SkilloVilla

Business Case: Swiggy – Funnel Analysis Capstone

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INTRODUCTION

Case Study: Analyzing Swiggy's Performance in 2019

Introduction to Swiggy:
Swiggy, established in 2014 and headquartered in Bangalore, India, is a prominent online food ordering and delivery platform. By September 2021, it had expanded its operations to over 500 cities across India. Apart from food delivery, Swiggy also offers on-demand grocery deliveries under the name Instamart and a same-day package delivery service known as Swiggy Genie.

Purpose of the Case Study:
The purpose of this case study is to conduct a comprehensive analysis of Swiggy's performance for the year 2019. With over 1 million daily users, our aim is to delve into various aspects including user behavior across different stages of the sales funnel, identification of fluctuations in conversion rates, analysis of marketing campaign effectiveness through different channels, and more.

Analysis Framework:

1. User Behavior Across Sales Funnel:

 - We will analyze user behavior through various stages of the sales funnel, including:

  - L2M (Listing to Menu)

  - M2C (Menu to Cart)

  - C2P (Cart to Payment)

  - P2O (Payment to Order)

2. Identification of Fluctuations in Conversion Rates:

 - We will identify any fluctuations in conversion rates and pinpoint any bottlenecks leading to drop-offs at different stages of the funnel.

3. Evaluation of Marketing Campaigns:

 - We'll assess the effectiveness of marketing campaigns conducted through different channels to understand their impact on user behavior and conversion rates.

Detailed Analysis Plan:

1. User Behavior Across Sales Funnel:

  - We will utilize the Session Details sheet to identify the increase or decrease in the number of orders.

  - All remaining columns of Session Details will be filled based on the defined column names.

  - We'll identify dates of highs and lows in orders compared to the same day last week, accounting for natural fluctuations, particularly on weekends.

2. Traffic Analysis:

  - We will compare traffic patterns with the same day of the previous week to identify any significant changes.

  - The Channel-wise Traffic sheet will be used to understand the source of traffic changes.

3. Conversion Rate Analysis:

  - Overall conversion will be broken down into smaller parts including L2M, M2C, C2P, and P2O metrics.

  - We'll identify fluctuations in each conversion metric and hypothesize potential reasons for the fluctuations.

  - Hypotheses will be validated using supporting data, ensuring a comprehensive understanding of factors influencing conversion rates.

Date-wise Analysis for Fluctuations over (+/-20%) w.r.t. same day in the previous week:
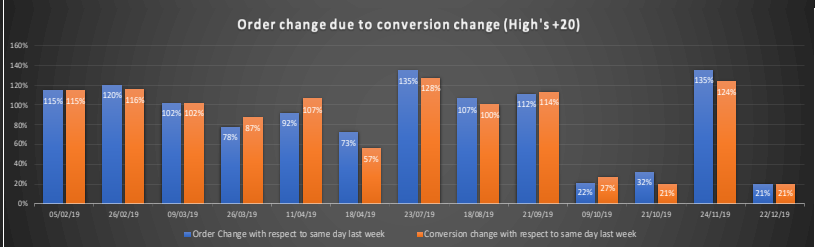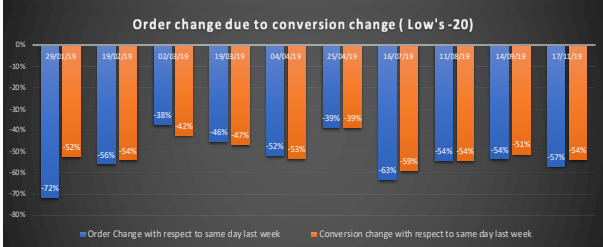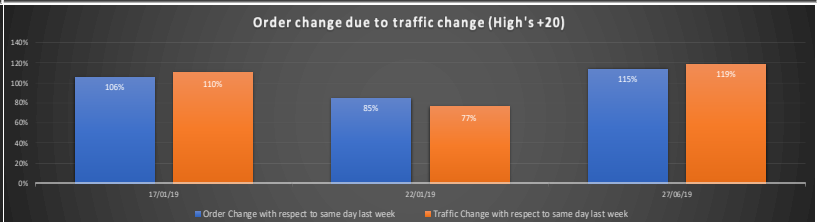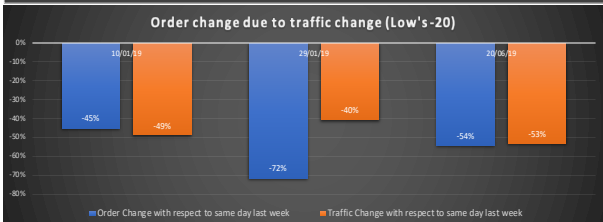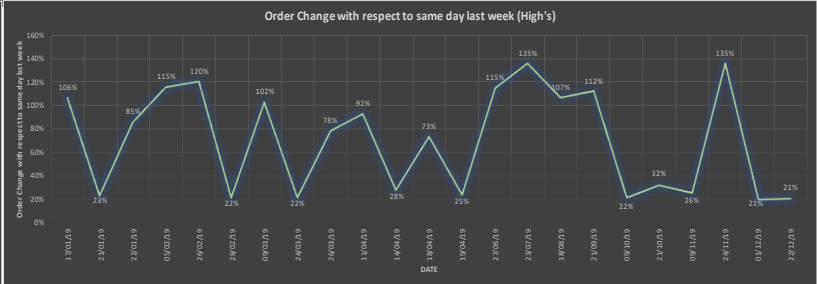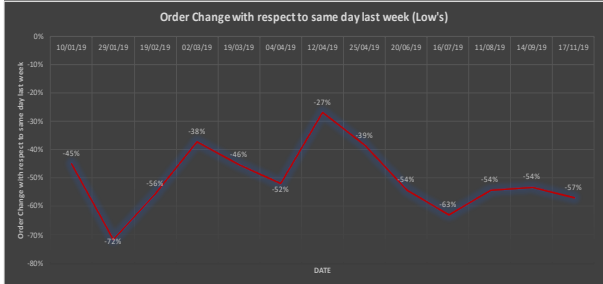
Note:
We've identified significant changes in order patterns on specific dates compared to the previous week: 21/01/19, 28/02/19, 24/03/19, 14/04/19, 19/04/19, 09/11/19, and 01/12/19. While both traffic and conversion rates experienced fluctuations, it's noteworthy that their individual changes were less than +20%. However, collectively, these shifts resulted in an overall order change of +20%.

Date	Day	Order Change w.r.t same day last week	Analysis
10/01/19	Thursday	-45%	A decline in order placements by 49% stemmed from a notable reduction in website traffic, especially on Facebook, which experienced a staggering 95% drop, while YouTube and Twitter also saw declines of 49%.
17/01/19	Thursday	106%	Conversely, a surge in order volumes by 110% was attributed to a significant increase in website traffic. Notably, Facebook exhibited a remarkable upswing of 1980%, while YouTube and Twitter experienced a 110% surge each.
21/01/19	Monday	23%	A notable increase in order placements by 1.48 million resulted from a 42% uptick in M2C engagements, coupled with a boost in the number of images per restaurant, rising from 31 to 37.
22/01/19	Tuesday	85%	The highest order count of 2.22 million was observed following a 77% surge in website traffic. Notably, Twitter experienced a remarkable uptick of 747%, compensating for declines on other platforms.
29/01/19	Tuesday	-72%	A 40% decrease in website traffic, notably on Facebook and other platforms, led to a 3% decline in order conversion rates, resulting in fewer orders. Reduce conversion due to low L2M (due to low count of restaurant)
05/02/19	Tuesday	115%	Conversion rates saw a significant 115% increase when traffic remained stable but the count of restaurants increased to 0.4 million from 0.2 million on same day last week (High L2M).
19/02/19	Tuesday	-56%	A sharp 54% drop in conversion rates was observed due to a reduction in M2C engagement from 39% to 17%.
26/02/19	Tuesday	120%	Conversely, conversion rates surged by 110% due to an increase in M2C engagement from 17% to 41%.
28/02/19	Thursday	22%	A 13% increase in conversion rates was attributed to a modest 8% uptick in website traffic, coupled with a decrease in average out-of-stock items from 36 to 30.
02/03/19	Saturday	-38%	**The lowest overall conversion rate, at 2%, was coupled with the highest average delivery charges of 56%, resulting in the lowest C2P at 33%.**
09/03/19	Saturday	102%	Conversion rates experienced a significant 102% surge due to a halving of average delivery charges to 28 as compared to last week same day has 56 (High C2P).
19/03/19	Tuesday	-46%	**A decrease in order placements by 0.7 million was observed, linked to the lowest P2O rate at 39% and the lowest success rate of payments at 65%, indicative of potential payment issues on the app.**
24/03/19	Sunday	22%	Conversion rates increased due to a modest 6% rise in weekend traffic.
26/03/19	Tuesday	78%	Conversion rates surged by 87% as the success rate of payments reached 94%, compared to the previous week's low of 65% (High P2O).
04/04/19	Thursday	-52%	**A decline in order placements by 0.6 million and a 53% drop in conversion rates were observed due to the lowest average discount of 10% compared to last week same day has 17% (Low M2C conversion)**
11/04/19	Thursday	92%	Conversion rates increased due to an increase in the discount percentage to 18% and slight reductions in average packaging (19) and delivery charges (25) (High M2C)
12/04/19	Friday	-27%	Conversion rates decreased by 20% due to a modest 9% reduction in website traffic & it may be due to reduce conversion due to low M2C (low discount)
14/04/19	Sunday	28%	Conversion rates increased by 19% due to a slight 8% increase in weekend traffic.
18/04/19	Thursday	**73%**	**Conversion rates surged due to the highest overall conversion rate of 9% and the highest average discount of 29%(High M2C)**
19/04/19	Friday	25%	Conversion rates increased by 16%, with the highest C2P at 77%.
25/04/19	Thursday	-39%	Conversion rates decreased by 39% due to a reduction in the average discount from 29% to 17% (low M2C)
20/06/19	Thursday	-54%	A decrease in order placements by 0.6 million and a decline in conversion rates were observed due to a 53% reduction in website traffic across all channels.
27/06/19	Thursday	115%	Orders increased by 1.3 million due to a 119% surge in website traffic across all channels, rectifying the previous week's 54% decline and also the count of operating restaurant is higher 399922 from same day last week 381025 & % of discount given is also higher (High C2P)
16/07/19	Tuesday	-63%	**The lowest overall conversion rate of 2% and the lowest L2M at 10% were attributed to the highest average cost for two at 458 compared to last week sameday 388**
23/07/19	Tuesday	135%	Conversion rates increased by 128% due to a rise in L2M to 24%, resulting from reduced average costs for two, packaging, and delivery charges.
11/08/19	Sunday	-54%	**The lowest overall conversion rate of 2% and the highest average packaging charges at 29 led to the lowest C2P at 33%.**
18/08/19	Sunday	107%	Conversion rates increased by 100% due to number of images per restaurant is 40 as compared to last week same day 31 & average packaging charges reducing to 20, resulting in a C2P increase to 65%.
14/09/19	Saturday	-54%	**The lowest overall conversion rate of 2% with M2C reduced to 15% was due to an increase in the average out-of-stock items to 64.**
21/09/19	Saturday	112%	Conversion rates increased by 114% with M2C increased to 34% and out-of-stock items reduced to 37 from 64 in the previous week.
09/10/19	Wednesda	22%	Conversion rates increased overall by 27% from a previous week decrease of 19%, with the highest C2P at 77%.
21/10/19	Monday	32%	Conversion rates increased overall by 21% from a previous week decrease of 17%.A gradual increase in M2C(39 TO 42) due to average discount (18 to 19) compared to same day last week
09/11/19	Saturday	26%	Conversion rates increased by 18% due to a modest 7% change in weekend traffic, enhancing M2C and P2O conversions.
17/11/19	Sunday	-57%	**The lowest overall conversion rate of 2% with M2C reduced to 14% was due to the highest average out-of-stock items at 112 compared to last week same day has 34**
24/11/19	Sunday	135%	Conversion rates increased by 124% with M2C increased to 34%, resulting in reduced average out-of-stock items to 34.
01/12/19	Sunday	21%	Conversion rates increased by 20% compared to the previous week.
22/12/19	Sunday	21%	Conversion rates increased by 21% compared to the previous week.Increase conversion due to high M2C (due to number of image is high 32 to 39)

RECOMMENDATION

1. Cultivate Stronger Partnerships with Restaurants:
- Enhance Collaborative Efforts with Partner Establishments
- Implement Long-term Engagement Strategies with Restaurants

2. Recognize and Incentivize Delivery Partner Performance:
- Acknowledge High-performing Delivery Personnel
- Introduce Reward Programs for Delivery Partners

3. Tailor Promotions to Channel-specific Audiences:
- Customize Marketing Initiatives for Different Platforms
- Drive Engagement through Targeted Promotional Campaigns

4. Implement Tiered Pricing Structures for Enhanced Segmentation:
- Introduce Variable Pricing Models Based on Customer Segments
- Enhance Pricing Strategy to Cater to Diverse Market Preferences

5. Encourage Pre-Ordering through Incentives:
- Promote Advance Ordering with Exclusive Benefits
- Incentivize Users to Plan Ahead with Pre-Order Discounts

6. Analyze Customer Feedback for Continuous Improvement:
- Utilize Feedback Insights for Ongoing Enhancements
- Drive Product Development through Customer Input

7. Monitor and Adapt Strategies in Real-time:
- Employ Agile Strategy Adjustments Based on Data
- Continuously Refine Approach to Market Dynamics

8. Enhance Personalization for Tailored User Experiences:
- Deliver Customized Recommendations to Enhance User Engagement
- Foster Individualized Interactions to Boost Customer Satisfaction

9. Diversify Service Offerings for Expanded Reach:
- Expand Product Portfolio to Capture New Market Segments
- Explore Additional Verticals for Revenue Growth Opportunities

10. Invest in Technological Advancements for Scalability:
- Upgrade Technological Infrastructure for Seamless Operations
- Leverage Emerging Technologies for Sustainable Growth