**Data Analysis on Freshco Hypermarket**

**Freshco Hypermarket Overview**

It is Situated in HSR, Bangalore. It has established itself as a prominent Supermarket in the Region while catering to a wide range of customers. Freshco Introduced a Home Delivery Service in the Year 2021 in order to ensure seamless operations and Optimize customer satisfaction. Hence we are going to Analyze the data containing detailed information at the order level.

**Brief Overview Of Analysis Sheet**

The Order and Sales Level Data From the Period of January 2021 to September 2021 has been Analyzed on an Excel sheet, On the basis of Four Aspects,

1.Order Level Analysis

2.Completion Rate Analysis

3.Customer Level Analysis

4.Delivery Analysis

The Above four calculations have been done on the 4 different sheets in the Excel Workbook.

And also the data has been tracked on the basis of Quantity of ordered items, Number of orders placed at different timings and Slots and according to different Delivery Areas.

**Order Level Analysis**

* First orders held on different slots and areas have been tracked.
* According to the Observation, Afternoon Slot has seen maximum number of orders followed by Morning and Night.
* By Delivery Area, “HSR layout” has seen Maximum number of Orders and “Bellandur Ecospace”, “Binnipet” and few other areas have seen least number of orders.
* “HSR layout” reached 685 monthly Increase in Orders.
* The above chart shows delivery charges received as a Percentage of product amount across different slots and months.
* Maximum amount of delivery charges were collected at Afternoon Slot in the month of April.

**Completion Rate Analysis**

This refers to the rate at which orders are completed (Order successfully delivered / Total order placed).

* Completion rates across all the slots are given below,

Afternoon – 0.997

Evening – 0.997

Late Night – 0.993

Morning – 0.995

Night – 0.992

* The above graph Shows the completion rate of delivery in seven days of the week across different slots of the Day.
* Overall on an average 0.996 out 1 has been the Completion rate of deliveries during the period of January to September 2021.

**Customer Level Analysis**

Customer acquisition source – It is the Source through Which customer got acquired to the platform.

**Aggregated LTV**

LTV stands for Life time value. If a Customer purchases few products for the value of 5000 Rupees till date. Then LTV of that Customer Would be 5000. And Aggregated LTV is the share which goes to Source media through which customer bought products in this market. If 4 customers got to know about freshco hypermarket through facebook and purchased for 40000 Rupees then the total value divided by 4 i.e 10000 is the Aggregated LTV.

Facebook, Instagram, Google, Offline Campaign, Organic, Snapchat are the sources for the customers.

* The above chart shows the Aggregated LTVs across Different sources and months
* The average revenue generated and orders across different months are shown in the above chart
* Most of the orders have taken place in the month of September.

**Delivery Analysis**

* Delivery charges and Overall Delivery time across different areas, Slots, Weekdays and Weekends etc have been calculated here.
* Deliveries which took place in the afternoon slot have collected considerably high delivery charges.
* Deliveries to the “HSR layout” have received maximum delivery charges.
* Please find below the graphs to have a better understanding.