

Sales Analysis - Deliverando

Case Study
Martina Colella



AGENDA

1. COMPETITOR ANALYSIS

1.a - Deliverando vs Competitor

2. INTERNAL KPIs ANALYSIS

2.a - Average Charts size

2.b - Number of orders

2.c - Heatmap

3. LEARNINGS

2.a - Room for improvement

COMPETITOR ANALYSIS

DELIVERANDO

- Total: 235 restaurant
- Active : 224

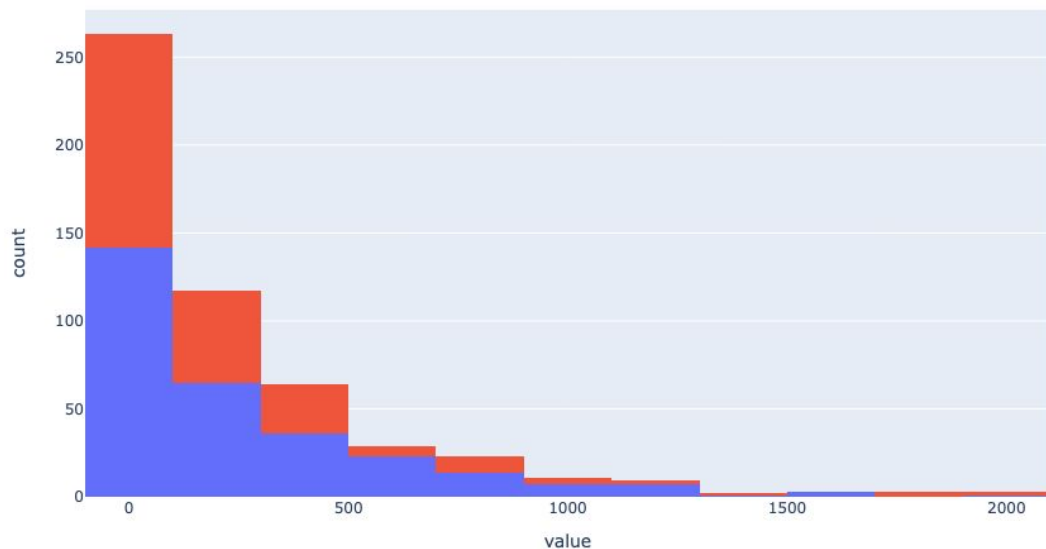
COMPETITOR

- Total: 299 restaurant
- Active : 290

Room for activity maximisation on our platform

COMPETITOR ANALYSIS

DISTRIBUTION OF ACTIVITY - MONTH 1



COMPETITOR



DELIVERANDO

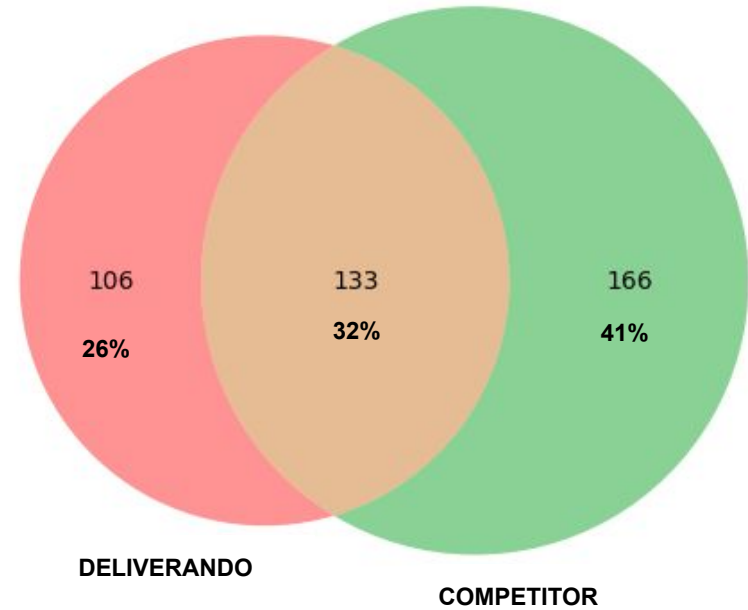
- Competitor receives more commissionable orders
- Distribution of the amount of orders is similar

COMPETITOR ANALYSIS

RESTAURANTS ONLINE IN GRAZ

- Total of active restaurants in Graz : 405
 - Common : 133
 - Only Deliverando: 106
 - Only Competitor : 166

- Distribution is quite even but there is room to increase number of restaurants



COMPETITOR ANALYSIS

TOP 10 - DELIVERANDO

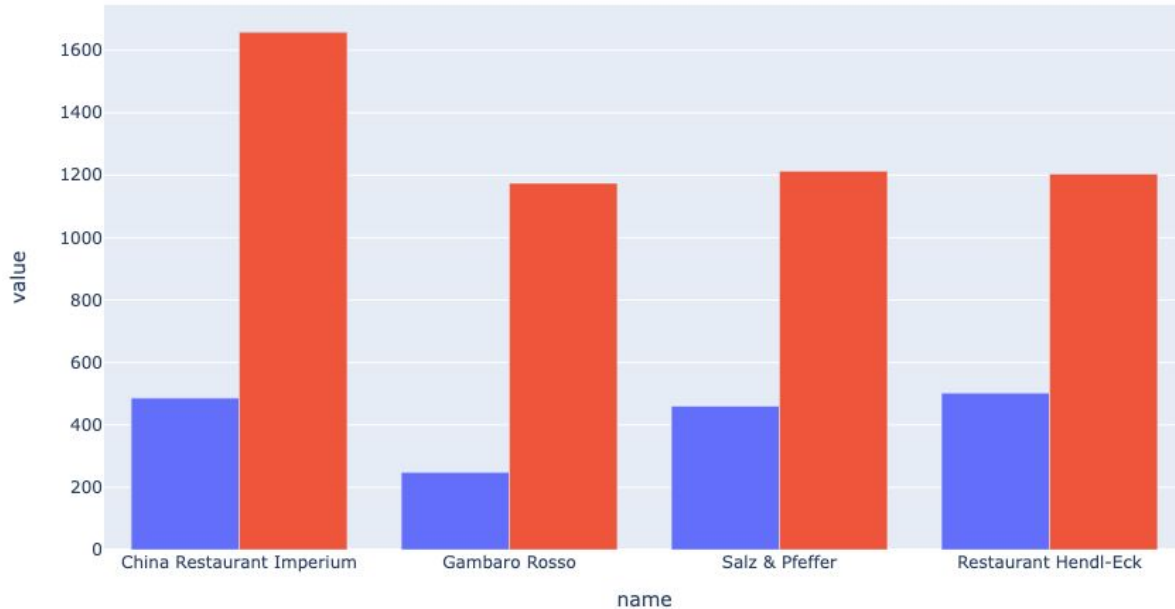
	name
198	Swing Kitchen
167	Pizzeria Ristorante Da Vinci Linz
179	Restaurant Z10
119	McDonald's®
60	Da Piero
103	KFC
66	Dolce Vita
109	L'Osteria
121	McDonald's®
116	Mamacita - California Burritos

TOP 10 - COMPETITOR

	name
2090	Momo's Restaurant
3162	China Restaurant Imperium
435	dean & david
1306	Chin Chin Asia Specials
954	Restaurant Zum Kochlöffel
1467	Salz & Pfeffer
1774	Restaurant Hendl-Eck
3147	Don Camillo
2106	Gambaro Rosso
986	Chinarestaurant Shun Feng

COMPETITOR ANALYSIS

TOP COMPETITOR ALSO ON DELIVERANDO



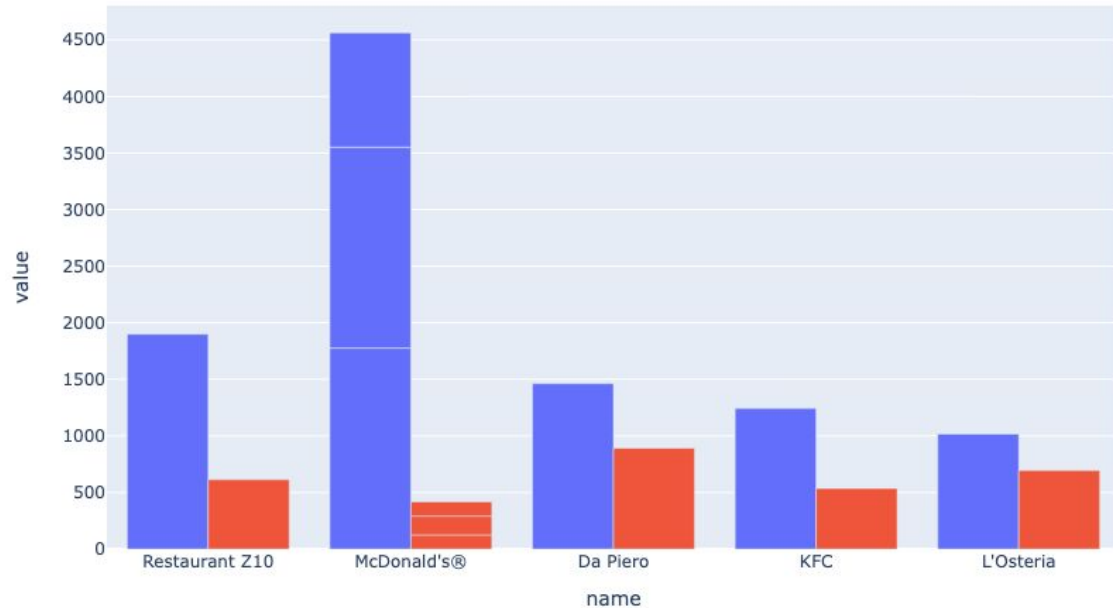
- Growth potential on these 4 restaurants
- Study Marketing strategy on the platform

■ COMPETITOR

■ DELIVERANDO

COMPETITOR ANALYSIS

TOP DELIVERANDO ALSO COMPETITOR PLATFORM



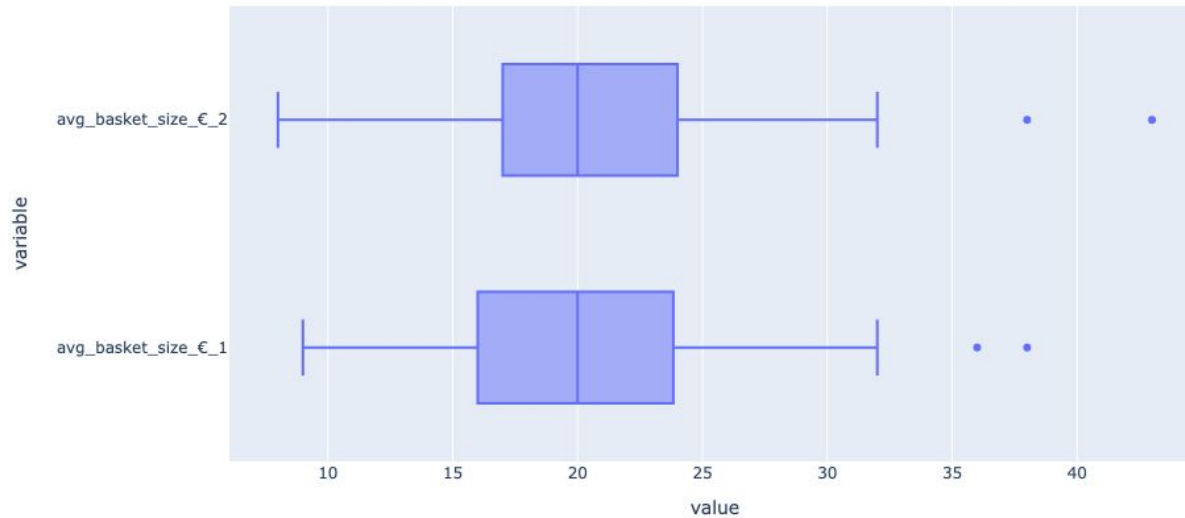
- Growth potential on these 4 restaurants
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 COMPETITOR

 DELIVERANDO

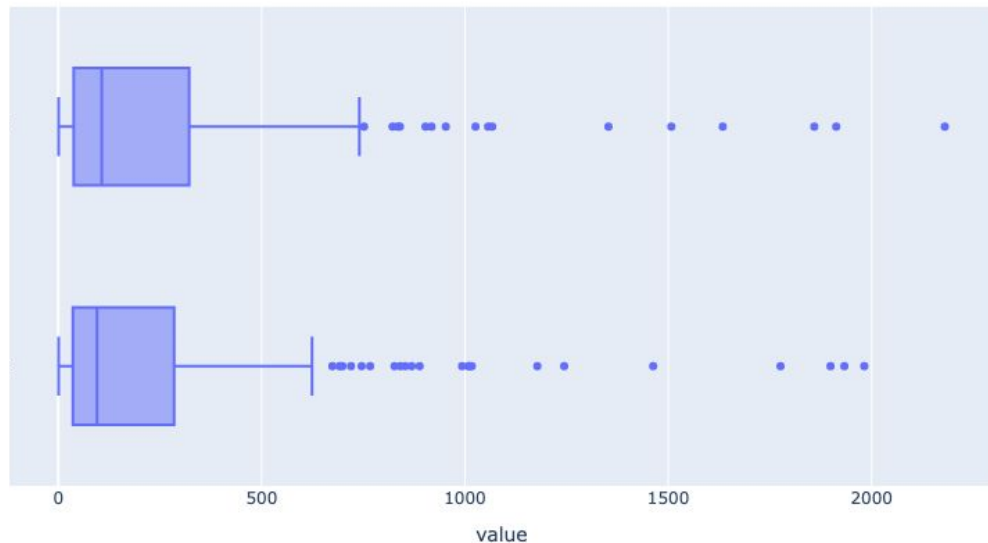
AVG CHART SIZE - MONTH 1 VS MONTH 2

Average Basket Size for Month 1 and Month 2



INTERNAL KPIs ANALYSIS

NUMBER OF ORDERS - MONTH 1 VS MONTH 2



month_2

- Median_2: 107
- Outliers_range : 752 - 2180 orders
- Number_outliers : 15

month_1

- Median_1: 95 orders
- Outliers_range : 674 - 1982 orders
- Number_outliers : 21

LEARNINGS

- Improve **differentiation Strategy** from competitor
 - Focus on fast - food and big chains
- Maximise the **activity of restaurants**
 - Improve marketing strategy of inactive restaurants through coupons, adv etc
- Raise fidelization of the client

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**THANK YOU FOR YOUR
ATTENTION**