



Porter Delivery Analysis



Porter Delivery Analysis

Total Orders
196431

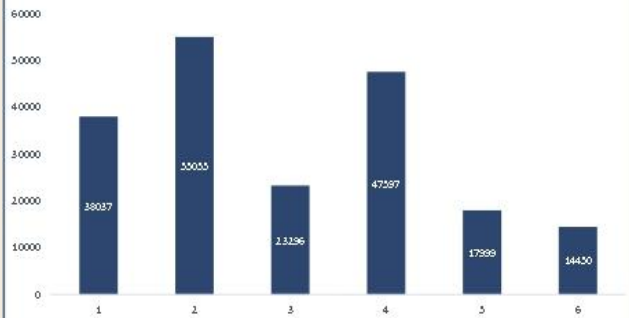
Total Revenue
\$52,68,99,831

Avg Items
3.20

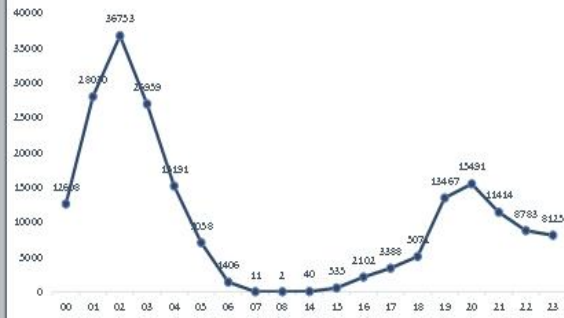
Avg Busy Partners
41.70

Max Item Price
1400

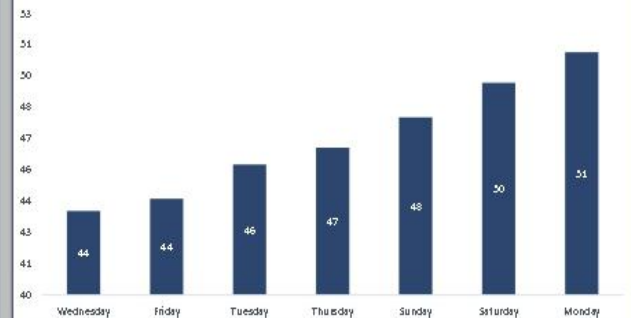
Order Volume Across Markets



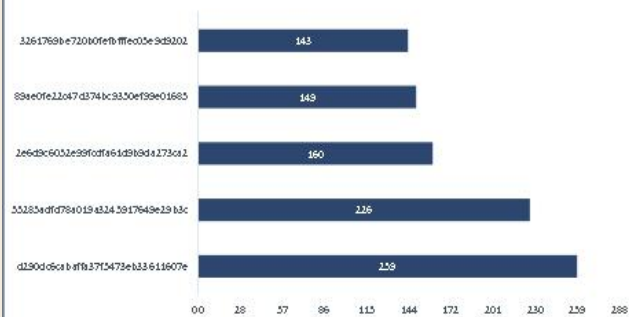
Peak Hours



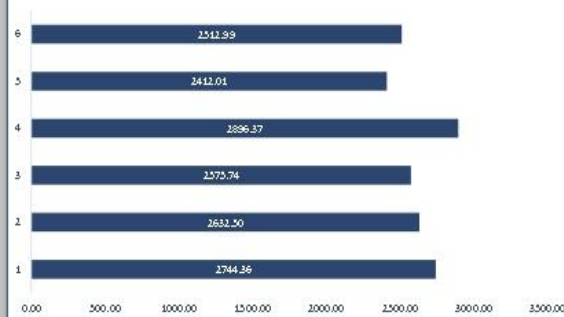
Avg Delivery Time by Day of the Week



Top 5 Store With Longest Avg Delivery Time

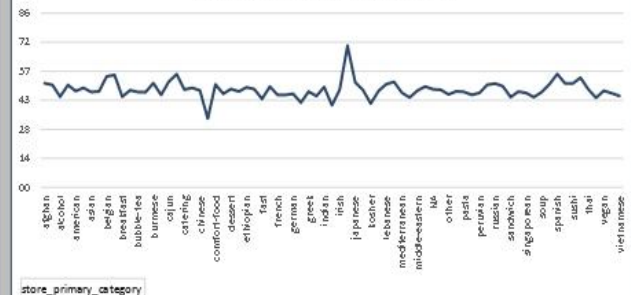


Avg Order Value by Markets



Average of Actual Delivert time

Avg Delivery Time by Store Category



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3.20

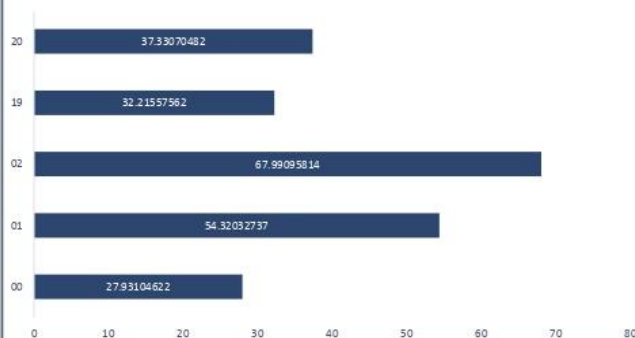
Avg Busy Partners
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Max Item Price
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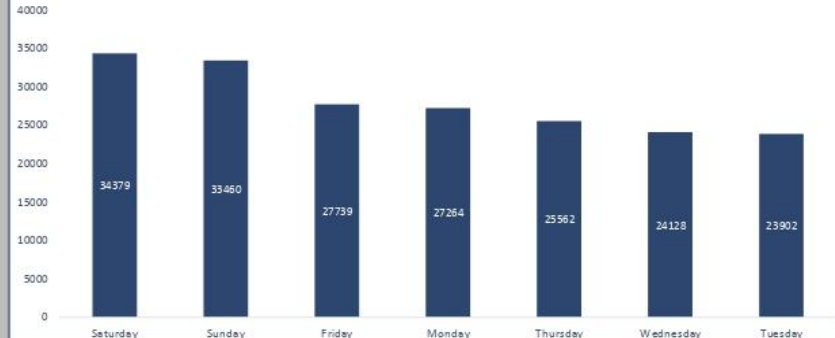
Delivery Time Insights:

The data shows that **Monday** (51 minutes) and **Saturday** (50 minutes) have the highest average delivery times, significantly higher than **Wednesday** and **Friday** (44 minutes). This highlights the need for improvement on **Monday** and **Saturday** to reduce delays.

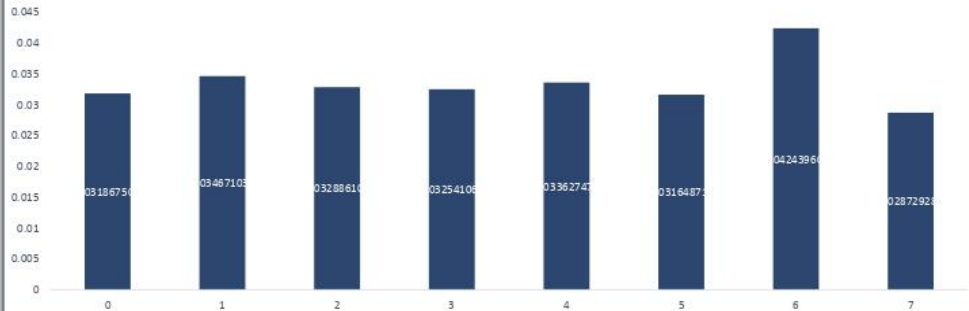
Relationship B/W On-Shift-Partners And Peak Hours



Order Volume Across Day of the Week



Efficiency of Order Protocol



Top 10 Store Category Above then Avg Order Value

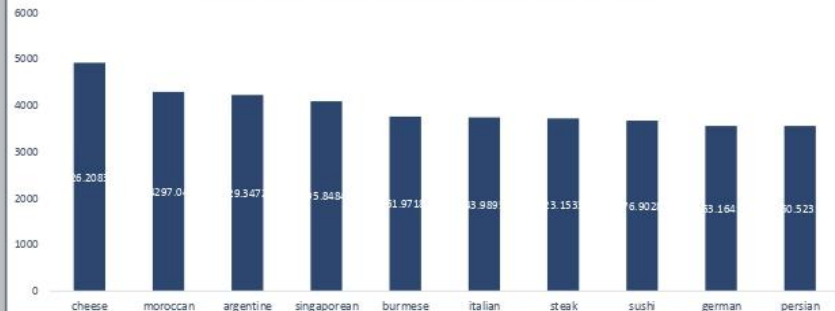




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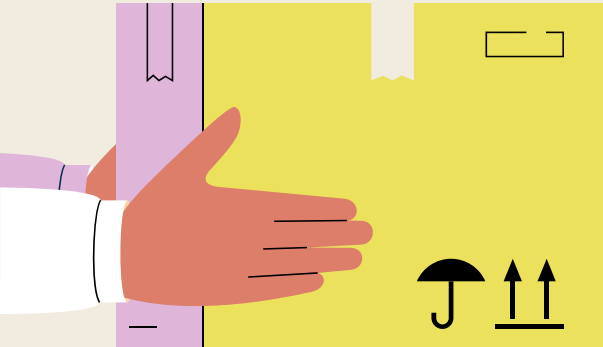
Goals & KPI

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**Recommended
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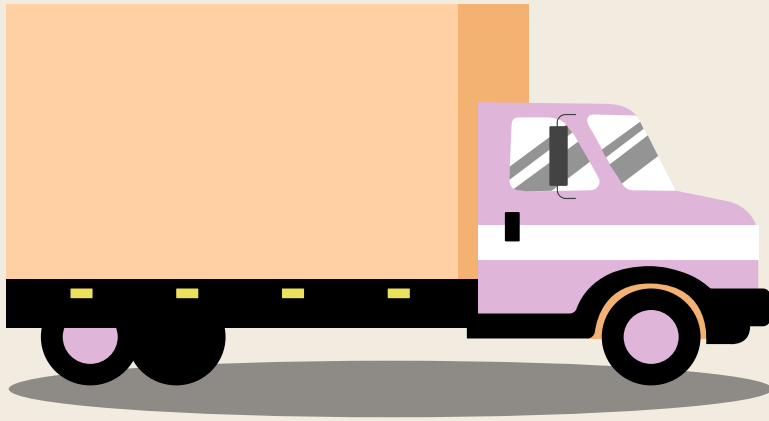
Conclusions



01

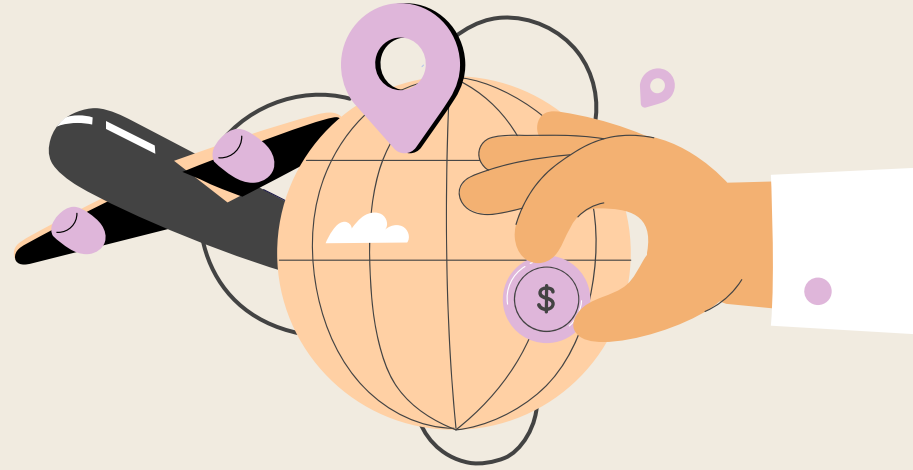
Problem & Background

Porter Delivery, a rapidly growing company in the food delivery industry, faced declining customer satisfaction due to delivery delays in key markets. Despite its expansion, these delays risked eroding market share. The challenge was to analyze the factors affecting delivery times, uncover the root causes of delays, and identify areas for improvement. The goal was to optimize operational efficiency and enhance customer satisfaction to help the company maintain its competitive edge.



Stakeholders

- **Internal:** Operations team, Marketing department, Customer service, Logistics team
- **External:** Partner restaurants, Delivery personnel

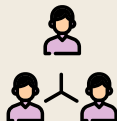


Goals & KPI

- **Reduce Delivery Times:** Identify factors causing delays and minimize overall delivery times without compromising service quality.
- **Improve Customer Satisfaction:** Enhance delivery efficiency to boost satisfaction and loyalty in key markets.
- **Optimize Operations:** Analyze data to streamline delivery routes, manage peak times, and eliminate bottlenecks.
- **Data-Driven Decision Making:** Provide actionable insights to internal teams and external partners to drive performance improvements.



Key Performance Indicator(KPI)



196431

Total Orders



41.70

Average Busy Partners



\$52,68,99,831

Total Revenue



1400

Maximum Item Price



3.20

Average items Per Order



196431

Total Orders

Key Insights

Delivery Time Insights:

The data shows that **Monday** (51 minutes) and **Saturday** (50 minutes) have the highest average delivery times, significantly higher than **Wednesday** and **Friday** (44 minutes). This highlights the need for improvement on **Monday** and **Saturday** to reduce delays.



Recommended Analysis

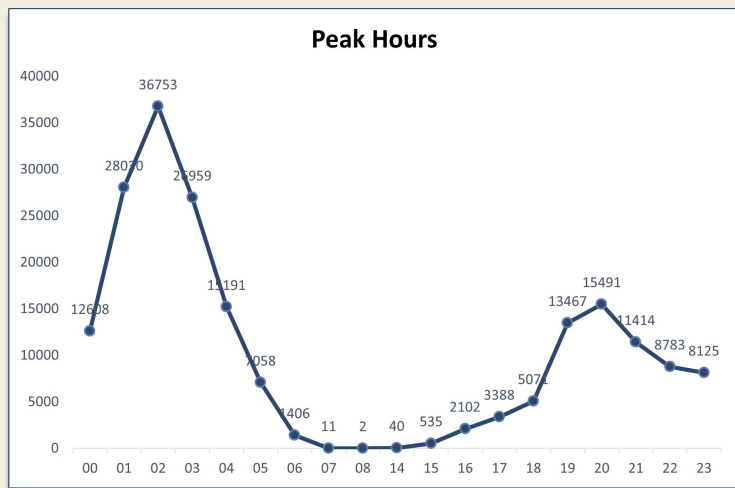
Q1 What is the distribution of order volumes across different markets?



Recommended Analysis

Q2 What are the peak hours for order placements?

The identified peak hours are from 12 PM to 2 PM during lunch and 7 PM to 9 PM in the evening, where delivery demand is highest.



Recommended Analysis

Q3 How does the average order value vary by market?



Conclusion

- **Peak Delivery Delays:** Monday and Saturday have the highest average delivery times, requiring focused improvements.
- **Key Bottlenecks:** Peak hours (12 PM - 2 PM, 7 PM - 9 PM) show the greatest strain on delivery efficiency.
- **Busy Partners:** An average of **41 delivery partners** are occupied during peak times, contributing to longer delivery times.
- **Operational Optimization:** Enhancing delivery routes and increasing available staff during peak hours can significantly reduce delays.
- **Customer Satisfaction:** Reducing delivery times on high-demand days and during peak hours will improve overall customer satisfaction.
- **Data-Driven Insights:** Continued monitoring and data analysis will help sustain performance improvements.

Thanks!

Do you have any questions?

Portfolio - <https://peerlist.io/kunalmalviya06>

Linkedin - <https://www.linkedin.com/in/kunalmalviya06/>

Discord - kunalmalviya06

