | **4/11/2019** | **92%(Positive)** | Conversion in **107%** better than last week, there is **94%, 9% and 3%** hike in M2C, C2P, P2O due to certain factors like Out-of-stock items decreased by **2.9%**, Avg. packing and delivery charges decreased by **9.5% and 13.8%**, Avg. discount increased by **80%** as compared to last week.   * There is **7%** drop in all sources of traffic, **6%** drop in L2M due to drop in Active restaurants count on application by **3%** which is 11691(approx.) as compared to last week. |
| **18**. | **4/12/2019** | **27%(Negative)** | Conversion in **20%** lower than last week and there is **7%, 5%, 4%, 4%** drop in L2M, M2C, C2P, P2O.   * There are certain factors responsible for this, traffic is decreased by **9%** from all four sources, Avg. discount drop by **5.5%**, images of dishes per restaurant decrease by **11.1%.** Avg. Packing and delivery charges is same as last week. |
| **19**. | **4/14/2019** | **28%(Positive)** | There is **8%** increase in every source of traffic and **9%** better overall conversion as compare the last week. **12.9%** increase in avg images per restaurant as compare to last week.   * There is a **4%, 3%, 4%, 6%** hike in L2M, M2C, C2P, P2O conversion as compare to last week. |
| **20**. | **4/18/2019** | **73%(Positive)** | There is **11%** hike in all sources of traffic, **57%** better overall conversion and **73%** hike in M2C as compare to last week due to certain factors which is **9.8%** decrease in out-of-stock items and **61%(approx.)** hike in Avg. Discount and approx. **6%** drop in Avg cost for two as compare to last week.     * There is **4%, 4% and 2%** drop in L2M, C2P and P2O due to drop of **1%** in active restaurant count which is **5472**, **12%** increase in delivery charges. Payment success rate is same as last week but the traffic increased by **11%** is the reason for drop for P2O. |
| **21**. | **4/19/2019** | **25%(Positive)** | There is **7%** increase in all traffic sources and **16%** better overall conversion as compared to last week due to hike in Avg. Discount is **5.8%**, there is **3.5%** and **2.5%** drop in Avg. packaging and delivery charges and **12.5%** more images in menu per restaurant as compare to last week.   * There is **27%** drop on **4/12/2019** this is the main factor for positive deviation but the supporting data shows there is **5%** drop in restaurant count which shows **21265** less restaurant active and **15.5%** items are more out-of-stock as compare to last week. |
| **22**. | **4/25/2019** | **39%(Negative)** | There is **39%** drop in overall conversion as compare to last week. But there is no change in any traffic source.   * There is **43%** and **5%** drop in M2C and C2P due to drop by **41.3%** in avg. discount, **5.2%** hike in Avg. cost for two and **5%** less avg. images per restaurant on menu as compare to last week. |
| **23**. | **6/20/2019** | **54%(Negative)** | There is **53%** drop in every traffic source,**3%** drop in overall conversion as compare to last week.   * There is **2% 7% and 15%** drop in L2M, C2P and P2O due to **7%** drop in active restaurant count which is **26645** as compared to last week, packing charges increase by **11.7%, 1%** drop in payment success rate as compare to last week. |
| **24**. | **6/27/2019** | **115%(Positive)** | There is **119%** increase in all traffic sources due to **9.7%** drop in avg. cost of two, **10.5%** drop in packing charges, **11.7%** hike in Avg. discount and **4.3%** less items out of stock as compared to last week.   * There is **2%** drop in overall conversion, **6% and 7%** drop in M2C and P2O due to **8%** less images per restaurant and **20%** increase in delivery charges as compare to last week. Payment success rate is same as last week. |
| **25**. | **7/16/2019** | **63%(Negative)** | There is **10%** drop in every source of traffic and **59%** drop in overall conversion as compared to last week.   * There is **60% and 1%** drop in L2M and C2P delivery charges increased by **11.1%, 18%** increase in Avg. cost of two, |
| **26**. | **7/23/2019** | **135%(Positive)** | There is **128%** hike in overall conversion, **3%** hike in all sources of traffic and **137%** increase in L2M conversion as compare to last week due to **1%** hike in active restaurant count on application which is **2620(approx.)**, **15.2%** drop in out-of-stock items, **11.7%** increase in avg. discount, **16.6%** drop in Avg cost of two.   * There is a drop of **7%** in P2O conversion due to **2.1%** drop in Payment success rate, **3%** hike in C2P due to **10% and 16.7%** drop in packaging and delivery charges and no change In M2C. |
| **27**. | **8/11/2019** | **54%(Negative)** | There is no change in traffic but there is **54% and 9%** drop in C2P and P2O conversion due to hike of **31.8%** in Avg. packing charges, **7.3%** hike in Avg. cost of two and **20.5%** decrease in Avg. images of dishes per restaurant as compared to last week.   * There is **7% and 1%** hike in L2M and M2C conversion due to hike of **5.5%** in Avg discount and **4%** less items out-of-stock this day as compared to last week. |
| **28**. | **8/18/2019** | **107%(Positive)** | There is **3%** hike in all sources of traffic and **100%** better conversion as compared to last week. There is a hike of **1%, 98% and 5%** in M2C, C2P and P2O conversion due to **31%** drop in packaging charges, **29%** hike in avg. Images per restaurants, **4%** drop in Avg. cost for two.  There is a drop of **5%** in L2M conversion due to **10.5%** drop in avg discount   * M2C conversion was better if out-of-stock items was not increase by 13.7% and P2O conversion better if there was no drop in Payment Success rate by 1%. |
| **29**. | **9/14/2019** | **54%(Negative)** | There is **5%** drop in all traffic sources, **51%** drop in Overall conversion due to **56%** drop in M2C due to **88%** increase in out-of-stock items and increase of **22.2% and 15.4%(Approx.)** in Avg. packaging and delivery charges.   * There is a hike in L2M and C2P of **5% and 4%** due to there is minor drop in restaurant count of **399** as compared to last week and avg. images per restaurant is also drop by **5.4%**. There is no change in Avg. discount given by the restaurant. |
| **30**. | **9/21/2019** | **112%(Positive)** | There is **114%** hike in overall conversion because of the drop of **54%** in orders on **9/14/2019**. All Traffic sources is decreased by 1% so there is no role of traffic in hike.  There is **4%** drop in Active restaurant count which is **18155, 44.7%** drop in out-of-stock items, **9% and 16.6%** drop in avg. packing and delivery charges, **1.6%** drop in avg. cost of two, **11.4%** less avg. images per restaurant and **2.15%** drop in payment success rate.     * There is hike of **130%** and **1%** in M2C and P2O, drop of **4%** in L2M and C2P. |
| **31**. | **10/9/2019** | **22%(Positive)** | There is **4%** drop in all source of traffic and hike of **7%, 1%, 9%, 7%** in L2M, M2C, C2P, P2O due to **13.3%** hike in Avg. images of dishes per restaurant, **3.6%** drop of Avg. cost of two.   * There are no significant changes in Restaurant count, out-of-stock items, Avg. discount and packaging charges as compare to last week. There is **3.2%(approx.)** drop in payment success rate. |
| **32**. | **10/21/2019** | **32%(Positive)** | There is **9%** increase in all traffic source and hike of **2%, 7%, 4%, 6%** in L2M, M2C, C2P, P2O due to **5.5%** hike in Avg. discount, drop of **4.5%** in out-of-stock items and **traffic was the major contributing factor of this positive deviation**.   * There is a drop of **5%** in restaurant count, **4.7%** hike in avg. packaging charges, **20%** hike in Avg. delivery charges, and **1%** drop in payment success rate. |
| **33**. | **11/9/2019** | **26%(Positive)** | There is 7% increase in every source of traffic and 18% increase in overall conversion in which 6%, 5%, 6% hike in M2C, C2P, P2O due to increase in payment success rate by 2.2%, drop of 10% in Avg. delivery charges and Avg. discount increase by 5.5%.  There is 1% drop in L2M due to 6% drop in restaurant count which is 23938, 14% increase in out-of-stock items as compared to last week.   * order conversion in positive due to increase in traffic even after there is increase in out-of-cart items and Avg. packaging charges and decrease in restaurant count and Avg. images per restaurant. |
| **34**. | **11/17/2019** | **57%(Negative)** | There is 7% drop in all sources of traffic, 54% drop in overall conversion which we can further divide as 1% and 58% drop in L2M and M2C due to 4% drop in restaurant count which is 16100(Approx.), drastically increase in out-of-stock items by 216%, 10% hike in Avg. packing charges as compared to last week.  There is 7% and 3% hike in C2P and P2O conversion due to drop of 10% in delivery charges and decrease in avg. cost of two by 1.4% and increase in Payment success rate by 3.76%.   * Drastically increase in out-of-stock items and restaurant count is main factors of drop in orders. |
| **35**. | **11/24/2019** | **135%(Positive)** | There is 124% hike in overall conversion which we can further divide as drastically hike in M2C by 150% due to 69% drop in out-of-stock items and 2% increase in restaurant counts which is 7000(approx..) as compared to last week.  There is 5% hike in all sources of traffic but drop of 1%, 8% and 2% in L2M, C2P and P2O due to the ratio of serving restaurants is not increased in same proportion as traffic increases and images of dishes per restaurant decrease by 2.6%.  Avg. packaging and delivery charges, Avg. discount and Payment success rate is same as last week even after the increase in traffic.   * Due to drop in out-of-stock items and increase in active restaurants as compared to last week there is an unexpected positive deviation. |
| **36**. | **12/1/2019** | **21%(Positive)** | There is **1%** increase in traffic and **20%** increase in overall conversion, hike of **4%, 1%, 6%, 7%** in L2M, M2C, C2P, P2O conversion due to **2%** increase in active restaurant count which is **9600(Approx.), 18.2%** decrease in Avg. packing charges, **5.4%** increase in Avg. images per restaurant as compared to last week.   * There is **5.2%** drop in Avg. discount, **9.6%** hike in Avg. cost of two and **3.1%** drop in payment success rate. |
| 37. | **12/22/2019** | **21%(Positive)** | There is no change in all sources of traffic. There is hike of **5%, 11%, 4%** in L2M, M2C and P2O but no changes in C2P conversion as compared to last week.   * There is **4.5%** decrease in out-of-stock items, **14.3% and 7.4%** drop in Avg. packing and delivery charges, **21.9%** increase in Avg. dish images per restaurant, **11.8%** hike in Avg. cost of two and **1.1%** hike in payment success rate as compare to last week. |

Key Insights









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