

NAME : NAYAN KASERA  
BATCH: DAP-202401-01

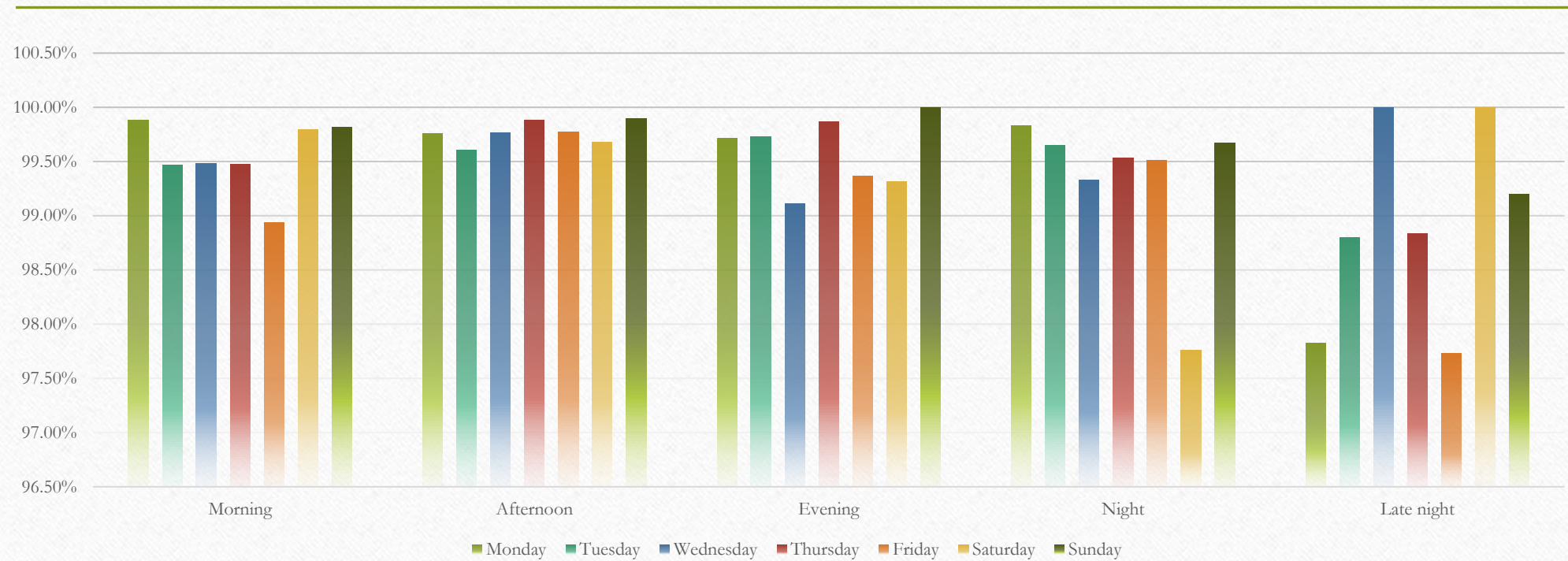
---

**Freshco Hypermarket Capstone Project**

# Completion Rate Analysis

---

This data shows that on Monday and Friday in the late night slot, the order completion rate is less than 98%.

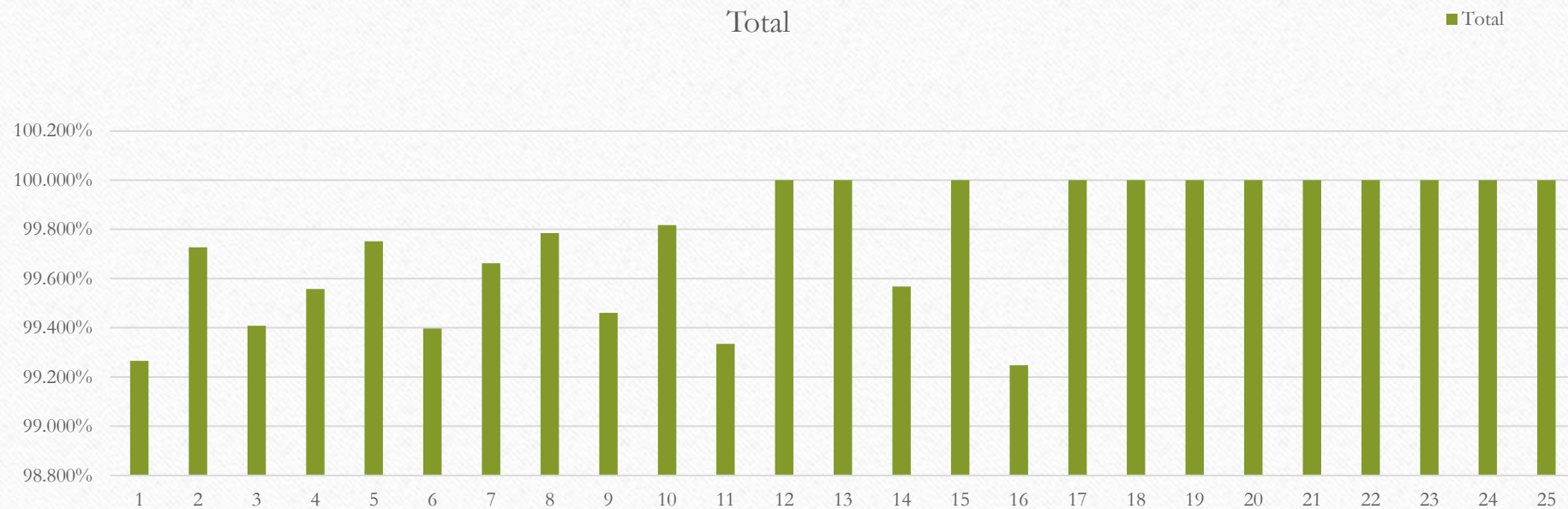




Here, we can see that Bellandur, ETV has a 50% completion rate while COX Town has a 0% completion rate.



delivery at the product order level: here we see that customers who purchase one, nine, or six products at a time have a delivery rate that is lower than other product.



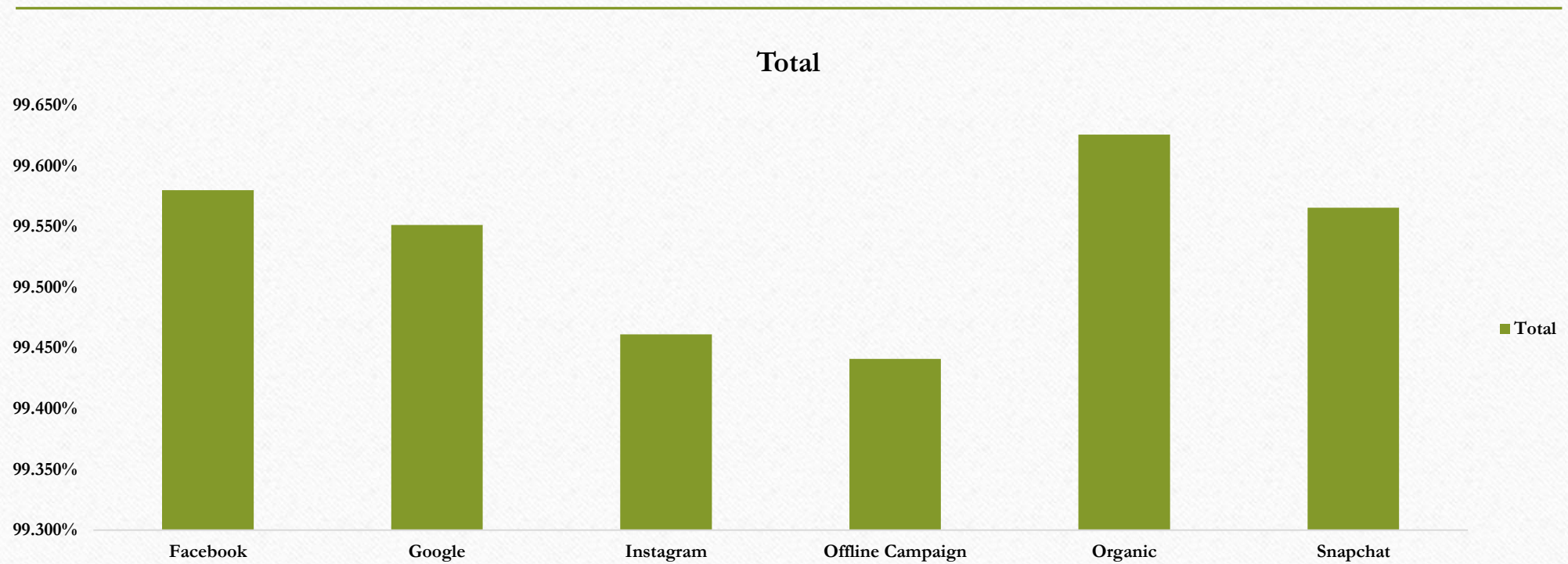
- Compared to other areas that have a 100% completion rate, the top three areas with the highest number of orders are (HSR Layout, ITI layout, and Harlur) with 99% completion rates.
- The completion rate is highest in the afternoon and lowest in the late night hours.
- Whitefield and Coxtown have 0% completion rates.



# Customer Level Analysis

---

Here, we can observe that the competition rate is highest for organic sources and lowest for offline campaigns.

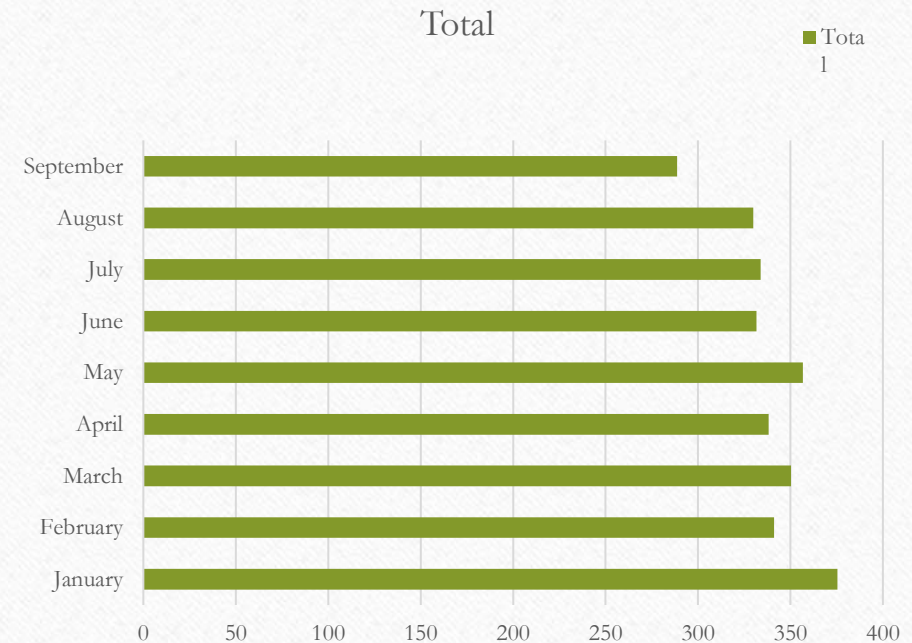
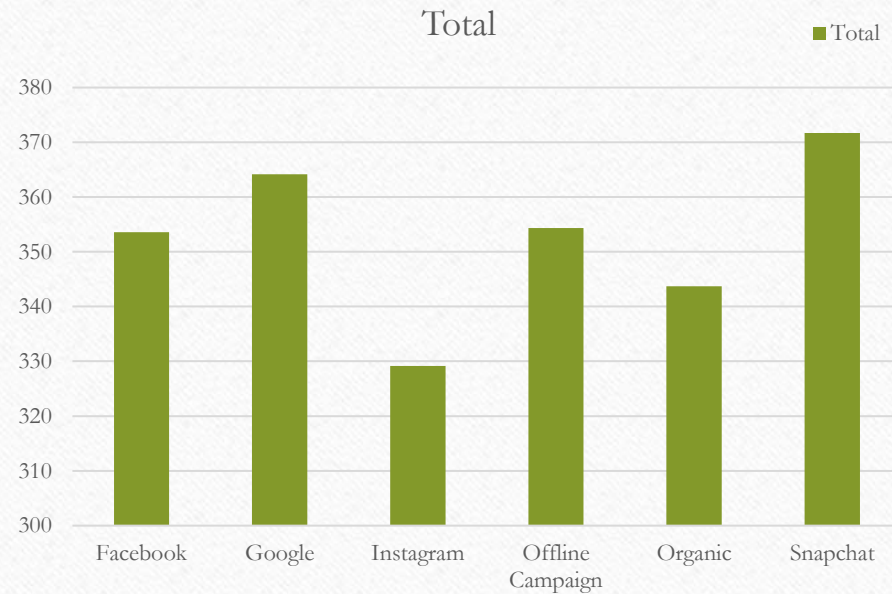




## AGGREGATED LTV AT SLOT AND MONTH LEVEL

This graph demonstrates that Instagram's aggregate LTV is low while Snapchat's is high.

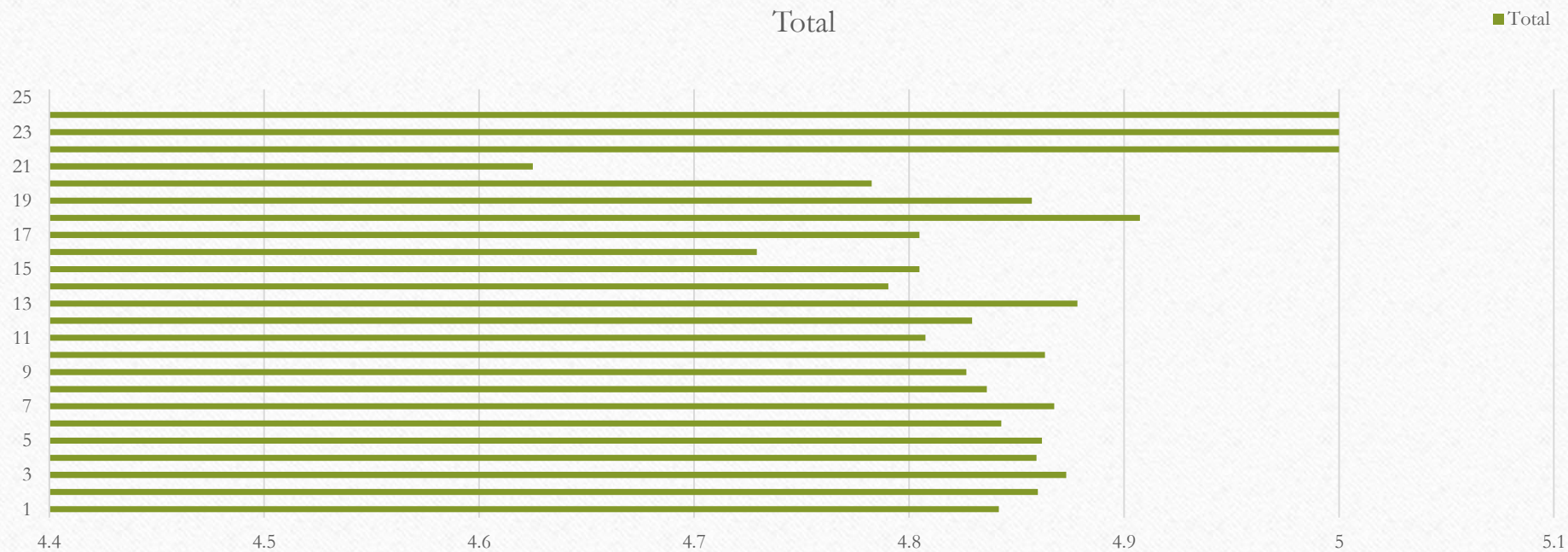
According to this chart, September has the lowest LTV.



Looking at the figure, we can see that the morning slot has a higher average overall rating than the late night slot. and a month-by-month chart reveals that rating decreases in the months of March and September.



Order ratings are highest when there are more than 21 products in the order, based on the quantity of products ordered.

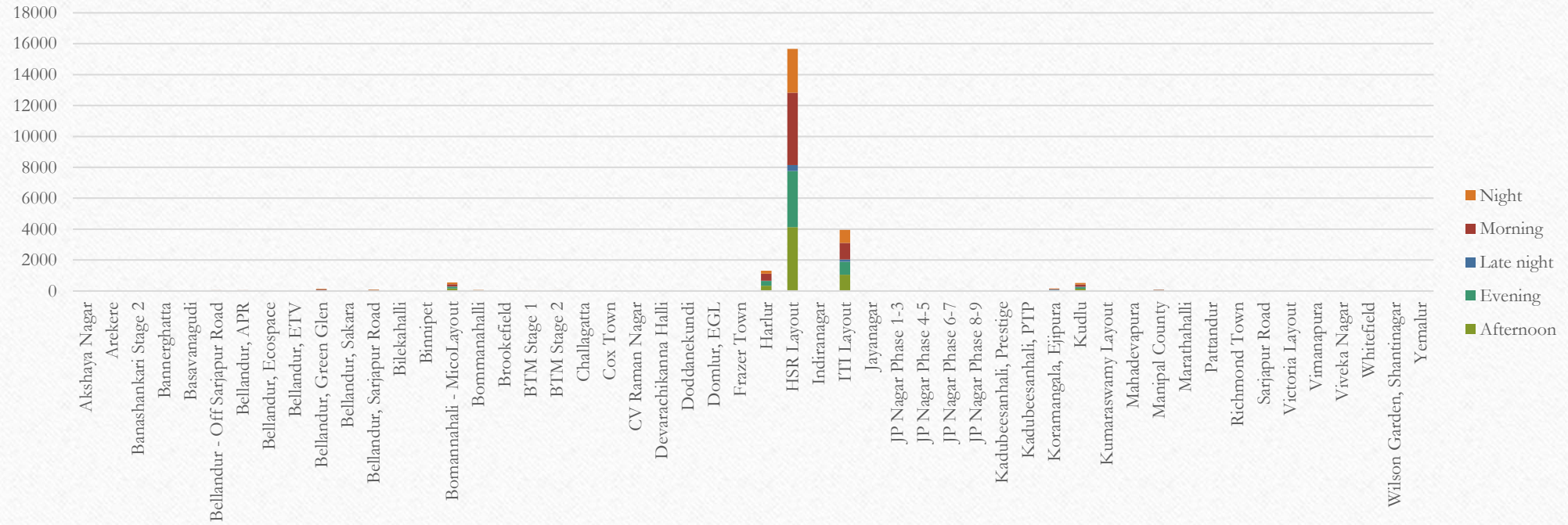




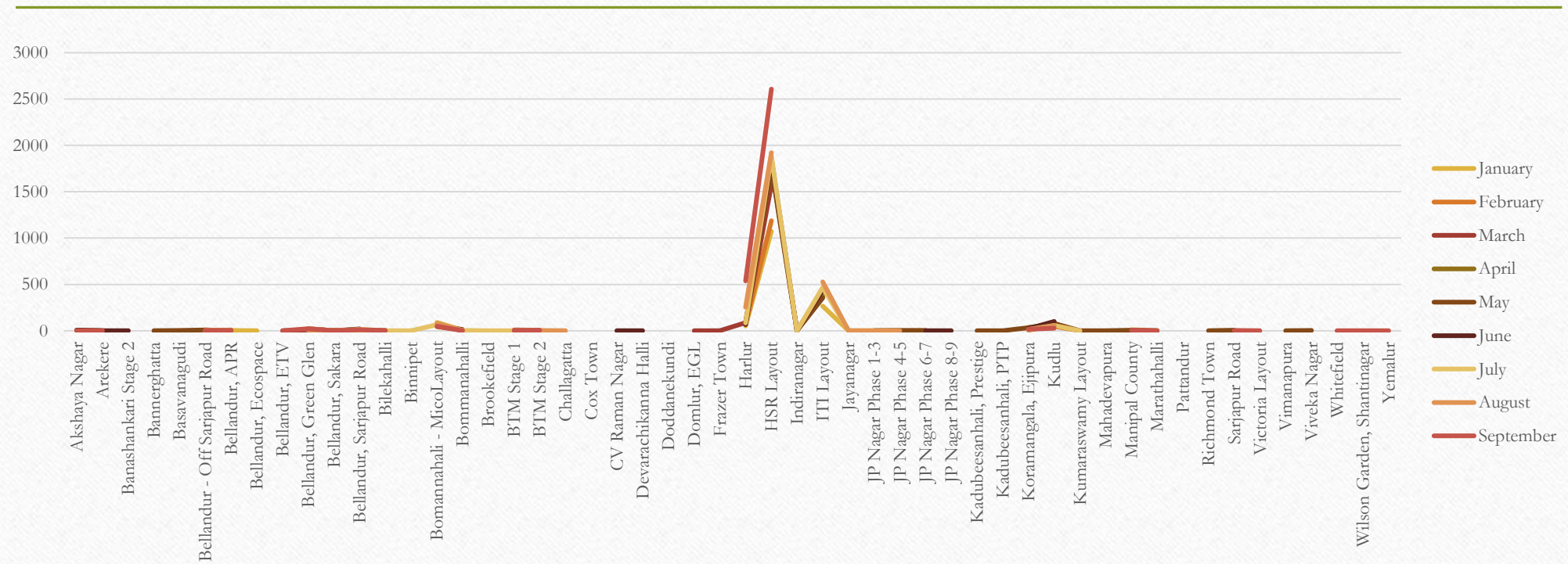
# Order level Analysis

---

In order distribution at slot and delivery area level , we can identify that  
 Highest orders are placed in morning & lowest are placed in late night as slot wise  
 The area in which highest orders are placed include hsr layout , iti layout & harlur

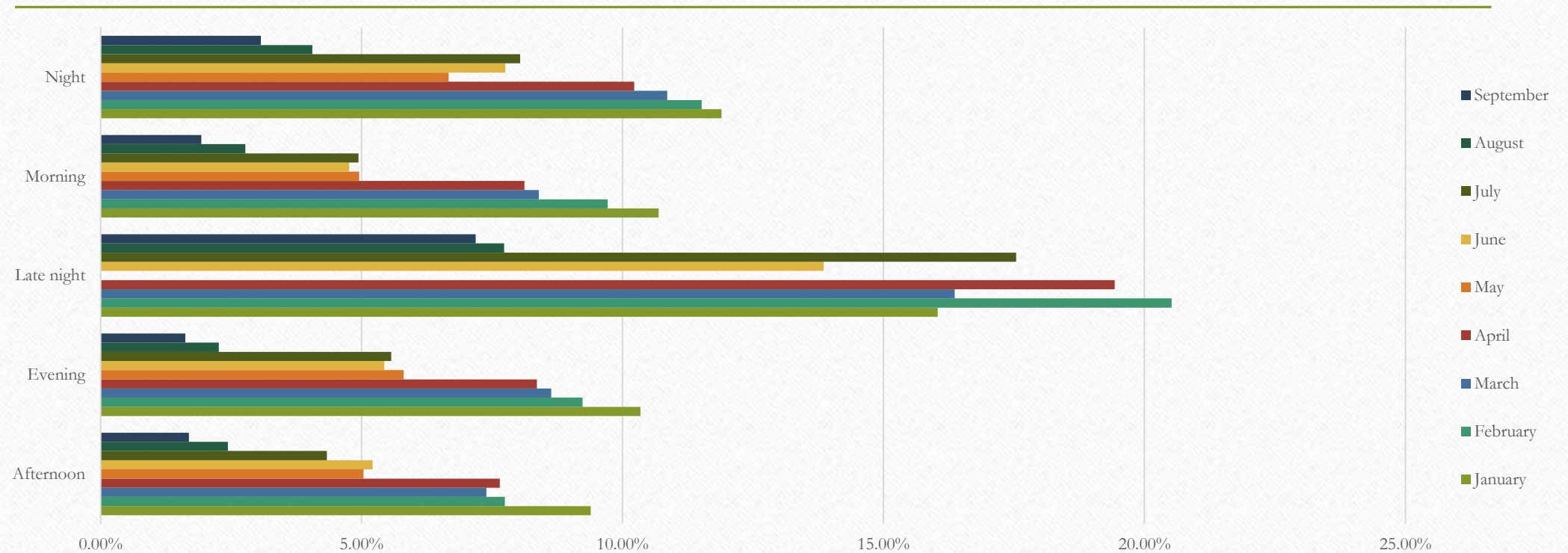


In this chart, we can observe that from July, August, and September months have a significant increase in the number of orders.

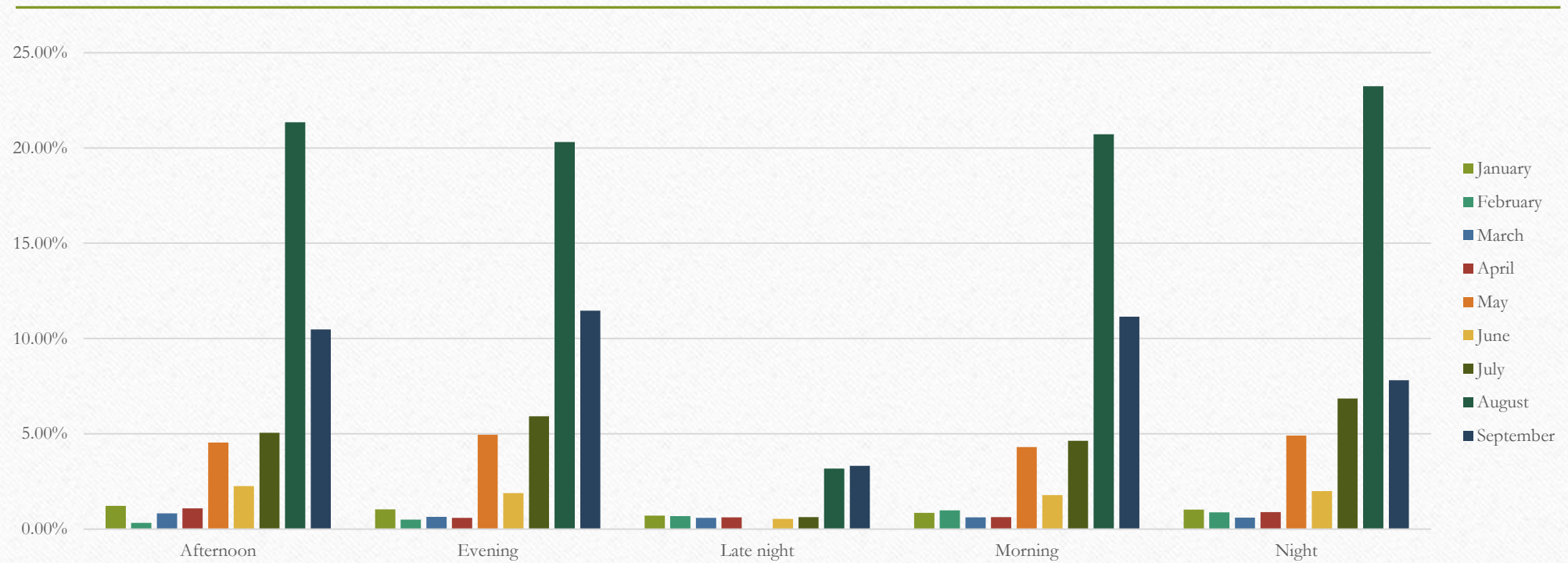




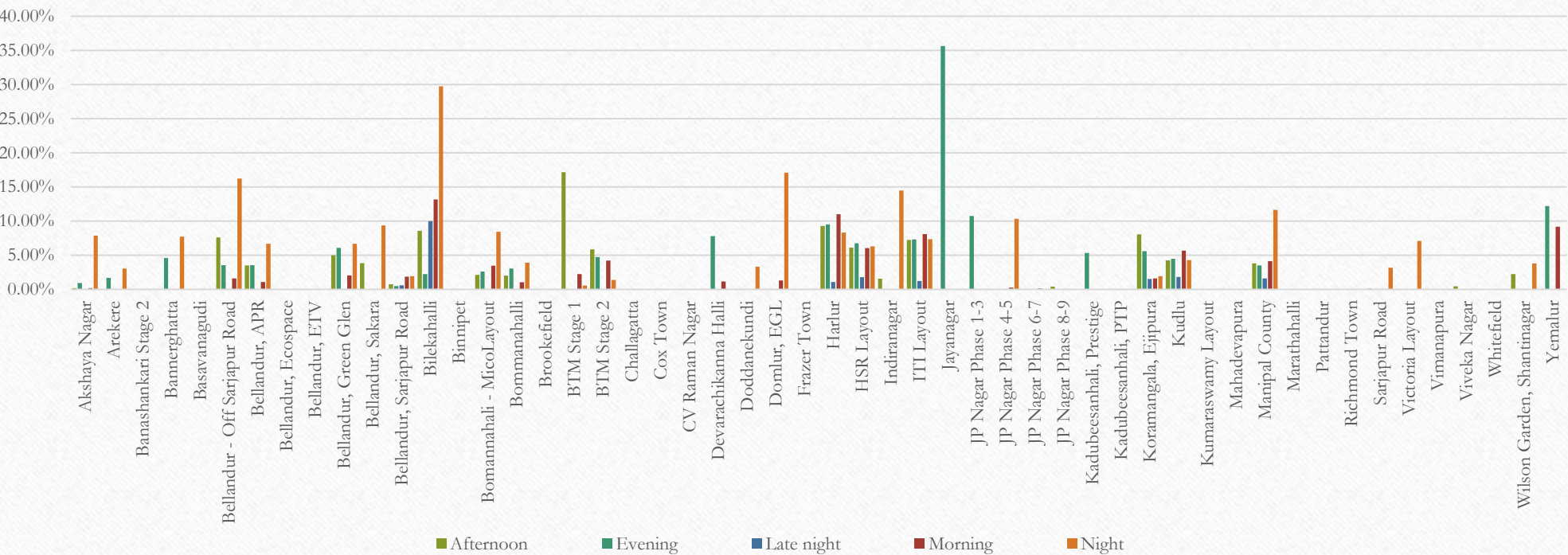
Here, we can see that delivery charges are greater in late night time-slots, and also analysis that the January month has the highest delivery charge as a percentage of the product amount.



This graphic shows that customers receive greater discounts in the month of August.



Here, it can be seen that Jaynagar received the largest discount—35% of the product amount—in the evening time slot, while BTM Stage 1 received approximately 17% in the afternoon and Bilekahalli received approximately 29% in the night and 13% in the morning. Harlur and Bilekahalli received the biggest discount of all time. Late-night customers receive a small discount.

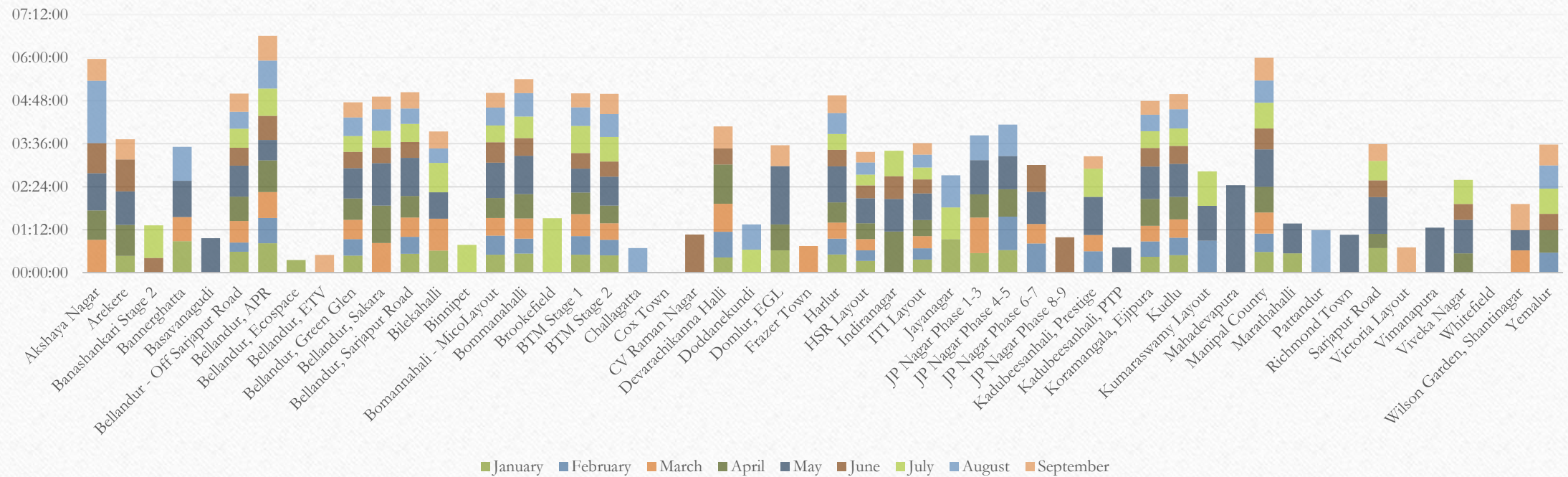




# Delivery Analysis

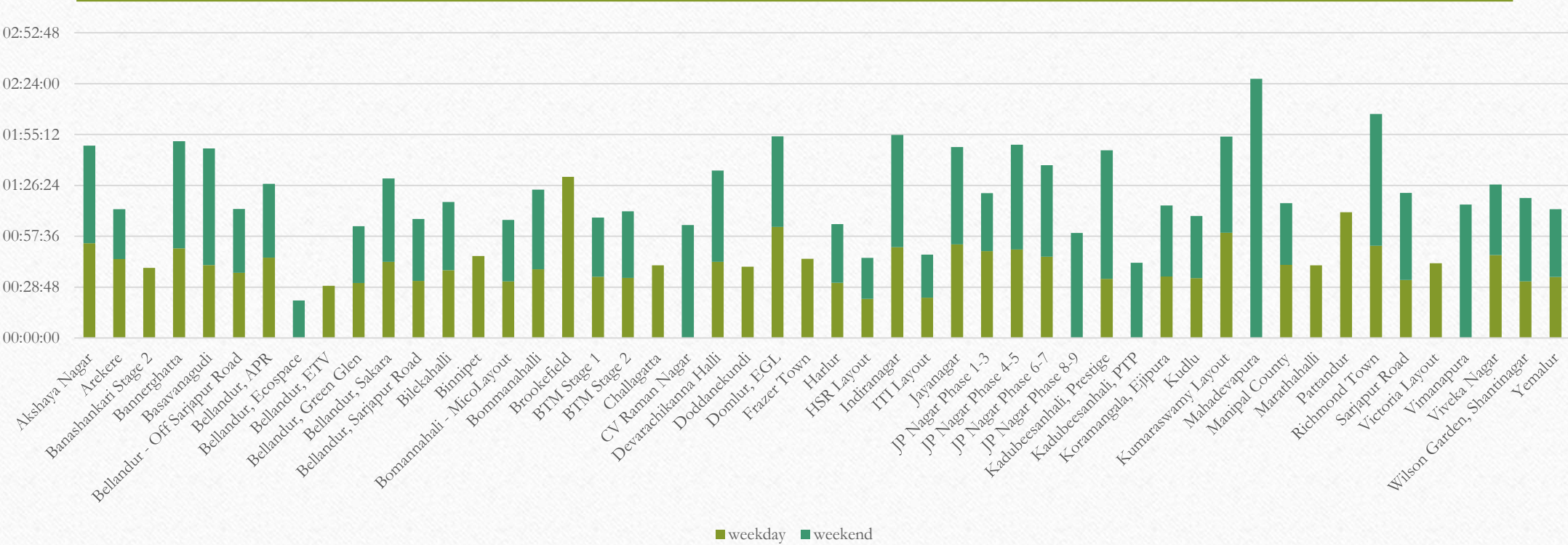
---

According to our analysis of delivery time by month and delivery area, there are low delivery times in February and high delivery times in May



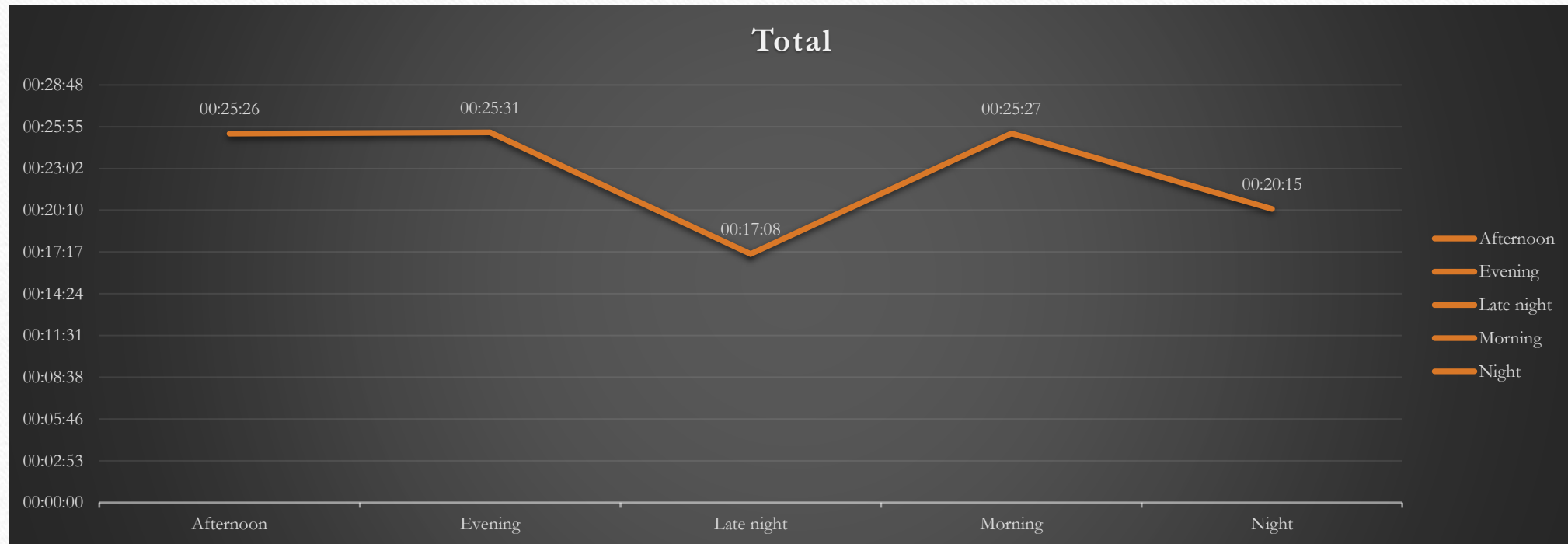


Weekday orders are placed in greater quantities than weekend orders, yet weekends it still takes longer delivery times in most areas.

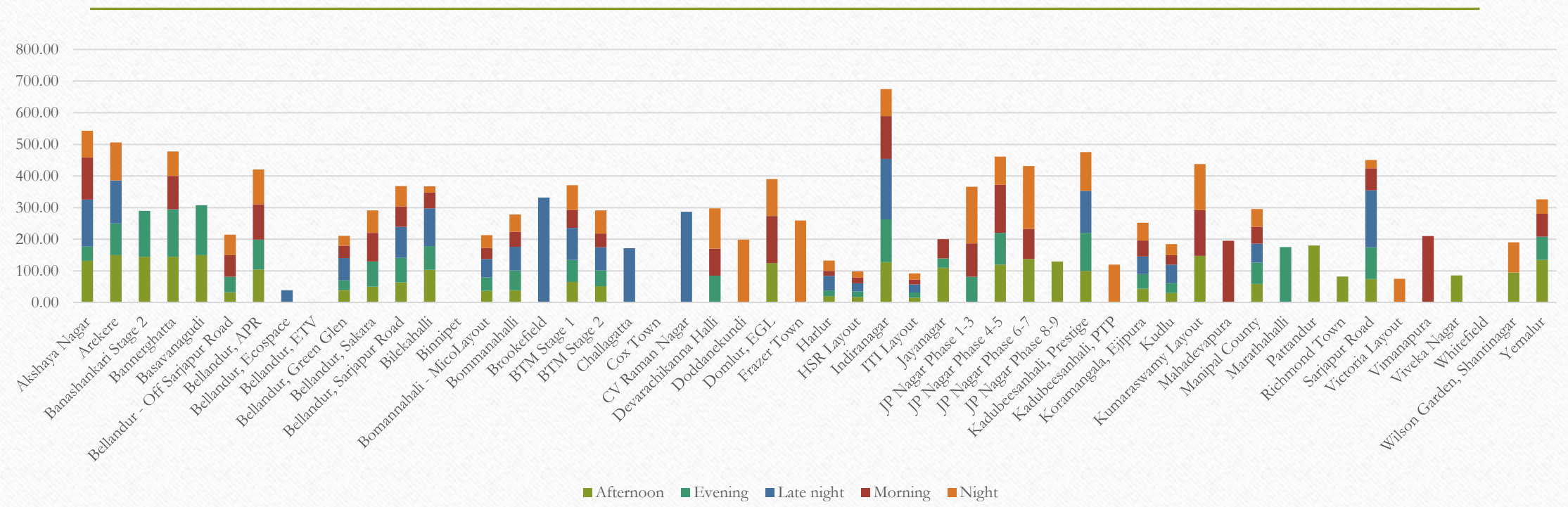




- This graphic shows that products are delivered quickly during the late-night hours.
- As we can see, the average delivery time during the morning, afternoon, and evening slots is consistently 25 minutes.



Because there are more orders during the morning and HRR layout times, there are higher shipping costs for ITI layout and Harlur.





- Delivery boy reaches 1 hour 49 minutes after order is placed in Mahadevapura, so it takes 2 hours to deliver the order.
- Orders in Brookfield are placed at 12 am on the night before, thus delivery takes a while.

