

#### Capstone - Funnel Analysis

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**Some important insights:**

1. Out of 366 days, or 10.1% of the entire year, 37 days had greater than 20% variation.
2. The trendline of ±20 Deviation is linearly declining from January to December (the entire year).
3. **April** has the maximum deviation of ±20, while **May** has the minimum.

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| **S.no** | **Date** | **Deviation in Orders** | **Reason of Deviation** |
| 1. | **1/10/2019** | **45%(Negative)** | ● Overall traffic dropped by 49%, with Twitter, Facebook, and YouTube accounting for the majority of the reduction (95%, 49%, and 49%, respectively). However, traffic from other sources increased by 15% over the previous week.  **Hypothesis: The main factor of orders drop Is drop in online traffic and certain factor have some minor effects like drop in Payment success rate, increase in out-of-stock items etc.** |
| 2. | **1/17/2019** | **106% (Positive)** | ● Facebook traffic has increased dramatically by 1980%, accounting for 110% of the overall traffic increase. However, traffic from other sources has decreased by 6% from the previous week.  ● Even with the traffic increase, there is a 1% increase in restaurant serves, or 3600 (approximately), a 3% increase in the success rate of payments, a 13.6% and 3.7% drop in the average packing and delivery charges, and an 8.5% decrease in cost for two as compared to last week.  **Hypothesis: Facebook is the major contributor of overall hike in orders.** |
| 3. | **1/21/2019** | **23%(Positive)** | * All four sources reported a 5% increase in traffic. * P2O decreased by 2% from the previous week. * The supporting data shows that the average delivery charges climbed by 11.1% from the previous week, the average discount remained the same, and the success rate of payments declined by 2%.   **Hypothesis: Overall increased traffic brings the conversion but increased delivery charges declined the Success rate of payment. (As per point 2& 3)** |
| 4. | **1/22/2019** | **85%(Positive)** | * There are variations in the sources of traffic; for example, traffic from Facebook climbed by 77% and from Twitter by 747%. Youtube and other outlets saw a 60% and 65% decline in traffic, respectively.   **Hypothesis: Traffic from Twitter is the main factor of increased traffic which leads to 85% better conversion, customers not able to find their favorite restaurant which leads to discard the process in between.** |
| 5. | **1/29/2019** | **72%(Negative)** | * Data shows 40% less overall traffic due to drop of 40% and 88% in facebook and twitter and 52% less conversion than last week. There is 55% decline in L2M and 5% decline in P2O. * and as per the supporting data there is a massive drop in active restaurant count serving on platform by 108238(28%) as compare to last week. * The Avg discount decreased by 5.56%, Avg packing charges increased by 29.4% leads to 5% drop in P2O.   **Hypothesis: Decline of traffic and active restaurant on application directly affects the conversion and Decrease in Out-of-stock items per restaurant by 36.4%, decrease in Avg. delivery charges by 10.7% manages success rate of payment is same as last week.** |
| 6. | **1/31/2019** | **20%(Positive)** | * There is a 1% increase in traffic from all sources, a 5.9% increase in the average discount, a 5.2% and 16.6% decrease in the average packing and shipping charges, and a 7.6% decrease in the average cost for two. Thus. The conversion change is up 19% over the previous week. * There is a 3% decrease in restaurant counts, or 10995. The number of out-of-stock items rose by 12% from the previous week. There is hence a 1% decline in the C2P traffic flow. |
| 7. | **2/5/2019** | **115%(Positive)** | * The traffic flow is surprisingly the same as it was last week.  Compared to previous week, there were 134205 more eateries, a 49% rise in the total number of restaurants. As a result, there is a 115% increase in conversion. * Due to a 12% increase in delivery fees, traffic flow in L2M surged by 123%, whereas traffic flow in M2C and C2P declined by 3% and 2%, respectively. |
| 8. | **2/19/2019** | **56%(Negative)** | * There is 4% decrease in traffic from all 4 sources as compare to last week and 54% drop in conversion due to increase in Avg Packing and Delivery charges by 11.7% and 16% as compared to last week. * There is a drop 57% in M2C conversion due to there is a drop of 7.68% in total out of stock items on application as compare to last week**.** |
| 9. | **2/26/2019** | **120%(Positive)** | * There is 2% hike in all traffic sources, 116% hike in overall conversion, specifically 145% hike in M2C due to increase in Avg. images per restaurant by 14.2% and 5.8% of decrease in out of cart items as compared to last week. * There is minor drop of 5%, 3% and 5% in L2M, C2P and P2O as well.   **Hypothesis: The major factor of positive deviation 56% drop of business last week.** |
| 10. | **2/28/2019** | **22%(Positive)** | * All traffic sources are up 8%, and overall conversion is up 13%. Of this, L2M, M2C, and P2O conversion are up 6%, 3%, and 7% as a result of a 2% increase in the number of restaurants, or 9267, a 14.7% decrease in out-of-cart items, a 5% increase in average discount, a 3.8% drop in average delivery charges, and a 5.5% increase in average images per restaurant in comparison to last week. * Despite an increase in traffic, there is a 4% decrease in C2P since packaging costs remain the same, but delivery costs have decreased by 3% from the previous week. |
| 11. | **3/2/2019** | **38%(Negative)** | * All four traffic sources see an 8% increase, but even so, C2P conversion drops by 49% and conversion rates drop by 42%. * This drop can be attributed to a number of factors. Firstly, the number of restaurants has decreased by 1.58%, or around 5820, and the total number of out-of-stock goods has increased by 12.75% from the previous week. Delivery fees rising by 100% and, finally, an approximate 11% increase in the average order for two are the main causes.   **Hypothesis: There is drop in sales because of increase in delivery charges and hike in out-of-stock items. It happens majorly in unexpected weather conditions.** |
| 12. | **3/9/2019** | **102%(Positive)** | * There is an increase in conversion overall of 102% and in C2P of 112%. Last week's 38% decline on the same day, 3/2/2019, had a significant impact on both orders and the total increase in conversions. The primary cause of the C2P increase is the 50% decrease in delivery costs from the previous week.  Conversely, there was a 1%, 1%, and 3% decline in L2M, M2C, and P2O because of the average. The average packing cost increased by 16.7%, the number of photographs per restaurant decreased by 22.5%, and the 5.5% discount all had an impact on the customer's decision to buy.      * Rest, Traffic is same as last week. |
| 13. | **3/19/2019** | **46%(Negative)** | ● Due to a 28.57% decrease in the payment success rate and a 5.26% increase in the average packaging charges over the previous week, there is a 47% fall in conversion and a 53% decline in P20. The overall increase in traffic is 2%.  **Hypothesis: Payment failure rate is noticeably high which directly effects the order conversion. It happens on incidence like technical failure in UPI, wallets or with payment gateway and other incidences like Internet, electricity or bank server failure in one or more cities.** |
| 14. | **3/24/2019** | **22%(Positive)** | * All traffic sources have increased by 6%, with some large increases in L2M, M2C, C2P, and P2O of 2%, 5%, 2%, and 5%. * A few things have a good impact on order conversion. These include a 2% increase, or 6550 more active restaurants, and a 9% and 10.3% decrease in average packing and delivery costs. Comparing this week to last, the average cost of two drops by 8.3% and the number of dishes each restaurant offers rises by 17.6%. |
| 15. | **3/26/2019** | **78%(Positive)** | * Conversion is **83%** better than last week and there is a noticeable hike in **P2O conversion** of **121%** due to noticeable decline in payment success rate of **65%** on **3/19/2019** last week. * There is 5% decline in traffic from every source. There is decline in L2M, M2C, C2P conversion of **7% 5%, 5%.** There are certain factors involved like **10%(Approx)** hike in Out-of-stock items, Avg. discount decreased by **10.5%** as compared to last week. |
| 16. | **4/4/2019** | **52%(Negative)** | * M2C, C2P, and P2O conversion rates are down 49%, 8%, and 8%, respectively. The conversion rate is down 53% from the previous week due to a 41% decrease in average discount, a 16.6% increase in average packing costs, and a 1% (approximate) drop in payment success rate.  There has been a 3% increase in all traffic sources. |
| 17. | **4/11/2019** | **92%(Positive)** | * Conversion is 107% higher than it was last week; nevertheless, M2C, C2P, and P2O saw increases of 94%, 9%, and 3% respectively. These increases can be attributed to a number of variables, including a 2.9% decrease in out-of-stock items, an 80% increase in average discount, and a 9.5% and 13.8% decrease in average packing and shipping costs. * All traffic sources have decreased by 7%, and the number of active restaurants on the application has decreased by 3%, or 11691 (approx.), resulting in a 6% drop in L2M. |
| 18. | **4/12/2019** | **27%(Negative)** | * Conversion is 20% lower than it was last week, with drops in L2M, M2C, C2P, and P2O of 7%, 5%, 4%, and 4%. * This can be attributed to a few factors: a 9% decline in traffic from all four sources; a 5.5% drop in average discount; and an 11.1% fall in photographs of meals per restaurant. Deliveries and packing costs average the same as they did last week. |
| 19. | **4/14/2019** | **28%(Positive)** | * There is 8% increase in every source of traffic and 9% better overall conversion as compare the last week. 12.9% increase in avg images per restaurant as compare to last week. * There is a 4%, 3%, 4%, 6% hike in L2M, M2C, C2P, P2O conversion as compare to last week. |
| 20. | **4/18/2019** | **73%(Positive)** | * Compared to last week, there has been an 11% increase in traffic from all sources, a 57% improvement in overall conversion, and a 73% increase in M2C attributable to specific variables, including a 9.8% decrease in out-of-stock products and an approximate 61% increase in average. Savings and a roughly 6% decrease in the average cost for two compared to last week. * A 12% increase in delivery fees is accompanied by a 4%, 4%, and 2% decline in L2M, C2P, and P2O due to a 1% decrease in the number of operating restaurants, or 5472. The payment success percentage remains unchanged from the previous week, but the 11% increase in traffic is the cause of the P2O decline. |
| 21. | **4/19/2019** | **25%(Positive)** | * There is 7% increase in all traffic sources and 16% better overall conversion as compared to last week due to hike in Avg. Discount is 5.8%, there is 3.5% and 2.5% drop in Avg. packaging and delivery charges and 12.5% more images in menu per restaurant as compare to last week. * There is 27% drop on 4/12/2019 this is the main factor for positive deviation but the supporting data shows there is 5% drop in restaurant count which shows 21265 less restaurant active and 15.5% items are more out-of-stock as compare to last week. |
| 22. | **4/25/2019** | **39%(Negative)** | * There is 39% drop in overall conversion as compare to last week. But there is no change in any traffic source. * There is 43% and 5% drop in M2C and C2P due to drop by 41.3% in avg. discount, 5.2% hike in Avg. cost for two and 5% less avg. images per restaurant on menu as compare to last week. |
| 23. | **6/20/2019** | **54%(Negative)** | * Compared to previous week, there has been a 53% decrease in all traffic sources and a 3% decrease in total conversion. * The number of active restaurants has decreased by 7% to 26645 from last week. Packing costs have increased by 11.7%, and the payment success rate has decreased by 1%. As a result, there has been a 2%, 7%, and 15% drop in L2M, C2P, and P2O. |
| 24. | **6/27/2019** | **115%(Positive)** | * All traffic sources have increased by 119%, with the reasons being a 9.7% decrease in the average cost of two, a 10.5% decrease in packing costs, an 11.7% increase in the average discount, and 4.3% fewer out-of-stock products than the previous week. * Due to 8% fewer images per restaurant and a 20% rise in delivery costs compared to last week, there is a 2% decline in overall conversion and 6% and 7% drops in M2C and P2O. Payment success rate is consistent with previous week. |
| 25. | **7/16/2019** | **63%(Negative)** | * There is 10% drop in every source of traffic and 59% drop in overall conversion as compared to last week. * There is 60% and 1% drop in L2M and C2P delivery charges increased by 11.1%, 18% increase in Avg. cost of two, |
| 26. | **7/23/2019** | **135%(Positive)** | * In comparison to last week, there has been a decrease of 7% in P2O conversion due to a 2.1% drop in payment success rate, a 3% hike in C2P due to a 10% and 16.7% drop in packaging and delivery charges, and a 137% increase in L2M conversion due to a 1% increase in the active restaurant count on the application, which is 2620 (approx.). There has also been a 15.2% drop in out-of-stock items, an 11.7% increase in the average discount, and a 16.6% drop in the average cost of two. |
| 27. | **8/11/2019** | **54%(Negative)** | * Traffic is same, but C2P and P2O conversion rates have dropped by 54% and 9%, respectively, as a result of increases in average packing costs of 31.8%, average cost of two increases of 7.3%, and average dish photos per restaurant of 20.5% less than the previous week. * Compared to last week, there has been a 7% and 1% increase in L2M and M2C conversion. This can be attributed to a 5.5% increase in the average discount and 4% fewer out-of-stock items today. |
| 28. | **8/18/2019** | **107%(Positive)** | * Compared to last week, there has been a 3% increase in traffic from all sources and a 100% improvement in conversion. Increases in average restaurant images by 29%, average cost for two restaurants by 4%, and average package costs by 31% have resulted in increases in M2C, C2P, and P2O conversion of 1%, 98%, and 5%, respectively. * A 10.5% decrease in the average discount has resulted in a 5% decline in L2M conversion.   **Hypothesis: M2C conversion was better if out-of-stock items was not increase by 13.7% and P2O conversion better if there was no drop in Payment Success rate by 1%.** |
| 29. | **9/14/2019** | **54%(Negative)** | * There is 5% drop in all traffic sources, 51% drop in Overall conversion due to 56% drop in M2C due to 88% increase in out-of-stock items and increase of 22.2% and 15.4%(Approx.) in Avg. packaging and delivery charges. * There is a hike in L2M and C2P of 5% and 4% due to there is minor drop in restaurant count of 399 as compared to last week and avg. images per restaurant is also drop by 5.4%. There is no change in Avg. discount given by the restaurant. |
| 30. | **9/21/2019** | **112%(Positive)** | * Due to the 54% decrease in orders on September 14, 2019, there has been a 114% increase in overall conversion. Since all traffic sources have dropped by 1%, traffic has no bearing on the increase. * 18155 active restaurants are down 4%, out-of-stock products are down 44.7%, average packing and delivery costs are down 9% and 16.6%, average cost of two is down 1.6%, average number of images per restaurant is down 11.4%, and the payment success rate is down 2.15%. * M2C and P2O are up 130% and 1%, respectively, whereas L2M and C2P are down 4%. |
| 31. | **10/9/2019** | **22%(Positive)** | * All traffic sources are down 4%, but L2M, M2C, C2P, and P2O traffic is up 7%, 1%, 9%, and 7% as a result of a 13.3% increase in average dish photos per restaurant and a 3.6% decrease in average two-person costs. * The number of restaurants, out-of-stock items, average discount, and packaging costs have not changed much from the previous week. The payment success percentage has dropped by 3.2% (approximately). |
| 32. | **10/21/2019** | **32%(Positive)** | * All traffic sources have increased by 9%, and increases of 2%, 7%, 4%, and 6% have occurred in L2M, M2C, C2P, and P2O as a result of a 5.5% increase in average discount and a 4.5% decrease in out-of-stock products. The main contributor to this positive deviation has been traffic.  . |
| 33. | **11/9/2019** | **26%(Positive)** | * All traffic sources have increased by 7%, and overall conversion has increased by 18%. This includes hikes in M2C, C2P, and P2O of 6%, 5%, and 6% because of increases in payment success rate of 2.2%, a 10% decrease in average delivery costs, and a 5.5% increase in average discount. * Due to a 6% decrease in the number of restaurants, or 23938, there is a 1% dip in L2M and a 14% increase in out-of-stock products over the previous week.   **Hypothesis: order conversion in positive due to increase in traffic even after there is increase in out-of-cart items and Avg. packaging charges and decrease in restaurant count and Avg. images per restaurant.** |
| 34. | **11/17/2019** | **57%(Negative)** | * All traffic sources have decreased by 7%, overall conversion has decreased by 54%, which we can further break down into 1% and 58% in L2M and M2C due to a 4% (approximately) drop in the number of restaurants, a sharp rise in out-of-stock items of 216%, and an increase in average packing charges of 10% from the previous week. * Due to a 10% decrease in shipping fees, a 1.4% drop in the average cost of two, and a 3.76% improvement in the payment success rate, there has been a 7% and 3% gain in C2P and P2O conversion, respectively.   **Hypothesis: Drastically increase in out-of-stock items and restaurant count is main factors of drop in orders.** |
| 35. | **11/24/2019** | **135%(Positive)** | * There has been a 124% rise in conversion overall, which we can further break down into a sharp 150% increase in M2C because of a 69% decrease in out-of-stock products and a 2% increase in restaurant counts, which are now at 7000 (approx.) compared to last week. * All traffic sources have climbed by 5%, but L2M, C2P, and P2O have decreased by 1%, 8%, and 2% since the ratio of restaurants servicing them has not increased in line with traffic growth, and the number of photos per restaurant has decreased by 2.6%.   **Hypothesis: Due to drop in out-of-stock items and increase in active restaurants as compared to last week there is an unexpected positive deviation.** |
| 36. | **12/1/2019** | **21%(Positive)** | * Traffic is up 1%, overall conversion is up 20%, and L2M, M2C, C2P, and P2O conversion are up 4%, 1%, 6%, and 7% as a result of a 2% increase in the number of active restaurants, or 9600 (approx. ), 18.2% less in average packing costs, and 5.4% more average images per restaurant than the previous week. * Average discount is down 5.2%, average cost of two is up 9.6%, and the payment success rate is down 3.1%. |
| 37. | **12/22/2019** | **21%(Positive)** | * Nothing has changed about the traffic sources. In comparison to previous week, there have been increases of 5%, 11%, and 4% in L2M, M2C, and P2O, but no changes in C2P conversion. * In comparison to the previous week, there has been a 4.5% decrease in out-of-stock products, a 14.3% and 7.4% decline in average packing and delivery charges, a 21.9% increase in average dish images per restaurant, an 11.8% increase in the cost of two, and a 1.1% increase in payment success rate. |