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**Business Case:**

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**Industry: Online food ordering**

**Headquarters: Bangalore, Karnataka, India**

**Services: Food delivery, Online grocery, Courier**

**Website: www.swiggy.com**

**Funnel Analysis Report**

**Date: 15/10/2023**

**Prepared by: Navneet Tank**

**Business Case: Swiggy - Performance Analysis in 2019**

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**Business Case:**

**Executive Summary**

This report analyses order fluctuations, traffic changes, and conversion trends, offering key findings for a concise understanding of business performance.

**1. Order Fluctuations:**

* Orders experienced significant fluctuations over the analysis period.
* Notable spikes and drops were observed, notably on weekends.
* Dates with the most significant changes in orders are highlighted, and possible reasons are discussed.

**2. Traffic Changes:**

* Traffic patterns showed variations, with both increases and decreases.
* Changes in social media sources (Facebook, Twitter, YouTube) had a significant impact on traffic.
* Strategies for leveraging traffic source data to enhance business are recommended.

**3. Overall Conversion Trends:**

* Fluctuations in overall conversion rates were detected.
* In-depth examination revealed that smaller conversions (L2M, M2C, C2P, P2O) played a significant role.
* Hypotheses regarding the reasons for conversion fluctuations are presented and supported with relevant data.

**Recommendations**

Based on these findings, we suggest the following actions to optimize business performance:

* Implement strategies to manage weekend order fluctuations effectively.
* Capitalize on fluctuations in social media traffic sources to enhance reach and engagement.
* Focus on optimizing specific stages of the conversion funnel, such as L2M, M2C, C2P, and P2O, to improve overall conversion rates.

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**Order Fluctuations Analysis**

**Business Case:**

The "Order Fluctuations Analysis" section examines the changes in order volumes over a series of weeks. It aims to understand the reasons behind these fluctuations. Here's a breakdown of the analysis:

**Checking for Changes in Orders:**

* This section provides an overview of the weekly order fluctuations compared to the same day last week.
* It highlights both the increases and decreases in order volumes, enabling us to pinpoint significant changes.

**Identifying the Reasons for Order Fluctuations:**

* The subsequent section dives into potential reasons behind these fluctuations. It's important to note that these are guestimated reasons based on the observed order changes.
* Further investigation or external data may be necessary to confirm the actual causes.

The table below provides a summary of order fluctuations and their possible reasons:

**Business Case:**

|  |  |  |
| --- | --- | --- |
| **Week Date** | **Order Change vs. Last Week** | **Possible Reasons for** |
| **01-01-2019 - 07-01-2019** | **0%** | **Stable, no significant changes** |
| **08-01-2019 - 14-01-2019** | **-21%** | **End of holiday season, external factors** |
| **15-01-2019 - 21-01-2019** | **137%** | **Promotions, new offerings, effective marketing** |
| **22-01-2019 - 28-01-2019** | **58%** | **External factors, marketing campaigns** |
| **29-01-2019 - 04-02-2019** | **-66%** | **Short-term issues, followed by a rebound** |
| **05-02-2019 - 11-02-2019** | **139%** | **Stable period, previous surge** |
| **12-02-2019 - 18-02-2019** | **-5%** | **Minor fluctuations** |
| **19-02-2019 - 25-02-2019** | **-89%** | **Significant decline, external/internal issues** |
| **26-02-2019 - 04-03-2019** | **130%** | **Quick recovery, external/internal factors** |
| **05-03-2019 - 11-03-2019** | **50%** | **Sustained growth, steady demand** |
| **12-03-2019 - 18-03-2019** | **-1%** | **Minor fluctuations, no major impact** |
| **19-03-2019 - 25-03-2019** | **7%** | **Gradual increase, steady growth** |
| **26-03-2019 - 01-04-2019** | **53%** | **Marketing efforts, product launches** |
| **02-04-2019 - 08-04-2019** | **-29%** | **Significant challenge, external/internal issues** |
| **09-04-2019 - 15-04-2019** | **84%** | **Rapid recovery, strong demand** |
| **16-04-2019 - 22-04-2019** | **109%** | **Strong demand, high interest** |
| **23-04-2019 - 29-04-2019** | **-70%** | **Major issue, investigation needed** |
| **30-04-2019 - 06-05-2019** | **-22%** | **Short-term challenge, external factors** |
| **07-05-2019 - 13-05-2019** | **18%** | **Stability, consistent demand** |
| **14-05-2019 - 20-05-2019** | **18%** | **Stable growth, consistent demand** |
| **21-05-2019 - 27-05-2019** | **7%** | **Steady growth, gradual increase** |
| **28-05-2019 - 03-06-2019** | **-15%** | **Temporary decline, short-term fluctuation** |

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**Business Case:**

**Traffic Fluctuations Analysis**

**Checking for Changes in Traffic:**

To understand fluctuations in website traffic, we've prepared a table below highlighting dates with traffic changes compared to the same day the previous week.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Week Date** | **Sum of FB same day last week** | **Sum of YT same day last week** | **Sum of Tw same day last week** | **Sum of other same day last week** |
| **01-01-2019 - 07-01-2019** | 0% | 0% | 0% | 0% |
| **08-01-2019 - 14-01-2019** | -94% | -48% | -48% | 15% |
| **15-01-2019 - 21-01-2019** | 1980% | 110% | 110% | -6% |
| **22-01-2019 - 28-01-2019** | 73% | -69% | 743% | -64% |
| **29-01-2019 - 04-02-2019** | -44% | 194% | -91% | 162% |
| **05-02-2019 - 11-02-2019** | 14% | 14% | 14% | 14% |
| **12-02-2019 - 18-02-2019** | 2% | 2% | 2% | 2% |
| **19-02-2019 - 25-02-2019** | -13% | -13% | -13% | -13% |
| **26-02-2019 - 04-03-2019** | 19% | 19% | 19% | 19% |
| **05-03-2019 - 11-03-2019** | -9% | -9% | -9% | -9% |
| **12-03-2019 - 18-03-2019** | -5% | -5% | -5% | -5% |
| **19-03-2019 - 25-03-2019** | 4% | 4% | 4% | 4% |
| **26-03-2019 - 01-04-2019** | -10% | -10% | -10% | -10% |
| **02-04-2019 - 08-04-2019** | 26% | 26% | 26% | 26% |
| **09-04-2019 - 15-04-2019** | -26% | -26% | -26% | -26% |
| **16-04-2019 - 22-04-2019** | 26% | 26% | 26% | 26% |
| **23-04-2019 - 29-04-2019** | -6% | -6% | -6% | -6% |
| **30-04-2019 - 06-05-2019** | -14% | -14% | -14% | -14% |
| **07-05-2019 - 13-05-2019** | 4% | 4% | 4% | 4% |
| **14-05-2019 - 20-05-2019** | 13% | 13% | 13% | 13% |
| **21-05-2019 - 27-05-2019** | 6% | 6% | 6% | 6% |
| **28-05-2019 - 03-06-2019** | -9% | -9% | -9% | -9% |
| **04-06-2019 - 10-06-2019** | 2% | 2% | 2% | 2% |
| **11-06-2019 - 17-06-2019** | 11% | 11% | 11% | 11% |
| **18-06-2019 - 24-06-2019** | -73% | -73% | -73% | -73% |
| **25-06-2019 - 01-07-2019** | 134% | 134% | 134% | 134% |
| **02-07-2019 - 08-07-2019** | -13% | -13% | -13% | -13% |
| **09-07-2019 - 15-07-2019** | 4% | 4% | 4% | 4% |
| **16-07-2019 - 22-07-2019** | -6% | -6% | -6% | -6% |
| **23-07-2019 - 29-07-2019** | -5% | -5% | -5% | -5% |
| **30-07-2019 - 05-08-2019** | 22% | 22% | 22% | 22% |
| **06-08-2019 - 12-08-2019** | -2% | -2% | -2% | -2% |
| **13-08-2019 - 19-08-2019** | -3% | -3% | -3% | -3% |
| **20-08-2019 - 26-08-2019** | -1% | -1% | -1% | -1% |
| **27-08-2019 - 02-09-2019** | -2% | -2% | -2% | -2% |
| **03-09-2019 - 09-09-2019** | 2% | 2% | 2% | 2% |
| **10-09-2019 - 16-09-2019** | 1% | 1% | 1% | 1% |
| **17-09-2019 - 23-09-2019** | -3% | -3% | -3% | -3% |
| **24-09-2019 - 30-09-2019** | -3% | -3% | -3% | -3% |
| **01-10-2019 - 07-10-2019** | 3% | 3% | 3% | 3% |
| **08-10-2019 - 14-10-2019** | -6% | -6% | -6% | -6% |
| **15-10-2019 - 21-10-2019** | 10% | 10% | 10% | 10% |
| **22-10-2019 - 28-10-2019** | -10% | -10% | -10% | -10% |
| **29-10-2019 - 04-11-2019** | 1% | 1% | 1% | 1% |
| **05-11-2019 - 11-11-2019** | 7% | 7% | 7% | 7% |
| **12-11-2019 - 18-11-2019** | 4% | 4% | 4% | 4% |
| **19-11-2019 - 25-11-2019** | 14% | 14% | 14% | 14% |
| **26-11-2019 - 02-12-2019** | 4% | 4% | 4% | 4% |
| **03-12-2019 - 09-12-2019** | -14% | -14% | -14% | -14% |
| **10-12-2019 - 16-12-2019** | 6% | 6% | 6% | 6% |
| **17-12-2019 - 23-12-2019** | -8% | -8% | -8% | -8% |
| **24-12-2019 - 30-12-2019** | -6% | -6% | -6% | -6% |
| **31-12-2019 - 02-01-2020** | 8% | 8% | 8% | 8% |



**Business Case:**

**Identify the source responsible for the fluctuation:**

* From these standard deviations, we can see that Facebook has the highest standard deviation (2.71), indicating that traffic from Facebook is causing the most fluctuation in data.
* This means that the Facebook traffic source is less consistent and more variable compared to the other sources.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Facebook** | **YouTube** | **Twitter** | **Other** |
| **Standard Deviation** | **2.71** | **0.40** | **1.06** | **0.33** |

* So, in this case, Facebook is the source of traffic that is creating the most fluctuation in data.

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**Business Case:**

**Conversion Analysis**

**Overall conversion fluctuated as compared to same day last week:**

|  |  |
| --- | --- |
| **Week Date** | **Sum of Conversion change with respect to same day last week** |
| **01-01-2019 - 07-01-2019** | **0%** |
| **08-01-2019 - 14-01-2019** | **31%** |
| **15-01-2019 - 21-01-2019** | **28%** |
| **22-01-2019 - 28-01-2019** | **-19%** |
| **29-01-2019 - 04-02-2019** | **-43%** |
| **05-02-2019 - 11-02-2019** | **126%** |
| **12-02-2019 - 18-02-2019** | **-6%** |
| **19-02-2019 - 25-02-2019** | **-80%** |
| **26-02-2019 - 04-03-2019** | **112%** |
| **05-03-2019 - 11-03-2019** | **57%** |
| **12-03-2019 - 18-03-2019** | **4%** |
| **19-03-2019 - 25-03-2019** | **4%** |
| **26-03-2019 - 01-04-2019** | **68%** |
| **02-04-2019 - 08-04-2019** | **-53%** |
| **09-04-2019 - 15-04-2019** | **113%** |
| **16-04-2019 - 22-04-2019** | **76%** |
| **23-04-2019 - 29-04-2019** | **-65%** |
| **30-04-2019 - 06-05-2019** | **-7%** |
| **07-05-2019 - 13-05-2019** | **13%** |
| **14-05-2019 - 20-05-2019** | **6%** |
| **21-05-2019 - 27-05-2019** | **1%** |
| **28-05-2019 - 03-06-2019** | **-5%** |
| **04-06-2019 - 10-06-2019** | **17%** |
| **11-06-2019 - 17-06-2019** | **6%** |
| **18-06-2019 - 24-06-2019** | **-6%** |
| **25-06-2019 - 01-07-2019** | **-5%** |
| **02-07-2019 - 08-07-2019** | **27%** |
| **09-07-2019 - 15-07-2019** | **32%** |
| **16-07-2019 - 22-07-2019** | **-87%** |
| **23-07-2019 - 29-07-2019** | **116%** |
| **30-07-2019 - 05-08-2019** | **5%** |
| **06-08-2019 - 12-08-2019** | **-70%** |
| **13-08-2019 - 19-08-2019** | **128%** |
| **20-08-2019 - 26-08-2019** | **20%** |
| **27-08-2019 - 02-09-2019** | **-22%** |
| **03-09-2019 - 09-09-2019** | **-7%** |
| **10-09-2019 - 16-09-2019** | **-58%** |
| **17-09-2019 - 23-09-2019** | **121%** |
| **24-09-2019 - 30-09-2019** | **12%** |
| **01-10-2019 - 07-10-2019** | **-17%** |
| **08-10-2019 - 14-10-2019** | **11%** |
| **15-10-2019 - 21-10-2019** | **19%** |
| **22-10-2019 - 28-10-2019** | **3%** |
| **29-10-2019 - 04-11-2019** | **-39%** |
| **05-11-2019 - 11-11-2019** | **36%** |
| **12-11-2019 - 18-11-2019** | **-30%** |
| **19-11-2019 - 25-11-2019** | **115%** |
| **26-11-2019 - 02-12-2019** | **20%** |
| **03-12-2019 - 09-12-2019** | **-4%** |
| **10-12-2019 - 16-12-2019** | **-21%** |
| **17-12-2019 - 23-12-2019** | **-23%** |
| **24-12-2019 - 30-12-2019** | **48%** |
| **31-12-2019 - 02-01-2020** | **-8%** |

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**Business Case:**

* To identify dates with significant fluctuations, you can look at the "Sum of Conversion change with respect to the same day last week" column.
* Dates with notable positive or negative percentages are the ones with significant fluctuations
* To identify dates with significant fluctuations in conversion rates, we'll consider dates with a change in conversion rates that is either higher than 20% or lower than -20%.

High Fluctuations (change > 20%)

Low Fluctuations (change < -20%)

Smaller Conversions Impact:

* To identify if the overall conversion fluctuated as compared to the same day last week, we can calculate the change in overall conversion rates
* Break the overall conversion into smaller part given below table

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Week Date** | **Sum of L2M** | **Sum of M2C** | **Sum of P2O** | **Sum of C2P**  **Business Case:** |
| **01-01-2019 - 07-01-2019** | **165%** | **266%** | **559%** | **492%** |
| **08-01-2019 - 14-01-2019** | **168%** | **265%** | **565%** | **499%** |
| **15-01-2019 - 21-01-2019** | **168%** | **272%** | **566%** | **503%** |
| **22-01-2019 - 28-01-2019** | **167%** | **268%** | **564%** | **502%** |
| **29-01-2019 - 04-02-2019** | **153%** | **271%** | **565%** | **503%** |
| **05-02-2019 - 11-02-2019** | **167%** | **270%** | **580%** | **494%** |
| **12-02-2019 - 18-02-2019** | **170%** | **267%** | **560%** | **505%** |
| **19-02-2019 - 25-02-2019** | **165%** | **242%** | **564%** | **504%** |
| **26-02-2019 - 04-03-2019** | **169%** | **269%** | **566%** | **479%** |
| **05-03-2019 - 11-03-2019** | **165%** | **268%** | **565%** | **493%** |
| **12-03-2019 - 18-03-2019** | **165%** | **269%** | **557%** | **500%** |
| **19-03-2019 - 25-03-2019** | **170%** | **269%** | **538%** | **507%** |
| **26-03-2019 - 01-04-2019** | **167%** | **267%** | **570%** | **506%** |
| **02-04-2019 - 08-04-2019** | **170%** | **250%** | **571%** | **487%** |
| **09-04-2019 - 15-04-2019** | **168%** | **265%** | **567%** | **505%** |
| **16-04-2019 - 22-04-2019** | **168%** | **299%** | **570%** | **499%** |
| **23-04-2019 - 29-04-2019** | **167%** | **264%** | **567%** | **499%** |
| **30-04-2019 - 06-05-2019** | **166%** | **268%** | **561%** | **495%** |
| **07-05-2019 - 13-05-2019** | **170%** | **268%** | **565%** | **489%** |
| **14-05-2019 - 20-05-2019** | **167%** | **270%** | **564%** | **497%** |
| **21-05-2019 - 27-05-2019** | **165%** | **271%** | **557%** | **505%** |
| **28-05-2019 - 03-06-2019** | **167%** | **268%** | **555%** | **499%** |
| **04-06-2019 - 10-06-2019** | **169%** | **268%** | **561%** | **500%** |
| **11-06-2019 - 17-06-2019** | **170%** | **268%** | **559%** | **501%** |
| **18-06-2019 - 24-06-2019** | **164%** | **269%** | **571%** | **501%** |
| **25-06-2019 - 01-07-2019** | **167%** | **268%** | **563%** | **495%** |
| **02-07-2019 - 08-07-2019** | **166%** | **269%** | **570%** | **508%** |
| **09-07-2019 - 15-07-2019** | **169%** | **272%** | **575%** | **510%** |
| **16-07-2019 - 22-07-2019** | **154%** | **267%** | **579%** | **501%** |
| **23-07-2019 - 29-07-2019** | **168%** | **265%** | **568%** | **500%** |
| **30-07-2019 - 05-08-2019** | **167%** | **265%** | **580%** | **495%** |
| **06-08-2019 - 12-08-2019** | **165%** | **266%** | **566%** | **459%** |
| **13-08-2019 - 19-08-2019** | **168%** | **269%** | **569%** | **493%** |
| **20-08-2019 - 26-08-2019** | **169%** | **271%** | **573%** | **495%** |
| **27-08-2019 - 02-09-2019** | **164%** | **272%** | **556%** | **505%** |
| **03-09-2019 - 09-09-2019** | **167%** | **269%** | **564%** | **490%** |
| **10-09-2019 - 16-09-2019** | **166%** | **245%** | **565%** | **502%** |
| **17-09-2019 - 23-09-2019** | **164%** | **272%** | **564%** | **496%** |
| **24-09-2019 - 30-09-2019** | **167%** | **267%** | **560%** | **504%** |
| **01-10-2019 - 07-10-2019** | **167%** | **265%** | **560%** | **492%** |
| **08-10-2019 - 14-10-2019** | **167%** | **263%** | **563%** | **498%** |
| **15-10-2019 - 21-10-2019** | **167%** | **270%** | **565%** | **494%** |
| **22-10-2019 - 28-10-2019** | **168%** | **266%** | **561%** | **500%** |
| **29-10-2019 - 04-11-2019** | **165%** | **264%** | **558%** | **486%** |
| **05-11-2019 - 11-11-2019** | **167%** | **263%** | **561%** | **498%** |
| **12-11-2019 - 18-11-2019** | **166%** | **248%** | **562%** | **517%** |
| **19-11-2019 - 25-11-2019** | **166%** | **272%** | **556%** | **501%** |
| **26-11-2019 - 02-12-2019** | **171%** | **265%** | **571%** | **496%** |
| **03-12-2019 - 09-12-2019** | **168%** | **273%** | **564%** | **494%** |
| **10-12-2019 - 16-12-2019** | **166%** | **267%** | **562%** | **495%** |
| **17-12-2019 - 23-12-2019** | **162%** | **264%** | **565%** | **491%** |
| **24-12-2019 - 30-12-2019** | **166%** | **272%** | **561%** | **497%** |
| **31-12-2019 - 02-01-2020** | **49%** | **78%** | **171%** | **145%** |

Identify which one of the conversions is fluctuating :

**Business Case:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **L2M** | **M2C** | **P2O** | **C2P** |
| **Standard Deviation** | **16%** | **27%** | **54%** | **49%** |

To identify the smaller conversion that is leading to an increase or decrease in orders and explain the reasons for this,

**1. Identify the Key Conversion**:

To identify which of the smaller conversions (L2M, M2C, P2O, C2P) has a significant impact on the change in orders, we can compare the standard deviations of these conversions. Typically, a higher standard deviation indicates greater variability or fluctuations in the data,

* L2M (Listing to Menu Conversion): Standard Deviation = 16%
* M2C (Menu to Cart Conversion): Standard Deviation = 27%
* P2O (Payments to Orders Conversion): Standard Deviation = 54%
* C2P (Carts to Payments Conversion): Standard Deviation = 49%

Based on these standard deviations, it appears that the "P2O" (Payments to Orders Conversion) has the highest standard deviation, indicating the most significant fluctuations.

Therefore, "P2O" is the key conversion to investigate further as it likely has a significant impact on the change in orders.

**2. Analyse the Timeframe:** Focus on the period where you observed a significant change in the selected conversion rate. For instance, if "P2O" is the conversion of interest and it increased in a specific week, analyse the data for that week.

**3. Examine Supporting Data:** Gather data and information related to the chosen conversion. For example, if "P2O" is your focus, collect data on payment methods, checkout processes, user experience, and any changes or events related to payments during that period.

**4. User Surveys and Feedback:** Reach out to customers who interacted with the specific conversion process during the identified period. Conduct surveys or interviews to gather their feedback on their experience. Ask about any pain points, improvements, or issues they encountered.

**Business Case:**

**5. Competitor Analysis:** Look at the actions of competitors during this period. Did they introduce new payment options or incentives that might have influenced customers' choices?

**6. External Factors:** Consider external factors that may have influenced the conversion. For example, economic conditions, changes in consumer behaviour, or industry trends.

By following these steps, we can pinpoint the reasons behind the fluctuations in the selected conversion and provide data-driven explanations for the impact on orders. This information will be valuable for making informed decisions and improvements to the conversion process.