**Funnel Analysis Report: Swiggy**

**Swiggy is a leading online food delivery platform in India. Founded in 2014 by Sriharsha Majety, Nandan Reddy, and Rahul Jaimini, Swiggy has grown to become one of the most popular food delivery services in the country, known for its wide range of restaurant options, quick delivery times, and user-friendly app interface.**

Here are some of the Analysis based upon an year of performance on fluctuation of conversion, order drop or high as compared to last week, total traffic and overall order on week’s day basis.

**Fluctuations in conversions**: Fluctuations in conversions can be influenced by various factors i.e. **P2O** (Payment to Order), **C2P** (Cart to Payment), **M2C** (Marketing to Cart), and **L2M** (Landing to Marketing) which represents different stages of the sales funnel.

**It has clearly observed that the average fluctuation through different stages of conversions monthly is almost the same. Even after 80% of our customer reaches to the order page drops off and 40% drops off after adding to the cart.**

*There might be various reason for the drop from the customer, however if 80% of our customer is still dropping off at the time of payment. Let’s discuss about each of the stages starting with the maximum fluctuation with P2O.*

**Payment to Order (P2O)**

1. Payment Gateway Issues: Fluctuations in P2O conversions could be due to technical issues with the payment gateway, such as downtime or slow processing times, leading to failed transactions.

2. Payment Method Availability: Lack of preferred payment methods for customers might cause fluctuations in P2O conversions.

3. Checkout Process Usability: Complicated or lengthy checkout processes can lead to cart abandonment after payment details are entered.

4. Security Concerns: Customers may have security concerns about entering payment information, affecting P2O conversion rates.

*Action: Monitor payment gateway performance and user feedback. Analyze preferred payment methods of customers and consider adding them. Simplify the checkout process by minimizing steps and ensuring a user-friendly interface.*

**Cart to Payment (C2P)**

1. Unexpected Costs: Customers may abandon their carts during the transition to payment due to unexpected costs such as high shipping fees or taxes.

2. Mandatory Account Creation: Requiring customers to create an account before making a payment can led to cart abandonment.

3. Technical Issues: Glitches or slow page load times during the cart-to-payment transition can cause drop-offs.

4. Lack of Incentives: Absence of incentives such as discounts or promotions can result in lower C2P conversions.

*Action: Offer a guest checkout option to reduce friction. Provide clear and upfront cost information and consider offering free shipping. Optimize website performance and test the checkout flow for technical issues. Implement promotional offers to encourage customers to proceed to payment.*

**Marketing to Cart (M2C)**

1. Target Audience Mismatch: Marketing campaigns may not be reaching the right audience, leading to low conversions from marketing to cart.

2. Ad Quality and Relevance: Poorly designed or irrelevant ads might not effectively drive customers to add items to their cart.

3. Product Appeal: The products being marketed may not be appealing or competitively priced, leading to low M2C conversions.

4. Landing Page Experience: Ineffective landing pages can result in high bounce rates, preventing visitors from adding items to their cart.

*Action: Improve ad creatives and ensure they are relevant to the target audience. Evaluate product offerings and pricing strategies. Refine target audience profiles and adjust marketing strategies accordingly. Optimize landing pages for better user experience and clear calls to action.*

**Landing to Marketing (L2M)**

1. Landing Page Relevance: Visitors may find the landing page content irrelevant or uninteresting, leading to poor transitions from landing to engagement with marketing materials.

2. Loading Speed: Slow landing page load times can lead to high bounce rates, affecting the transition to marketing engagement.

3. Clear Value Proposition: Lack of a clear value proposition on the landing page can fail to capture visitors' interest.

4. Call to Action (CTA) Effectiveness: Ineffective or unclear CTAs can lead to low engagement with marketing content from the landing page.

*Action: Optimize landing page performance to improve load times. Clearly communicate the benefits and value of the products or services offered. Ensure landing page content aligns with the visitors' expectations and interests. Design and place clear, compelling CTAs to guide visitors towards marketing materials.*

**By testing these hypotheses and implementing corresponding actions, businesses can better understand and optimize each stage of their sales funnel, leading to improved conversion rates and overall performance.**

**ORDER LOWER THAN 20% FROM LAST WEEK ANALYSIS:**

**ORDER HIGHER THAN 20% FROM LAST WEEK ANALYSIS:**

As the chart indicates that there the fluctuation in the order data as compared to last week of the same date. However, it can also be noticed that 13 times the order are below 20% in order whereas 24 times the data is above 20% and rest days are average between +20% and -20% which is a good number in comparison.

**TOTAL TRAFFIC ANALYSIS:**

As the chart indicates that with ups and downs of the traffic in daily distribution with last week the monthly traffic is getting effected and we came up with an analysis that in the month of February the orders are low and in the month of January, Marcha and August is high that rest of the months.

**January:** The New Year brings a festive mood, with many people celebrating the start of the year by ordering food, either for parties or gatherings. Many food delivery platforms run New Year promotions and discounts to attract customers, boosting order volumes.

**February:** Shortest Month: With fewer days, there's inherently less opportunity for daily spending, which can impact overall monthly expenditures, including food delivery. After the festive season (such as Christmas and New Year), many people might cut back on discretionary spending, including ordering food, to recuperate financially.

**March:** In India and several other countries, March marks the end of the financial year. Companies often have events and parties, leading to increased food orders. For students, March often coincides with the end of exams or the start of a new academic session, leading to celebrations and increased ordering of food.

**August:** In India and other regions experiencing the monsoon season, heavy rains often lead people to stay indoors and order food instead of going out. Restaurants and food delivery services might introduce new seasonal menus or limited time offers that drive higher order volumes.

**OVERALL ORDER:**

As the data shows that the contribution to the higher volume of food delivery orders on Saturdays and Sundays as shown in the graph might be because of reasons like:

**1. Weekend Leisure and Relaxation**

* **Less Cooking at Home**: People generally prefer to relax and take a break from cooking on weekends, leading to an increase in ordering food.
* **Leisure Time**: With more free time, individuals and families are more likely to indulge in ordering their favorite meals and treats.

**2. Social Gatherings and Events**

* **Get-Togethers**: Weekends are popular for social gatherings, family dinners, and parties, which often involve ordering food for convenience and variety.
* **Events and Celebrations**: Many events and celebrations are scheduled on weekends, increasing the demand for food delivery services.

**3. Work-Life Balance**

* **Busy Workweeks**: After a busy workweek, people might feel less inclined to cook and more likely to order food to relax and enjoy their time off.
* **Late Breakfasts and Brunches**: Weekends are ideal for leisurely breakfasts or brunches, which are often ordered from restaurants rather than prepared at home.

**4. Entertainment and Sports**

* **Watching Sports**: Many sporting events, such as football matches or other major sports events, take place on weekends, and people often order food to enjoy while watching.
* **Movie Nights**: Weekends are popular for movie marathons or binge-watching TV series, often accompanied by ordering in snacks or meals.

**5. Promotions and Discounts**

* **Weekend Specials**: Food delivery platforms and restaurants frequently offer weekend specials, discounts, and promotions, encouraging more orders.
* **Marketing Campaigns**: Targeted marketing campaigns highlighting weekend deals can drive higher order volumes.

**6. Restaurant Availability and Offerings**

* **Special Menus**: Some restaurants offer special weekend menus or limited-time dishes that attract more customers.
* **Extended Hours**: Restaurants may have extended hours on weekends, making it convenient for late-night orders.

**7. Family and Convenience**

* **Family Meals**: Families often come together for meals on weekends, leading to larger orders that are more convenient to place through delivery services.
* **Convenience**: The convenience of not having to prepare meals, especially larger or more elaborate ones, makes food delivery an attractive option for weekends.

**8. Urban Lifestyle**

* **Urban Demands**: In urban areas, where busy lifestyles and long commutes are common, weekends offer a reprieve, and food delivery becomes a way to enhance leisure time without the hassle of cooking.

*We can also increase our weekdays sales by using some of the offers and promotions such as:*

**Monday Blues**: People might feel less inclined to cook on Mondays as they adjust back to the work routine after the weekend, opting for the convenience of ordering in.

**Friday Celebrations**: Fridays can have a spike in orders as people start to unwind and celebrate the end of the workweek, often preferring to order food rather than cook.

**Wednesday and Thursday**, often referred to as "hump day," people seek a midweek treat to break the routine and reward themselves for making it halfway through the workweek.