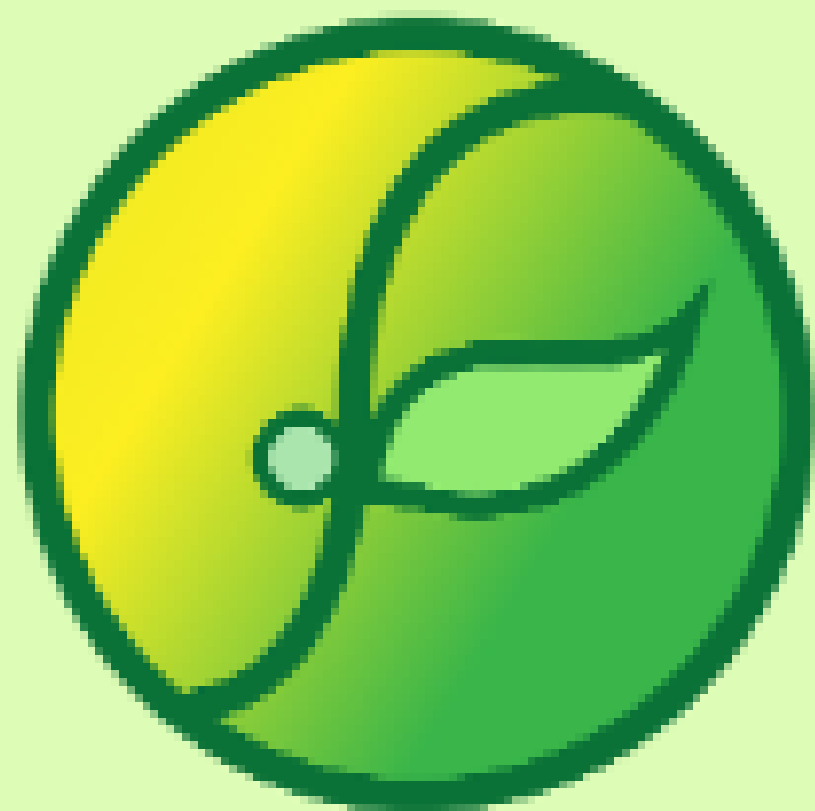


FRESHCO HYPERMARKET

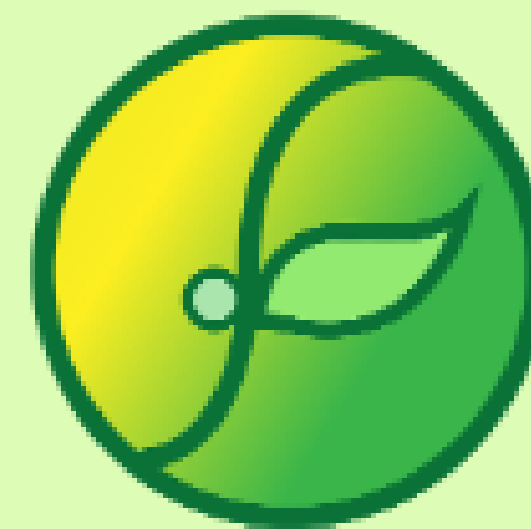
A detailed analysis of freshco
hypermarket's data and
insights



Freshco
Hypermarket LLP

Freshco Hypermarket, situated in HSR, Bangalore, has established itself as a prominent supermarket in the region, catering to a wide range of customers. In response to evolving customer needs and to enhance convenience, Freshco introduced a home delivery service in the year 2021. To ensure seamless operations and optimize customer satisfaction, the store diligently maintained a comprehensive transaction data sheet, containing detailed information at the order level. Let's deep dive through the analysis.

Who are we?



Freshco
Hypermarket LLP

Order level Analysis



: High Order Distribution areas :

HSR LAYOUT

ITI Layout



Harlur

Bomannahali
MicoLayout

Kudlu

Highest increase in monthly orders

HSR LAYOUT



ITI Layout



HSR Layout	1072	1186	1573	1794	1768	1855	1882	1921	2606
ITI Layout	264	253	351	374	354	438	467	528	917

Factors for high order distribution

demographic factors

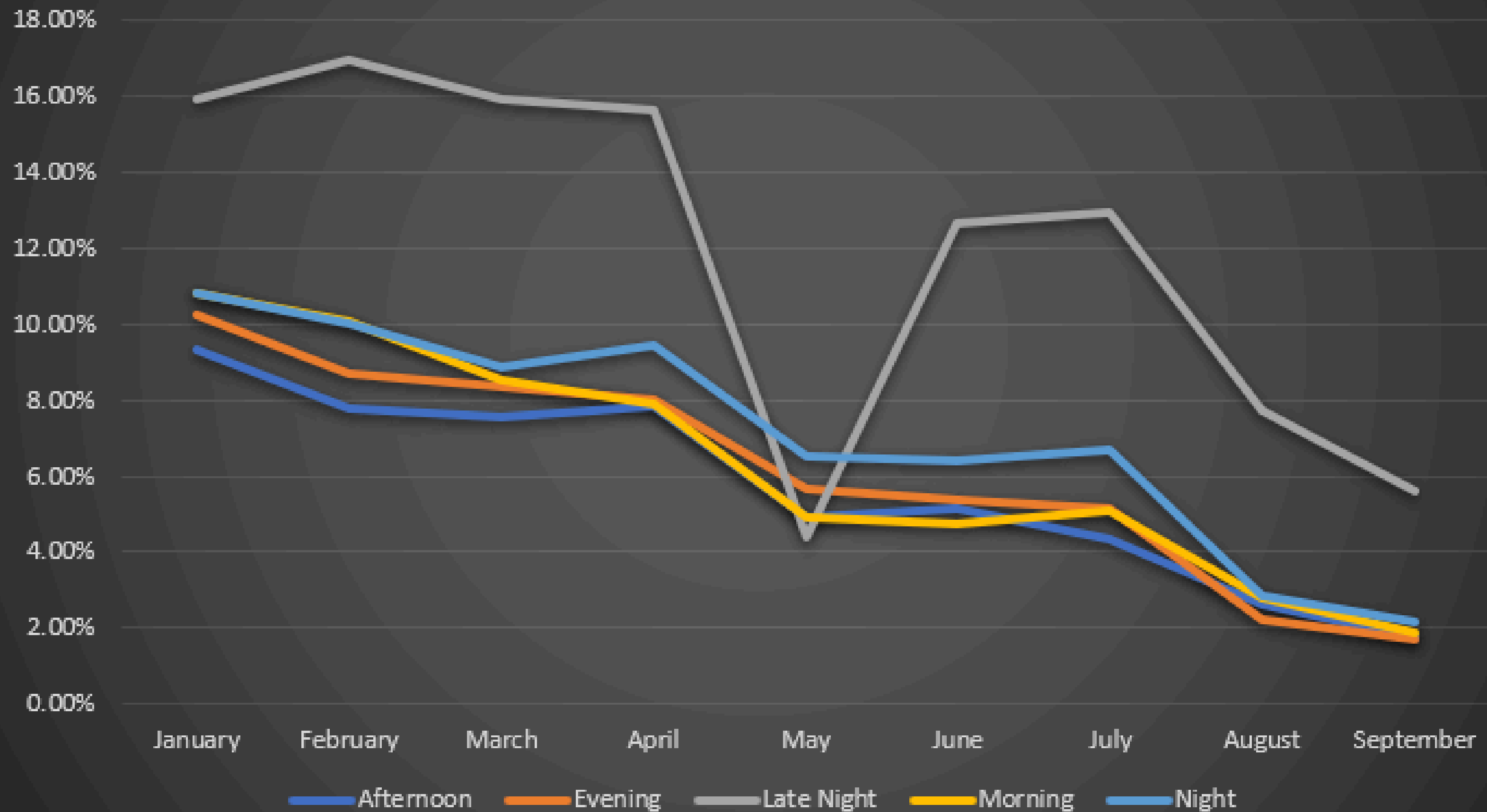
commercial activity

consumer behaviors

efficient delivery logistics



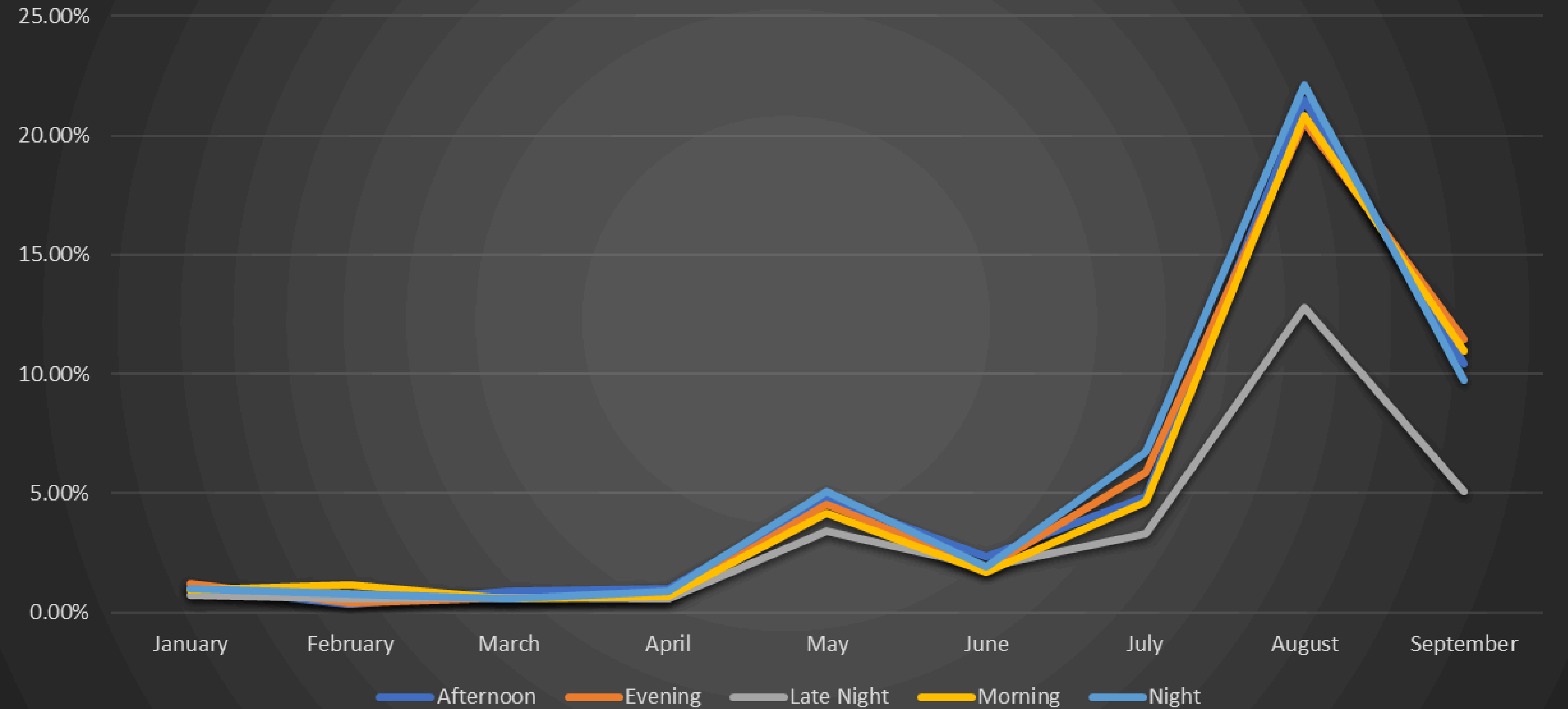
delivery charges as a percentage of product amount at slot and month level



The factors causing higher delivery charges

- Increased wages for night shift delivery partners
- Limited delivery partner availability
- Customer demand for convenience
- Low order volumes lead to high delivery charges
- Dynamic pricing strategies

discount as a percentage of product amount at
slot and month level



The factors for higher discounts



the festival season



clearance sale



competitive pressure



Marketing strategies

DISCOUNT

Areas having 0% discount as a percentage of product amount

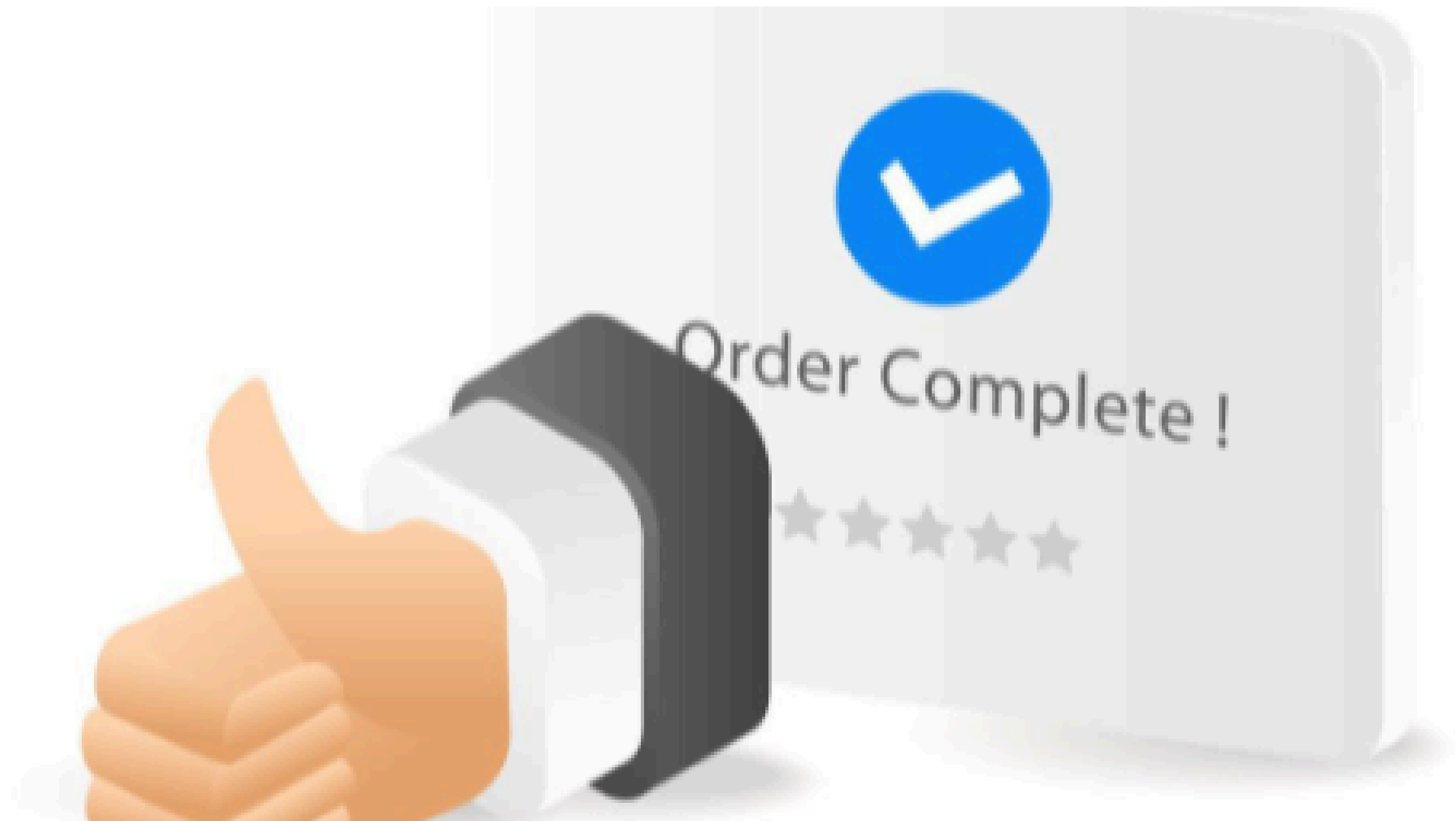
- | | |
|--------------------------------|-------------------------------|
| 1. Banashankari Stage 2 | 9. Frazer Town |
| 2. Basavanagudi | 10. Kumaraswamy Layout |
| 3. Bellandur, Ecospace | 11. Mahadevapura |
| 4. Bellandur, ETV | 12. Marathahalli |
| 5. Binnipet | 13. Pattandur |
| 6. Brookefield | 14. Richmond Town |
| 7. Challagatta | 15. Vimanapura |
| 8. CV Raman Nagar | |

Average discount percentage

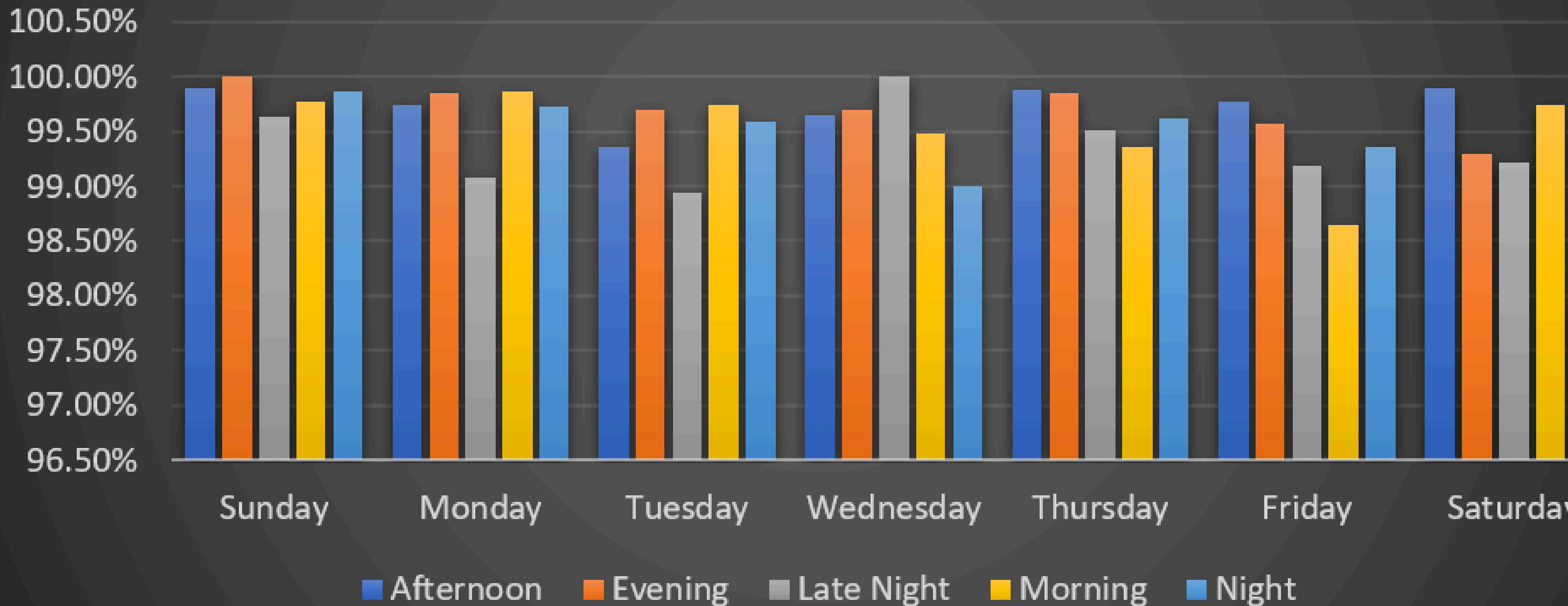


■ Afternoon ■ Evening ■ Late night ■ Morning ■ Night

Completion rate Analysis



Completion rate at slot vs weekday



Low completion rate areas



Cox town - 0%



Whitefield - 0%

Moderate completion rate areas

1. Bellandur, ETV – 50%

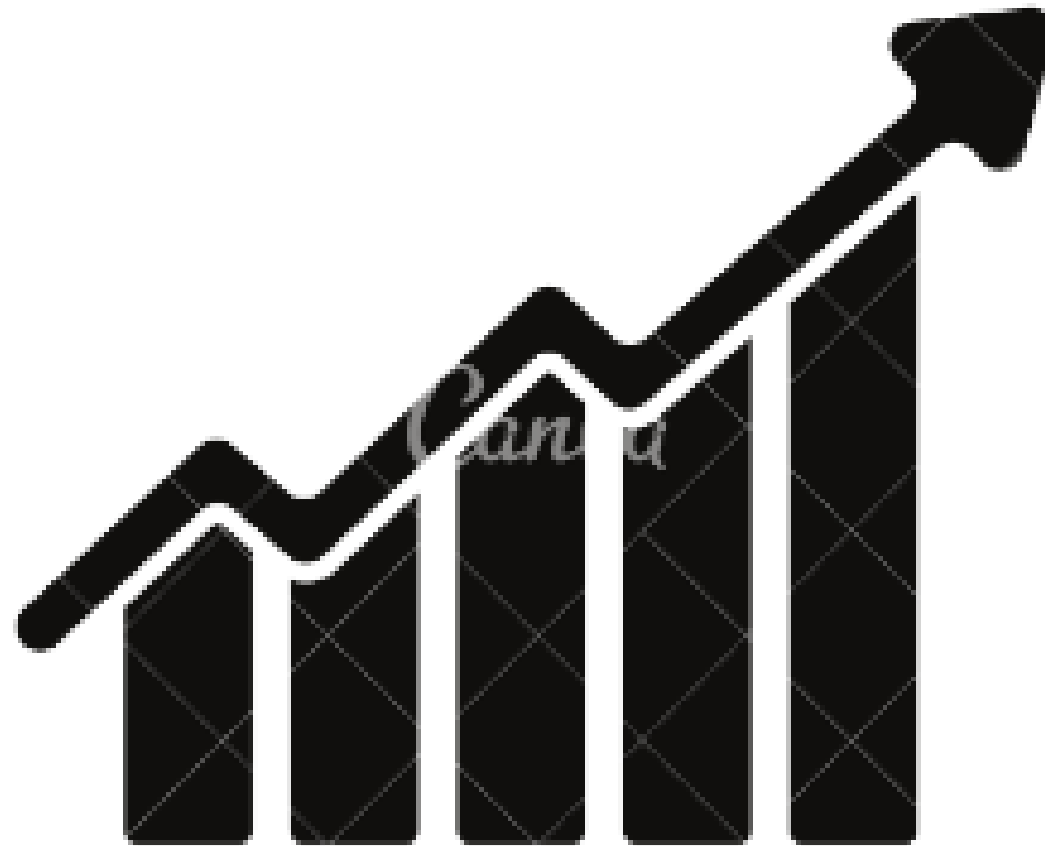
2. Marathahalli – 67%

3. Domlur, EGL – 75 %

Completion rate at number of products ordered level

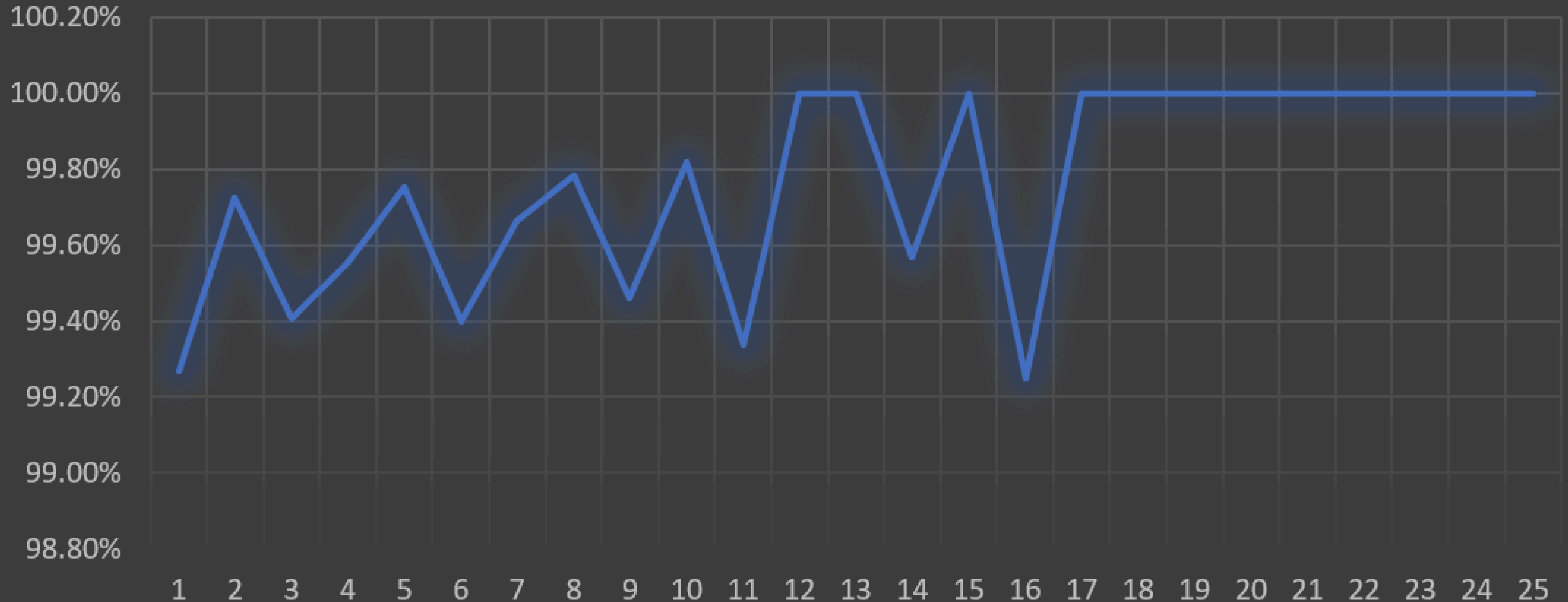


Number of products



Completion rate

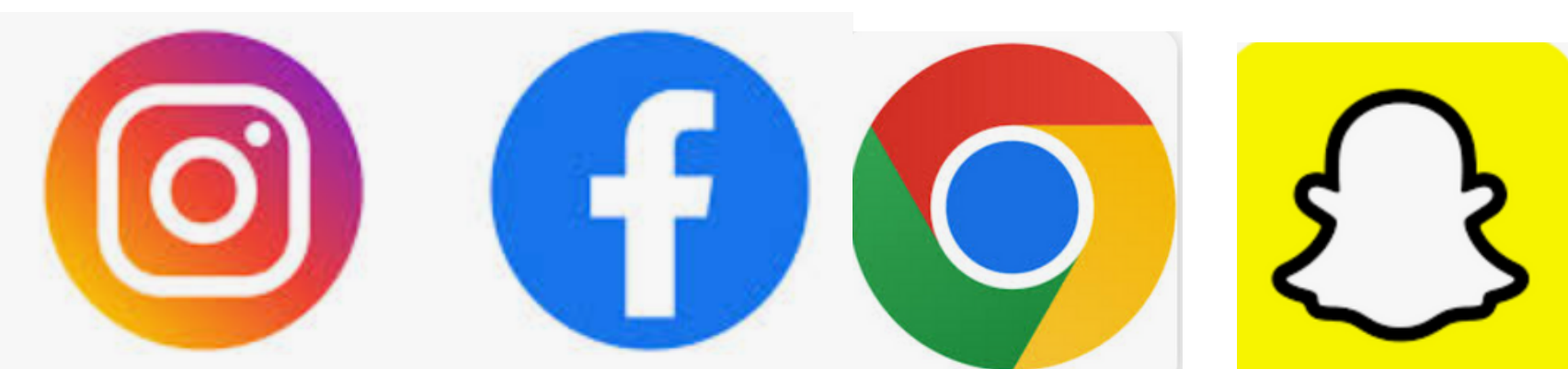
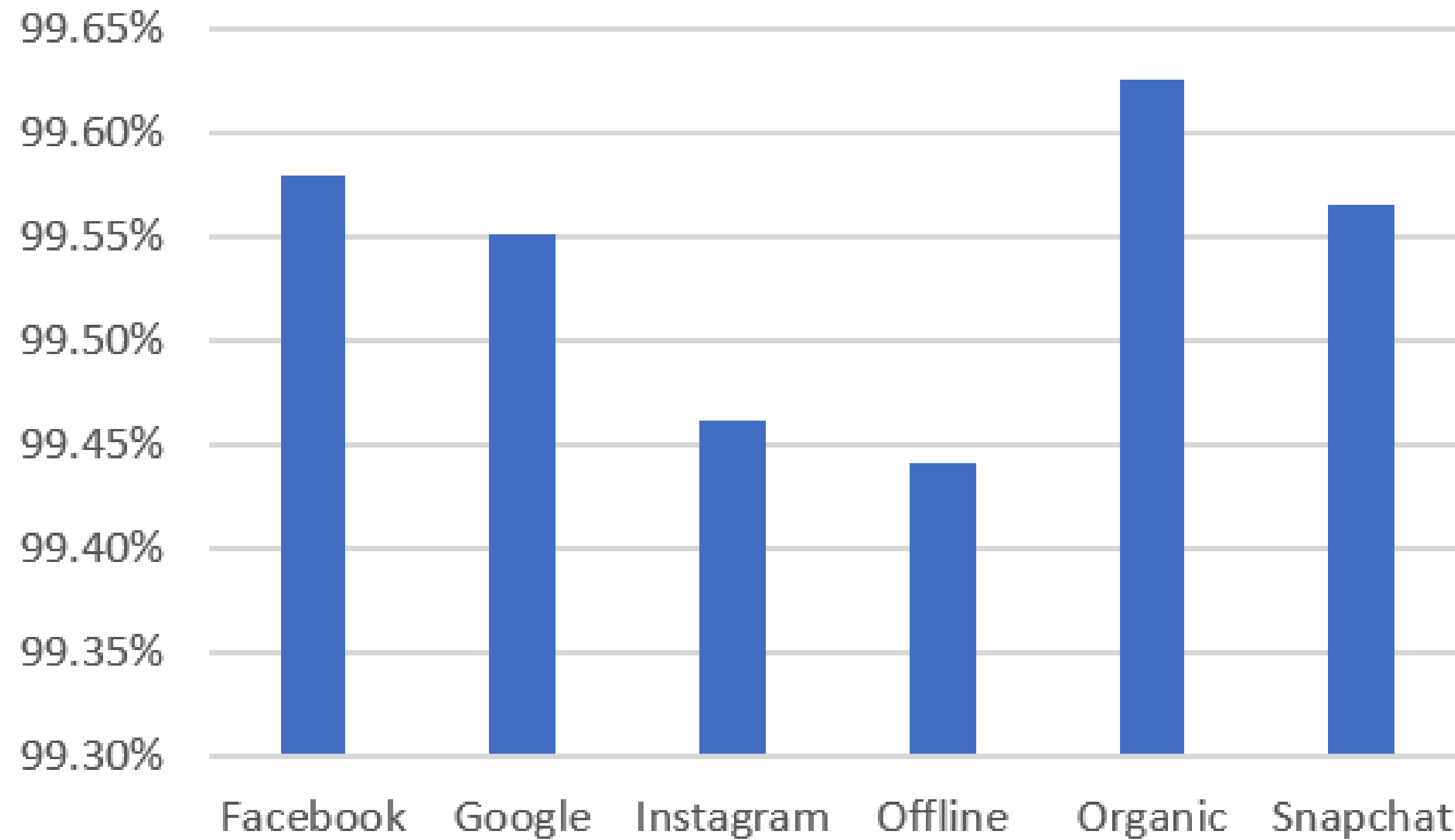
Completion rate at number of products ordered level



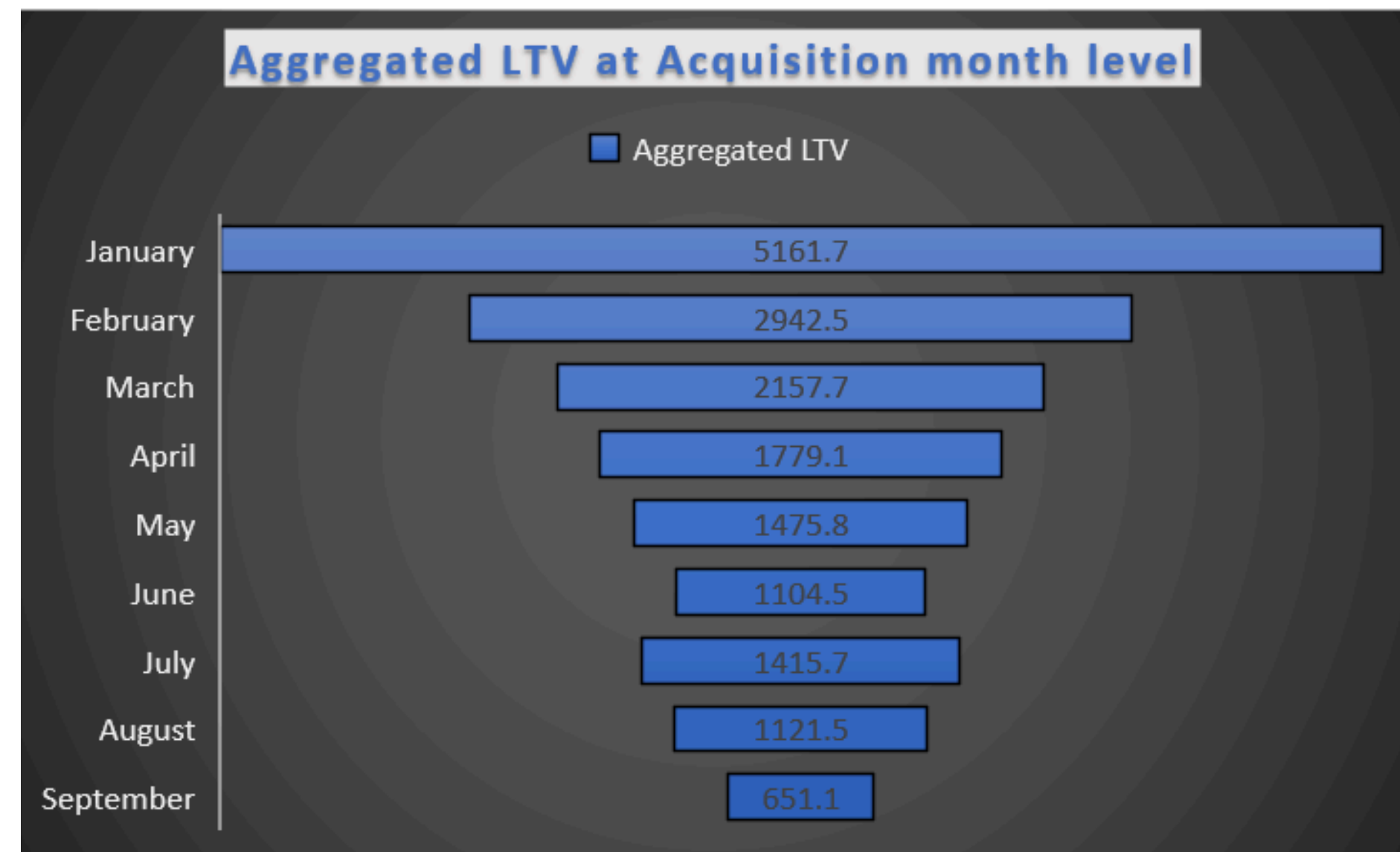
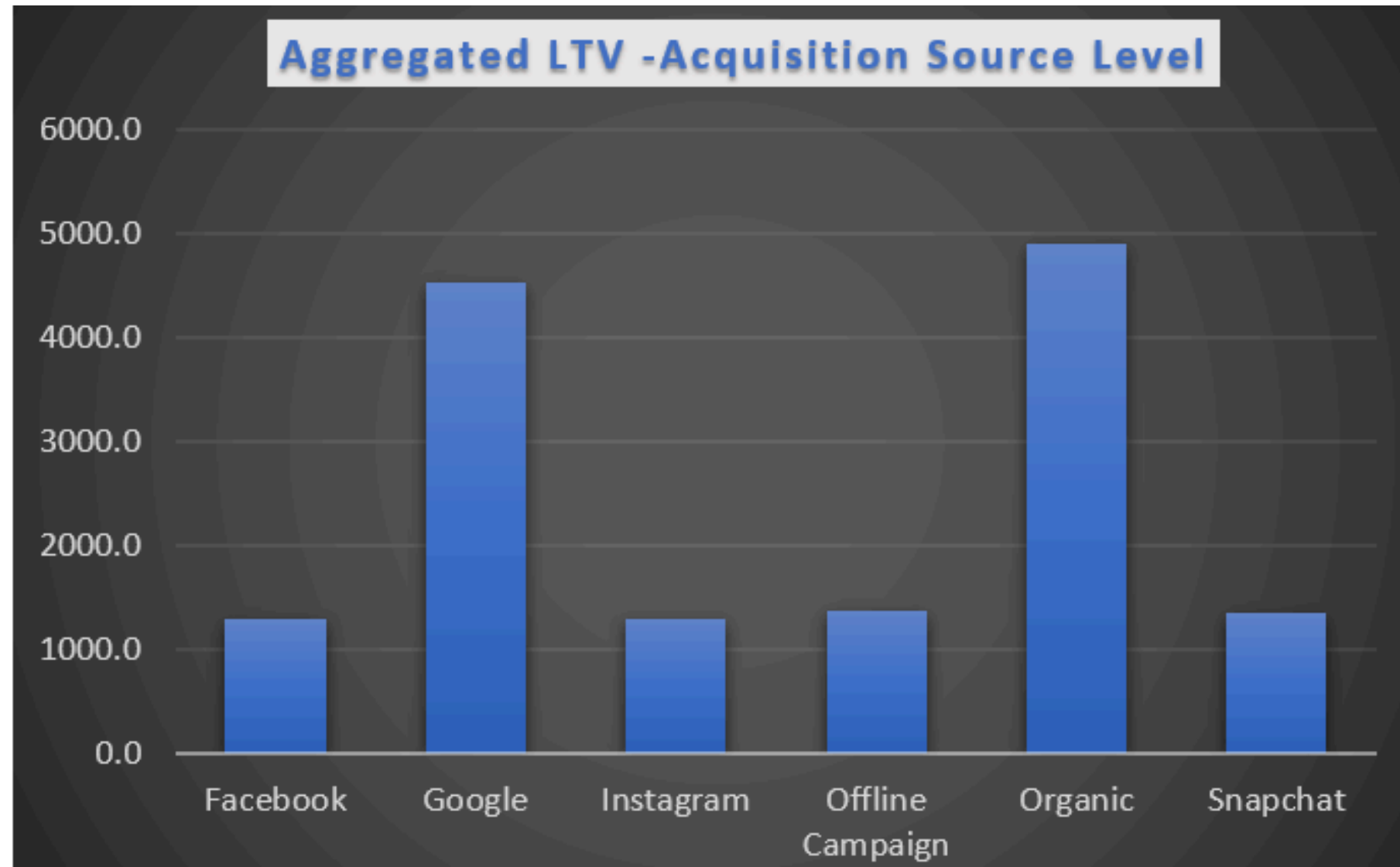
Customer level Analysis



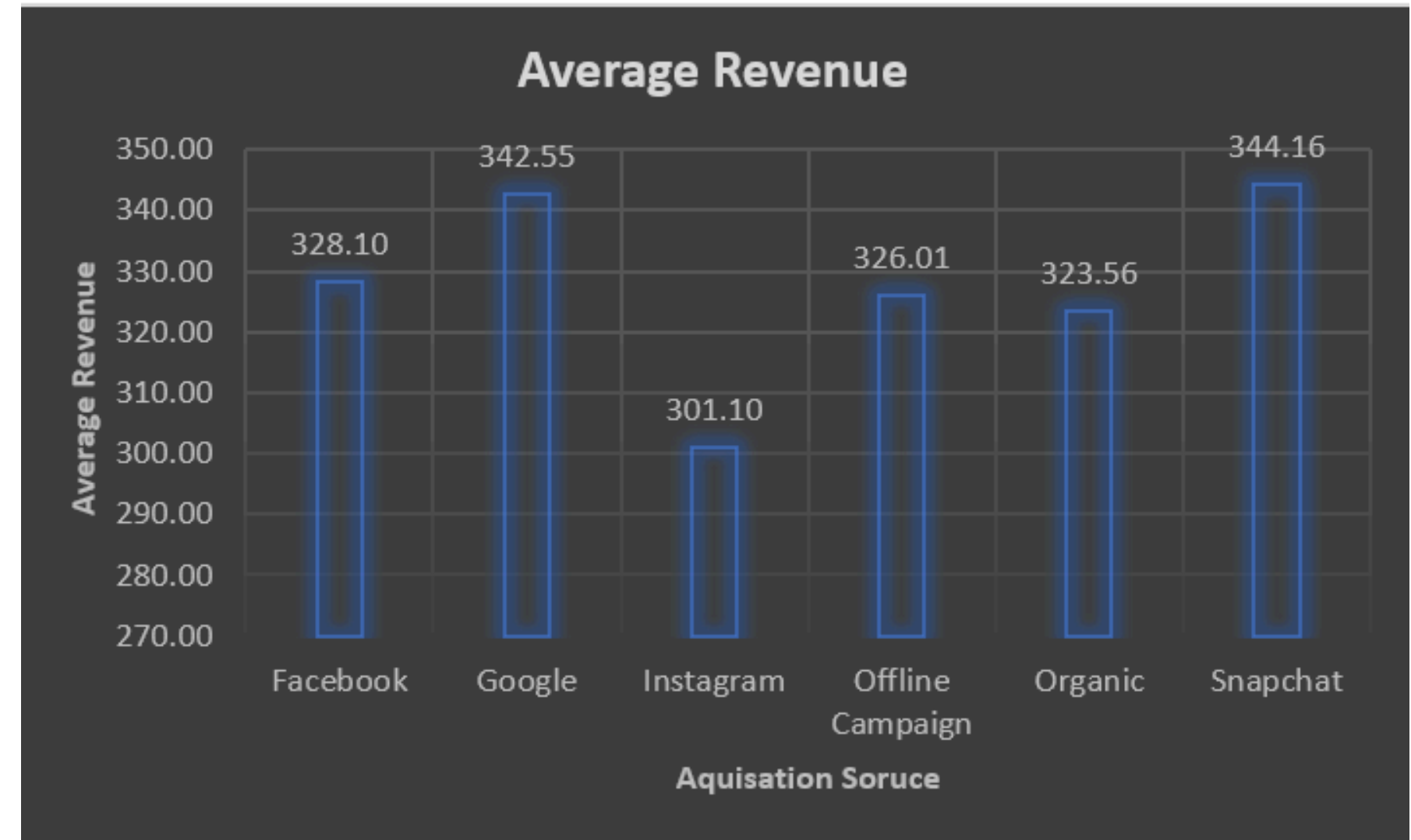
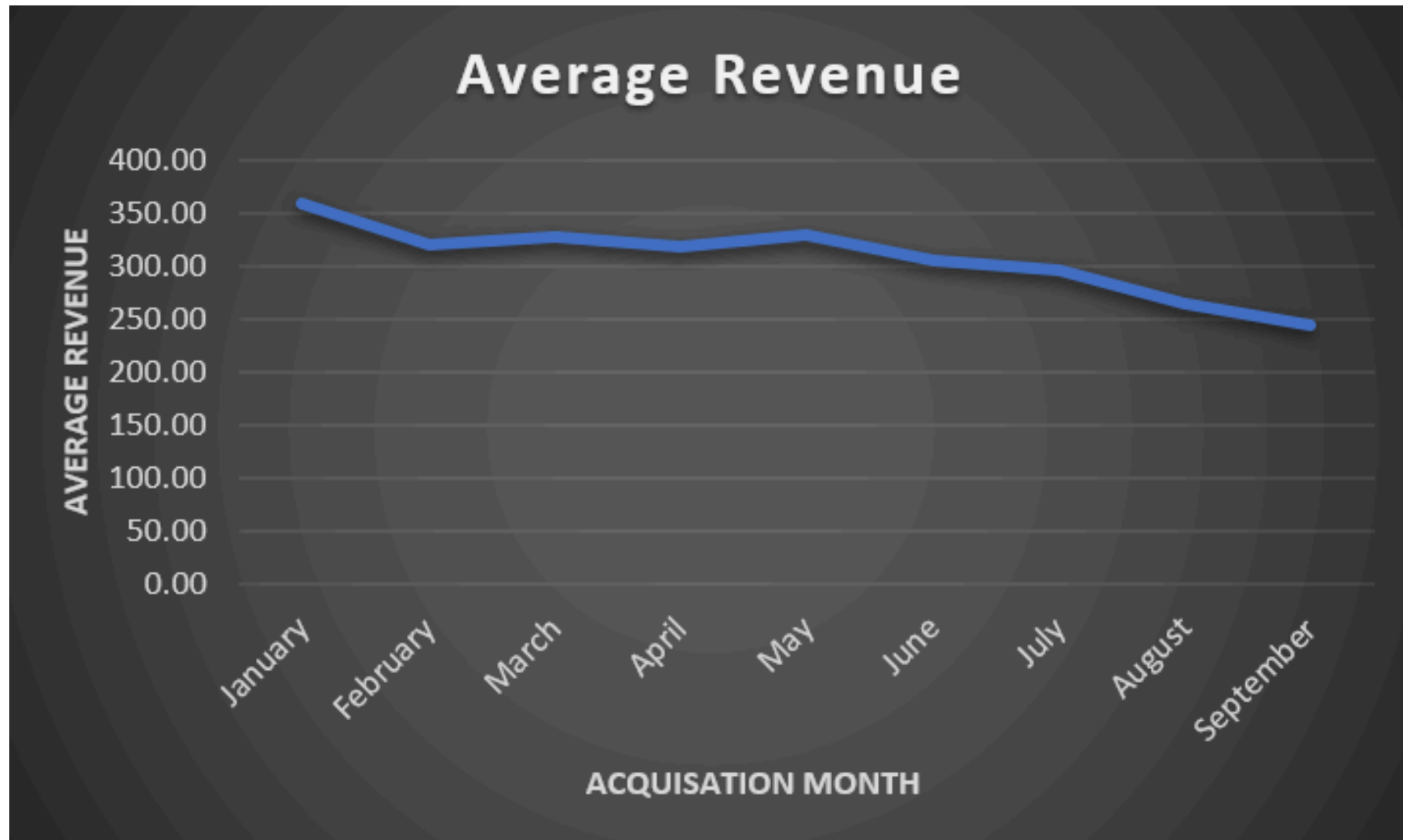
Completion rate at source level



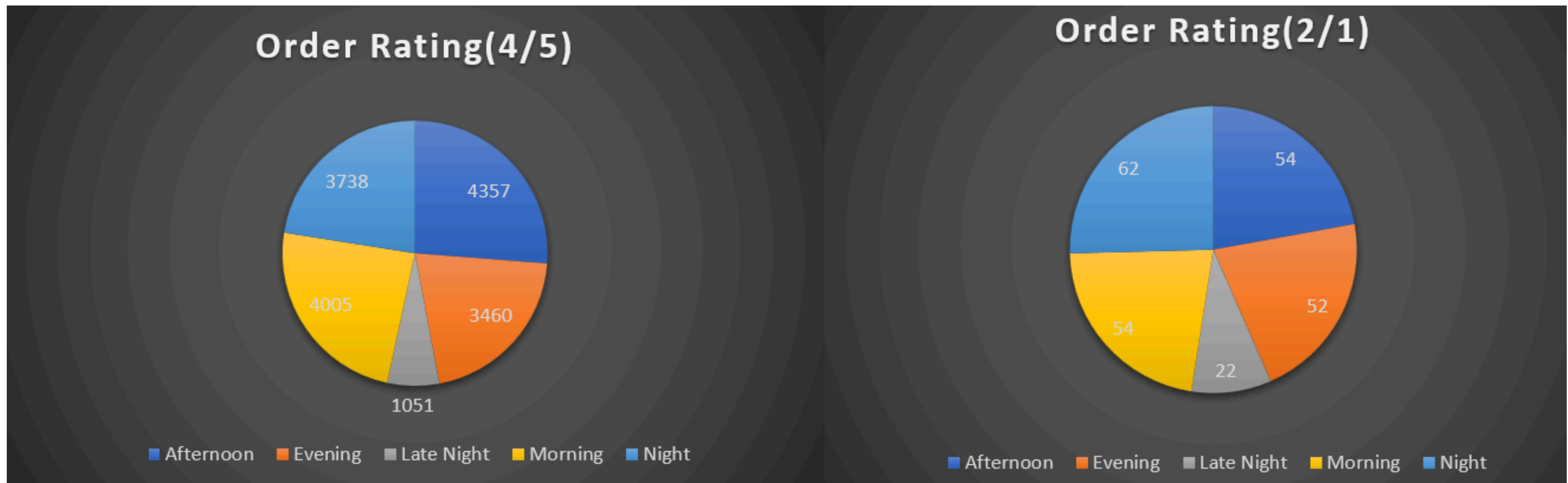
Aggregated LTV at customer acquisition source /month level



Average Revenue



Order rating Analysis



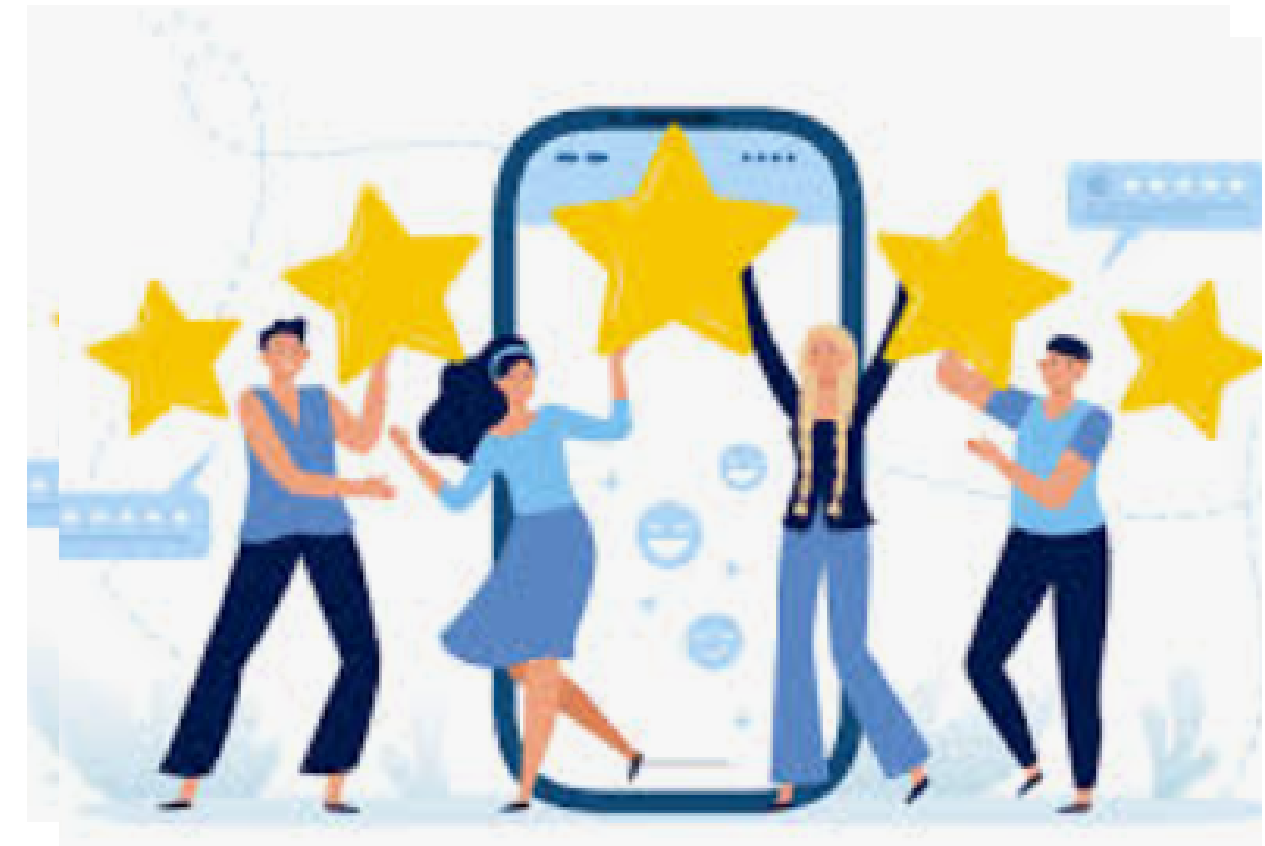
Order rating Analysis - Slot wise

Order rating Analysis - Number of products ordered

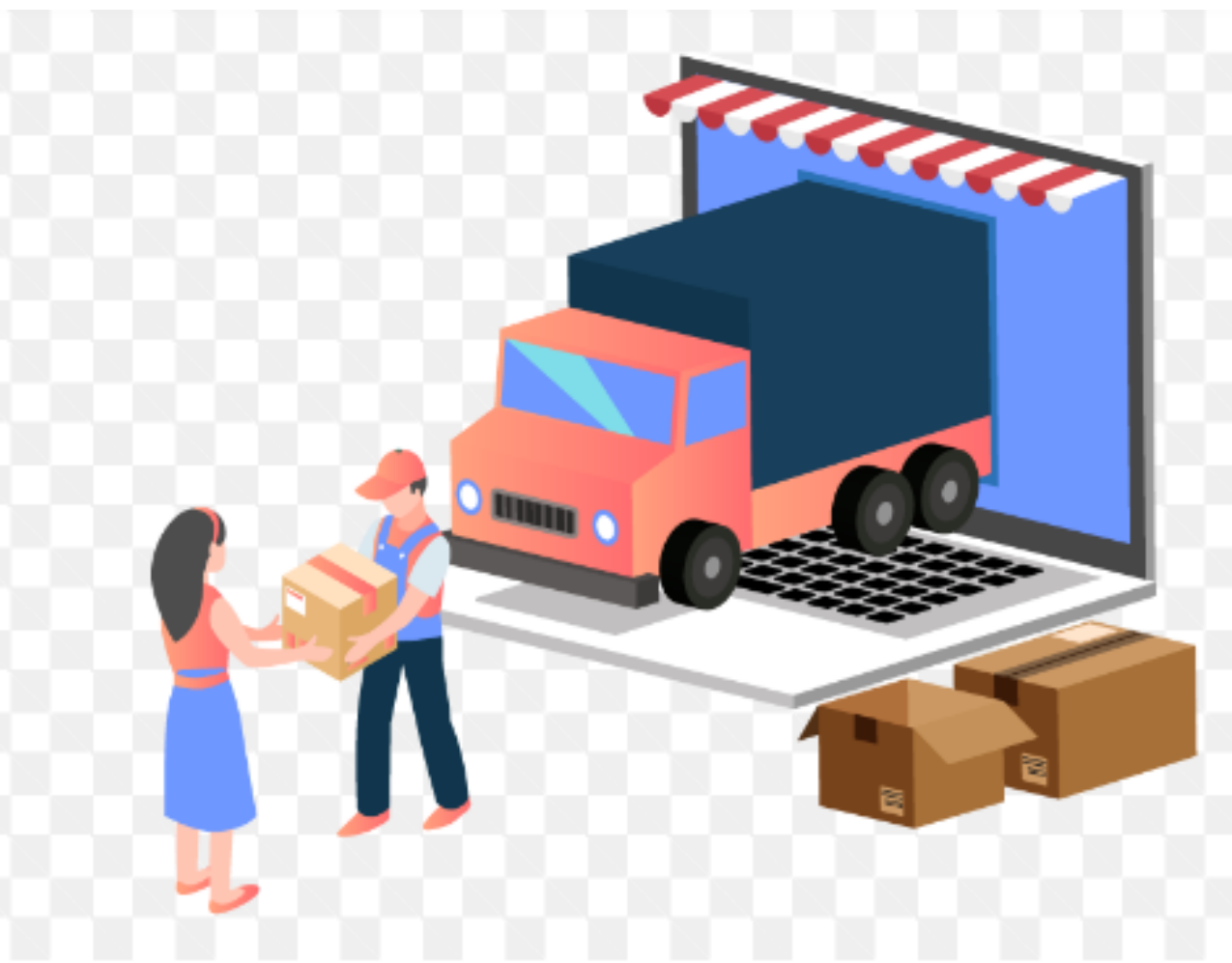
Number of products



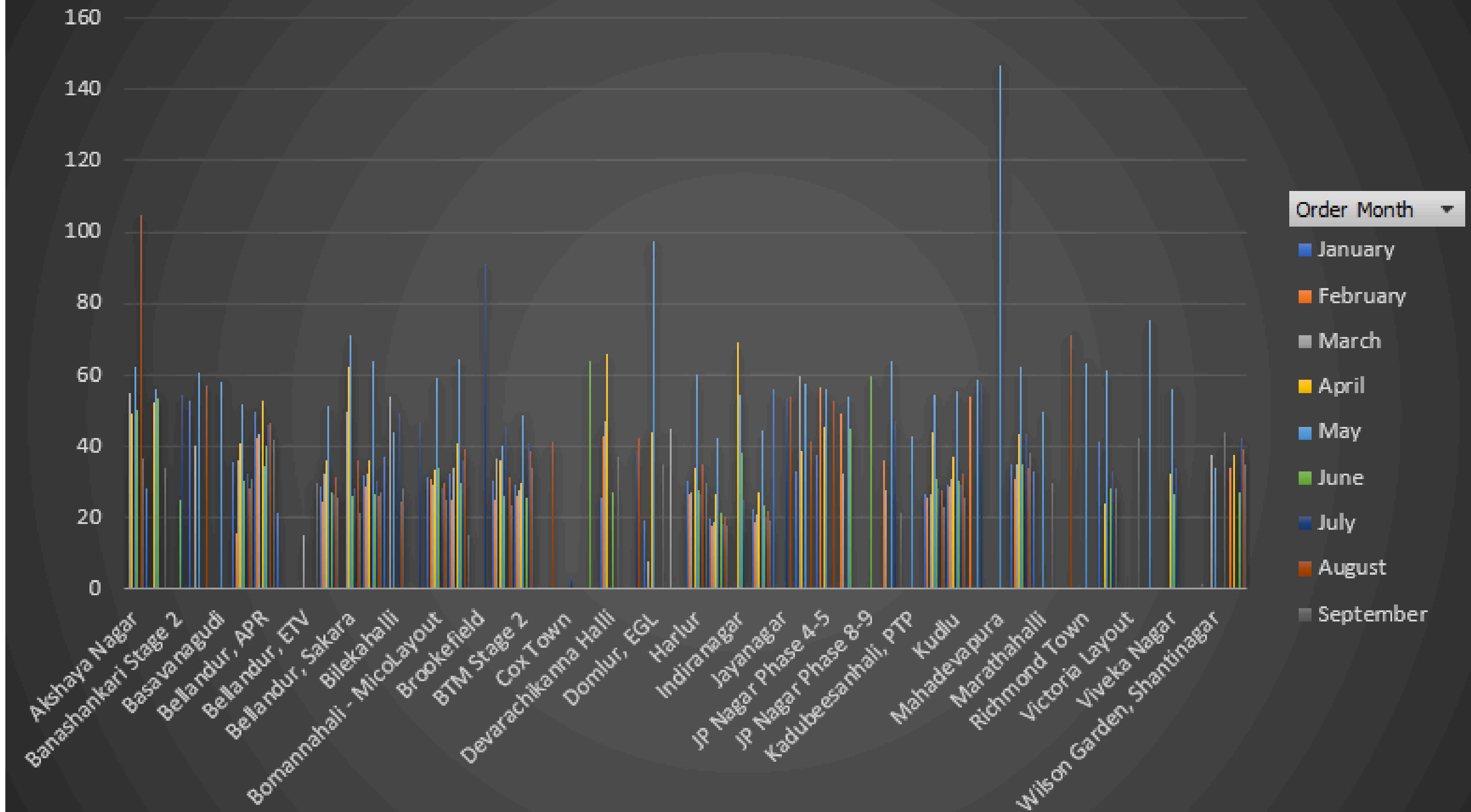
Order rating



Delivery level Analysis

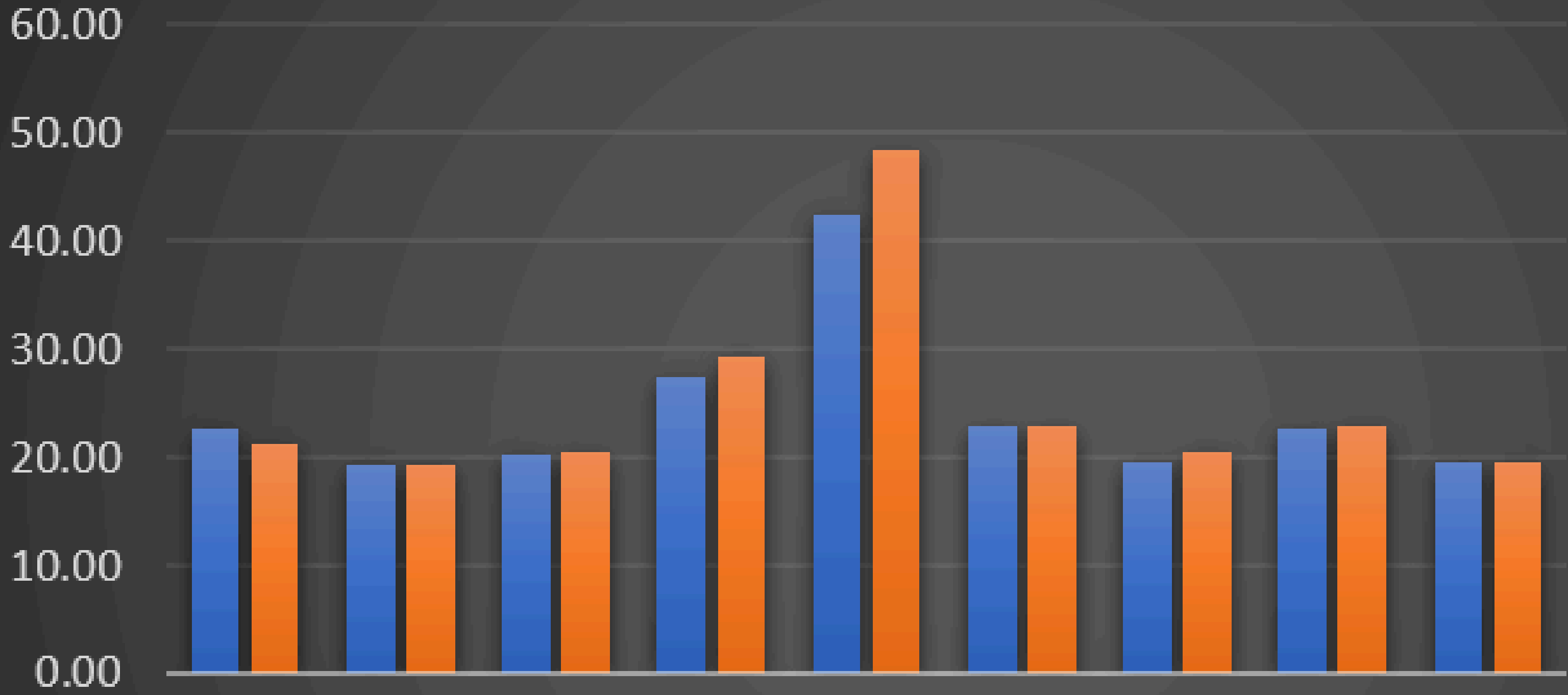


Average of Overall delivery time in minutes



Order Drop Geo ▼

Average of Overall delivery time in minutes



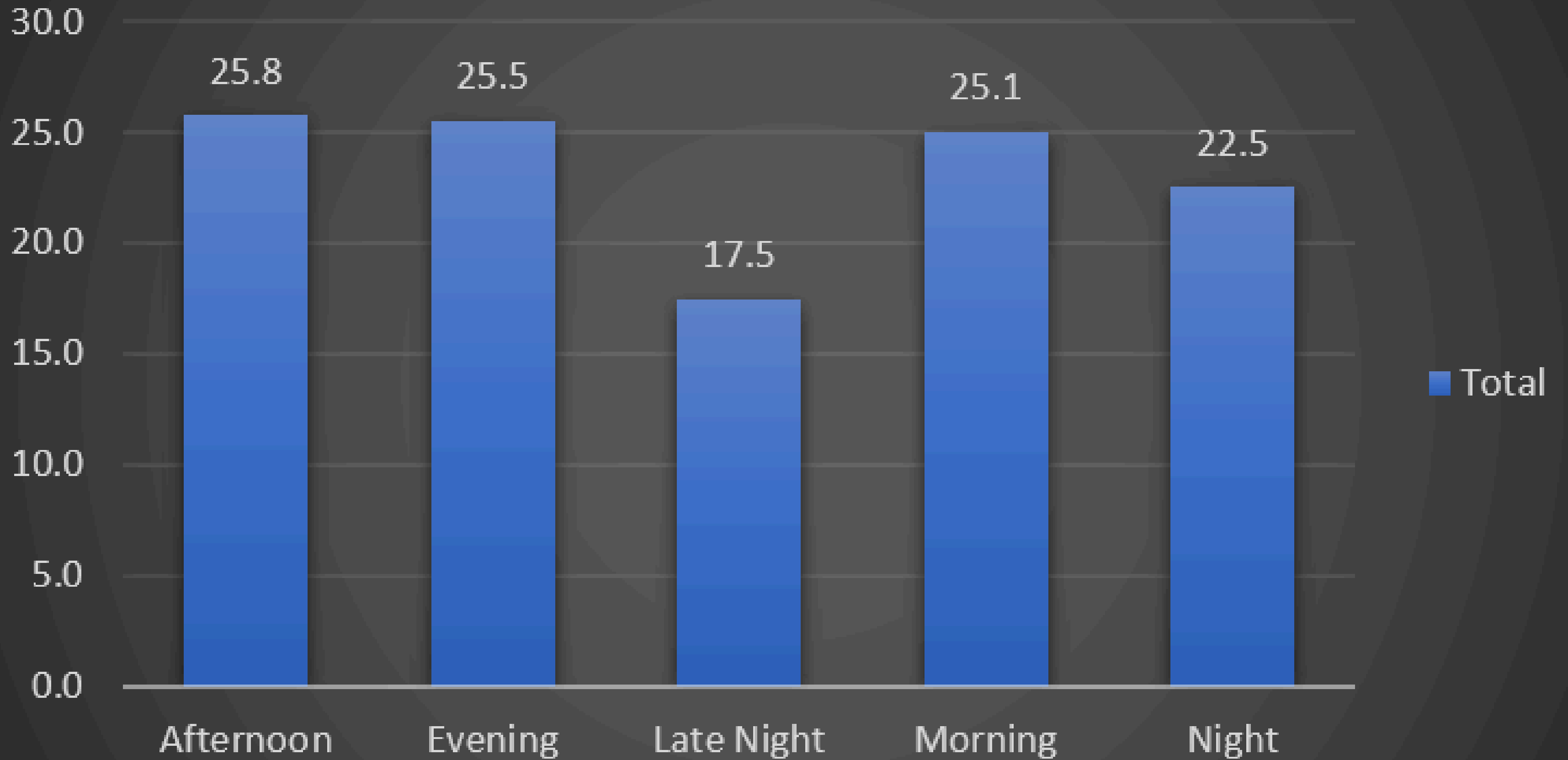
Day type ▾

Weekday

Weekend

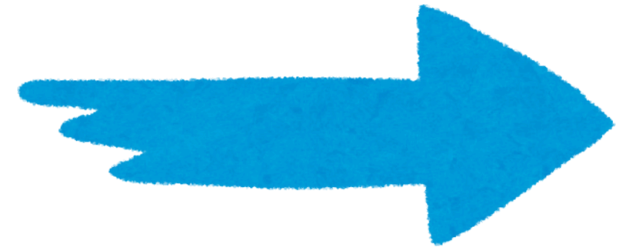
Order Month ▾

Average of Overall delivery time in minutes



Time slot ▼

5 Delivery areas with high delivery charges and delivery time



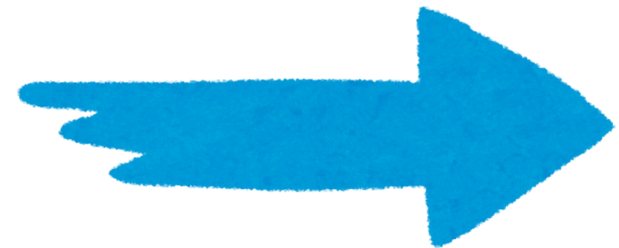
Kumaraswamy Layout



Mahadevapura



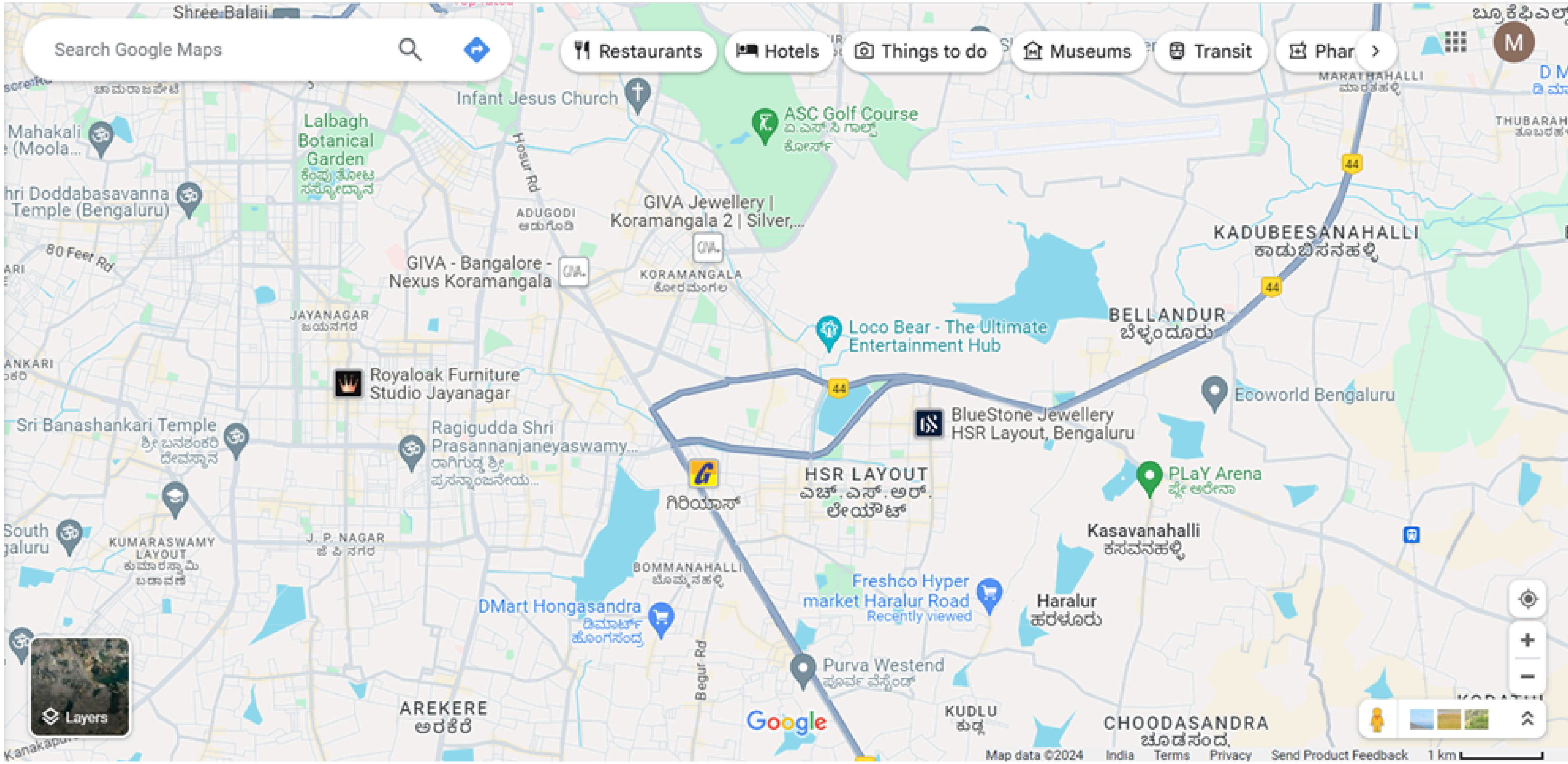
Pattandur



Vimanapura



JP Nagar Phase 4-5



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🏨 Hotels

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🏛 Museums

🚇 Transit

🏠 Pharmacies



Mahakali Temple (Moolanagar)

Lalbagh Botanical Garden
ಕಿಂಗ್ಡಮ್ ಗೋಡುಗಿ

Infant Jesus Church

ASC Golf Course
ಎಸ್.ಎಸ್.ಸಿ. ಗಾಲ್ಫ್ ಕೋರ್ಸ್

GIVA Jewellery | Koramangala 2 | Silver...

GIVA - Bangalore - Nexus Koramangala

JAYANAGAR
ಜಯನಗರ

RoyalOak Furniture Studio Jayanagar

Ragigudda Shri Prasannanjaneyaswamy...

Sri Banashankari Temple
ಶ್ರೀ ಬನಶಂಕರಿ ದೇವಸ್ಥಾನ

KUMARASWAMY LAYOUT
ಕುಮಾರಸ್ವಾಮಿ ಬಡಾವಣೆ

J. P. NAGAR
ಜೆ.ಪಿ.ನಗರ

DMart Hongasandra
ಡಿಮಾರ್ಟ್ ಹೊಂಗಸಂದ್ರ

AREKERE
ಅರಕೆರೆ

BOMMANAHALLI
ಬೊಮ್ಮನಹಳ್ಳಿ



HSR LAYOUT
ಎಚ್.ಎಸ್.ಆರ್. ಲೇಔಟ್

Loco Bear - The Ultimate Entertainment Hub

BlueStone Jewellery HSR Layout, Bengaluru

Freshco Hyper market Haralur Road
Recently viewed

Purva Westend
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KUDLU
ಕುಡ್ಲು

Haralur
ಹರಳೂರು

Kasavanahalli
ಕಸವನಹಳ್ಳಿ

PLaY Arena
ಪ್ಲೇ ಆರೇನಾ

Ecoworld Bengaluru

BELLANDUR
ಬೆಳ್ಳಂದೂರು

KADUBEESANAHALLI
ಕಾಡುಬಿಸನಹಳ್ಳಿ

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ಚೂಡಸಂದ್ರ



