**Freshco Hypermarket Capstone Project**

**Analysis Report**

1. **Order Level Analysis:**

**Question 1:** Identify order distribution at slot and delivery area level.

* During the analysis it observed that most of the orders are placed at HSR layout area and most of the orders are placed in the afternoon.
* Other places with the highest order distribution are Harlur, ITI layout, Kudlu.
* It is observed that maximum orders are placed in the afternoon, only in Harlur maximum orders are placed at morning.

**Question 2:** Identify areas having highest increase in monthly orders (Jan to Sep).

* It is observed that the areas having the highest increase in monthly orders are-

Harlur

HSR layout

ITI layout

* In which HSR layout has the max. increase in orders.

**Question 3:** Calculate delivery charges as a percentage of product amount at slot and month level.

* It is observed that at the Late Night the delivery charges are very high as compared to other time slots.
* In Night time slot also the delivery charges are high enough.
* It is also observed that in the October month the orders are placed at the Late Night only.

**Question 4:** Calculate discount as a percentage of product amount at slot and month level.

* In the month of August, the max. discount is given after that in September month.
* In the month of October there is no discount available.

**Question 5:** Calculate discount as a percentage of product amount at drop area and slot level.

* Max. discount is given in Bilkahalli.
* Bellandur, Sakara has the highest discount rate in tree slots i.e. Morning, Afternoon, Night.
* After this Jayanagar has the 2nd highest discount rate.

1. **Completion Rate Analysis:**

**Question 6:** Identify completion rate at slot vs day of the week level.

* It is observed that orders placed in the Late Night has the least number of orders in every day of the week.
* Max. orders are placed in the afternoon.

**Question 7: Completion rate at drop area level.**

* It is observed that Cox Town and White Field has the 0% of completion rate of orders.
* After this Bellandur has the completion rate of 50%.

**Question 8:** Completion Rate at no. of products ordered level.

* Max. orders placed has a completion rate above 99%.
* Devarachikanna Halli has completion rate of 100% in the September month.
* In October month there is only 1 order completion in Bomannahali.

1. **Customer Level Analysis:**

**Question 10:** Identify Completion at Source Level

* It is observed that customers are more comfortable with organic source.
* Organic has the highest completion rate.
* Offline campaign has the lowest.

**Question 11:** Calculate Aggregated LTV for customer acquisition source level.

* It is observed that Snapchat has the maximum acquisition source level.
* Instagram has the minimum.

**Question 12:** Calculate aggregated LTV at acquisition month level.

* January month has the maximum aggregated LTV.
* September month has the minimum.

**Question 13:** What is the average revenue per order at different customer acquisition source level.

* Organic source has the generated the maximum revenue as compared to others.
* Google is at the 2nd position in generating the revenue.
* Otherwise, Instagram has the least.

**Question 14: What is the average revenue per order at acquisition month level.**

* January Month has generated the maximum revenue in comparison to others.
* In September month the revenue generated is the least.

**Question 15: Is there any pattern in order rating across slots, no. of items placed, delivery charges, discount.**

* Afternoon slot has the maximum rating and max. product count.
* Late night slot has the max. delivery charges otherwise Morning slot has the least.
* Evening slot has the max. discount otherwise Late Night slot has the least.