

# Deliveroo: A Delivery Partner!

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## DataSets:

1. <https://www.kaggle.com/datasets/abhijitdahatonde/swiggy-restuarant-dataset?resource=download>
2. <https://www.kaggle.com/datasets/milanvaddoriya/zomato-reviews-ratings>
3. Dataset was created in Mockaroo

## Dashboards:

1. [https://public.tableau.com/views/SwiggyCosumerSegmentation\\_17652946092440/Dashboard1?:language=en-GB&:sid=&:redirect=auth&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/SwiggyCosumerSegmentation_17652946092440/Dashboard1?:language=en-GB&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link)
2. [https://public.tableau.com/views/ZomatoReviewsInsights\\_17652927532940/Dashboard1?:language=en-GB&:sid=&:redirect=auth&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/ZomatoReviewsInsights_17652927532940/Dashboard1?:language=en-GB&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link)
3. [https://public.tableau.com/views/DeliverooMockDataset\\_17652937584530/Dashboard1?:language=en-GB&:sid=&:redirect=auth&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/DeliverooMockDataset_17652937584530/Dashboard1?:language=en-GB&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link)

## Miro:

1. [https://miro.com/welcomeonboard/R2N3ZEJkalExZ3RKOUovR2JhSDEvM2QwOXIZOVFSb042SFVjWURPVW1pNmZ3UUIMWlkW3dLSUFPcVFmYStFMlVrMjBFYndJVnZYMjRvNy80eUhRckE3UkxkVk9PZEVVCNE51VURTlWdWNhQn2phVElIRWVKSThEK1pDZmJXVWN0R2lncW1vRmFBVnlLcVJzTmdFdlnRPT0hdjE=?share\\_link\\_id=441553396472](https://miro.com/welcomeonboard/R2N3ZEJkalExZ3RKOUovR2JhSDEvM2QwOXIZOVFSb042SFVjWURPVW1pNmZ3UUIMWlkW3dLSUFPcVFmYStFMlVrMjBFYndJVnZYMjRvNy80eUhRckE3UkxkVk9PZEVVCNE51VURTlWdWNhQn2phVElIRWVKSThEK1pDZmJXVWN0R2lncW1vRmFBVnlLcVJzTmdFdlnRPT0hdjE=?share_link_id=441553396472)

## YouTube Presentation Link: (Unlisted)

1. <https://youtu.be/K8PtNXhYCSY>



## Report Content

- i. **Abstract**
- ii. **Project Specification Report**
  - I. Business Introduction and Overview
  - II. Market Place and Competition
  - III. Business Services & Operations
  - IV. Current Business Problem
  - V. Proposed Solutions & Scope of Implementation
  - VI. Proposed Business Model
  - VII. Data Dictionary
- iii. **Project Implementation Report**
  - VIII. Knowledge On Business Domain
  - IX. Continuous Improvement Processes
  - X. Implementation Of Salesforce
  - XI. Insights From Tableau
  - XII. Final Consultation and Marketing Strategy Takeaway for Business
  - XIII. Team Management

**Abstract:** This project addresses the critical business and operational challenges faced by Deliveroo in the competitive Indian food delivery market. Facing significant operational and financial difficulties, Deliveroo requires advanced analytics capabilities and customer relationship management solutions to compete effectively against established players like Zomato and Swiggy. Through comprehensive competitor sentiment analysis and market research, key areas for improvement and differentiation have been identified, notably in delivery efficiency, customer support quality, and refund processes. Leveraging Salesforce as a CRM tool and Tableau for insightful business analytics dashboards, this project aims to provide Deliveroo with data-driven insights to enhance operational performance, optimize customer interactions, and strategically position itself in the Indian market.

**Keywords-** Deliveroo, food industry, marketplace, competition, CIP, tableau, CRM, salesforce

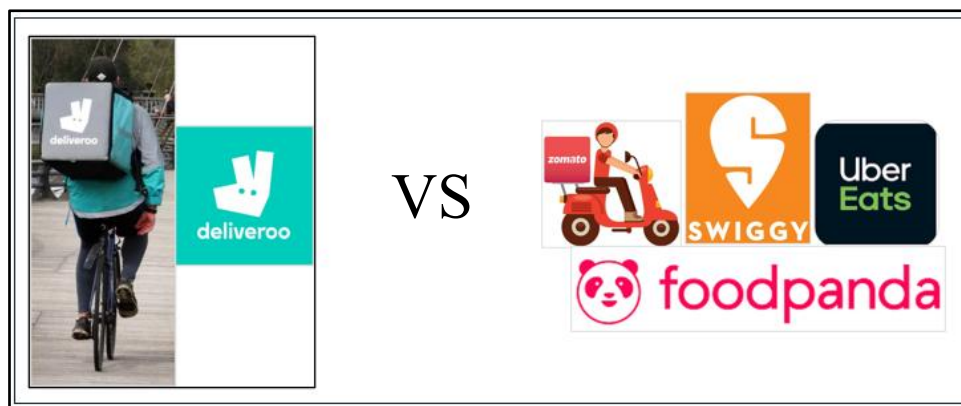
### Project Specification Report

#### **I. Business Introduction and Overview**

Amongst the on-demand services, food delivery is the fastest-growing segment with some major players getting over a million orders per day. **India's online food industry was expected to become an \$8 billion market by 2022 by growing at a CAGR of 25-30%.** The food tech has grown over 6 times in the last couple of years [1]. After Acquisition of Uber-eats, Zomato has become Indias largest food giant. Swiggy one of the best food delivery apps in India known for its fast delivery and eye grabbing discounts & offers [1].

London-based food delivery firm Deliveroo was launched in India in the year 2018. Valued at \$2billion, Deliveroo is the best funded startups globally. Currently operating in over 140 cities

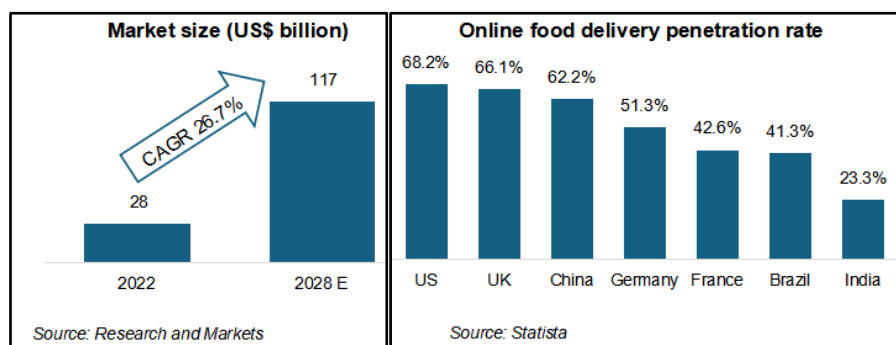
across 13 countries Asia pacific, Europe & Middle east [2]. **PwC had described Deliveroo as “one of the sharing economy’s quickest growing stars” [3].** But however, due to changing government laws, Labour laws & competition Deliveroo it had to exit its operations from Taiwan in 2018 [3], Germany in 2019 [3], Spain in 2021[5], Netherlands in 2022 [3], Australia in 2022 [4], & Hong Kong in 2025 [6]. Deliveroo started its operation in India in 2018 to become a prominent player it must fight with well-established food giants like Zomato, Swiggy, UberEats & FoodPanda to operate in the Indian market. **Like, failures faced in other countries will Deliveroo sustain the acceptancy, competition in the Indian market?** If it must grow big in the Indian market what are all the strategic and operational changes it needs to implement in its business? This report focuses on providing Business Intelligence & Business Analytics with implementation of various methodologies, tools & CRM for identifying existing challenges and finding solutions to it using technology.



**Fig 1:** Deliveroo & Food giant of Indian market (source: google)

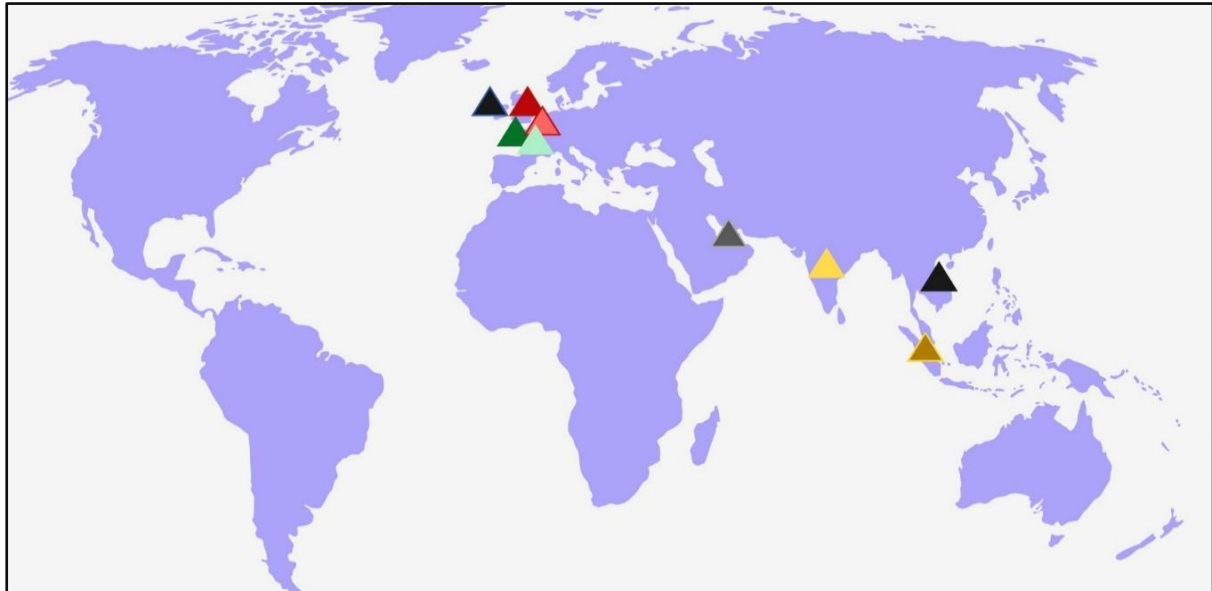
## II. Market Place and Competition

In the past, visiting a restaurant was celebrated as an event but now due to the emerging of multiple online food ordering & delivery platform, people have started placing orders on a fingertip. India is no were less than other country it has started witnessing the rise in the food delivery platform & cloud kitchens in the past decade. As per a research and markets report, India’s online food ordering and delivery market was valued at US\$ 28.3 billion in 2022, and it is expected to grow at a CAGR of ~27% to around US\$ 117 billion by 2028 [7].



**Fig 2:** CAGR rise from 2022 to 2028 and Penetration rate [7]

In India due to the change in the consumer preference, technology change and increase in the middle-class population, food demand and cloud kitchen has given a rise for various food delivery platforms. Deliveroo has entered a highly competitive & saturated market. Due to its operational inefficiencies & intense competition it had to close its services in Spain, Australia and Hongkong. But, now in India to continue its business it must compete with prominent market players Zomato and Swiggy. Its success in the Indian market depends on applying different strategies, operational efficiency & having strong local partners.

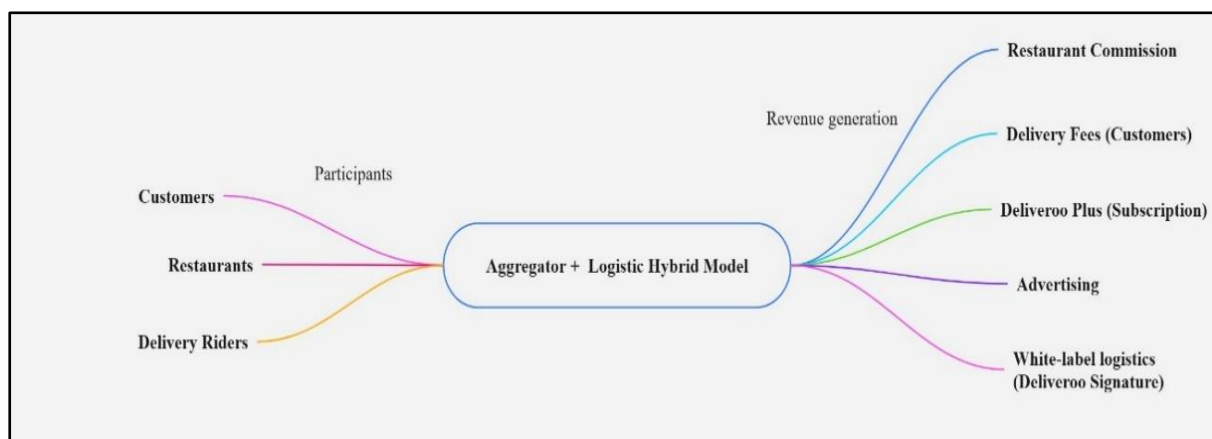


**Fig 3:** Deliveroo Current Operational Country (Miro Creation)

### III. Business Services & Operations

Deliveroo functions as the online food delivery aggregator, a platform that connects customers, restaurants & delivery riders through a digital medium. 3-sided marketplace.

1. **Customers:** They place order via mobile application or website
2. **Restaurants:** They list menus and accept orders from customers, partners of Deliveroo
3. **Riders:** They pick up orders from restaurants and deliver it to customers



**Fig 4:** Services and Revenue generation (Miro Creation)

In terms of day-to-day operation Deliveroo works as a hybrid platform it not only connects customers with restaurants also handles the logistics of delivery. Like other food delivery platforms Deliveroo uses Aggregator + Logistics hybrid model it generates revenue by restaurant commission, delivery fees to customers, Deliveroo plus subscription fee, advertising, white label logistics.

#### **IV. Current Business Problem**

Presently, the business is functioning in a steady state and facing a few challenges that are mentioned below. Company is seeking external advisory & consulting solutions customized by revising the overall analysis of business plan & strategy. Current problems are: [8]

1. High competition in Indian market: Due to the existing big giants like Zomato & Swiggy Deliveroo is facing aggressive pricing, loyalty programs & dominance.
2. Tight profit margin: Making profit has become difficult due to high discount culture and commission sharing directly reducing profit.
3. Logistics & accessibility: Lack of accessibility to certain interior places increases delivery time.
4. Recruitment & retention: Hiring of new staffs in place of resigned staffs has become a major concern. Which involves increased training cost and kit charges
5. Global Operational Exits: Due to unsustainable competition & increased operational cost Deliveroo had to exit Spain, Hong Kong & Australian market.
6. Delivery partner challenge: Rider attrition rate has increased due to lack of social security, inconsistent income, Job dissatisfaction. these factors directly affect delivery time & reputation damage.
7. No Diversified platform: Zomato & Swiggy both provide diversified options to customers. But, Deliveroo has restricted itself only to food delivery.
8. Brand Awareness & Trust issue: Being a new brand its unknown to the customers in India struggles with consumer trust.

#### **V. Proposed Solutions & Scope of Implementation**

Main idea of this research is to help and support the business to handle the above-mentioned problems that are related to business expansion, becoming competitive, creating brand awareness, marketing strategies. Focusing more on local market penetration as an individual firm majorly considering strategic & operational consultation with complete analysis of business plan to keep up with the current trend and to provide better user experience.

To provide better user experience & analysis. We have made use of analytical & visualization tools like Tableau & Salesforce CRM.

**Tableau:** It is an analytical & visualization tool that is compatible with multiple OS. Efficiently handles complex task & data with a built-in feature called “use data interpreter”. It offers a various range of graphs and charts to provide better and related analysis.

**Salesforce CRM:** Being one of the most powerful & leading CRM tools in the market. It provides AI powered analytics with high prediction ability; it has the large and active

community users. It helps in designing customizable solutions to adapt to the changing business environment & extensive third-party application support & integration tools.

## VI. Proposed Business Model

The below diagram helps us to understand the data driven approach for a business to stabilize and establish itself in the market. The approach shows how data is collected from various sources trying to optimize it. All data is stored on data server and modelling is done. Trends and insights are analysed on Tableau platform, machine learning approaches are done use for prediction. Using the insights obtained, operational & strategic plans, risk management & marketing campaigns are considered business planning is done by decision makers.

- A. Data is collected from various sources. As it's a day-to-day business it's very important to understand the customer requirement. Data is collected from various platform like Deliveroo web application, rider app., user app., Salesforce CRM, Google maps for route optimization.
- B. Collected data is then stored in the central repository. Also known as Data servers
- C. The raw data in the central repository is pre-processed for further analysis and to train the model and to predict the outcomes, for proper marketing strategies.
- D. Analysts use the data to prepare insights. These available reports and insights are used by decision makers to look for operational & strategic improvements, Marketing campaigns and risk management.

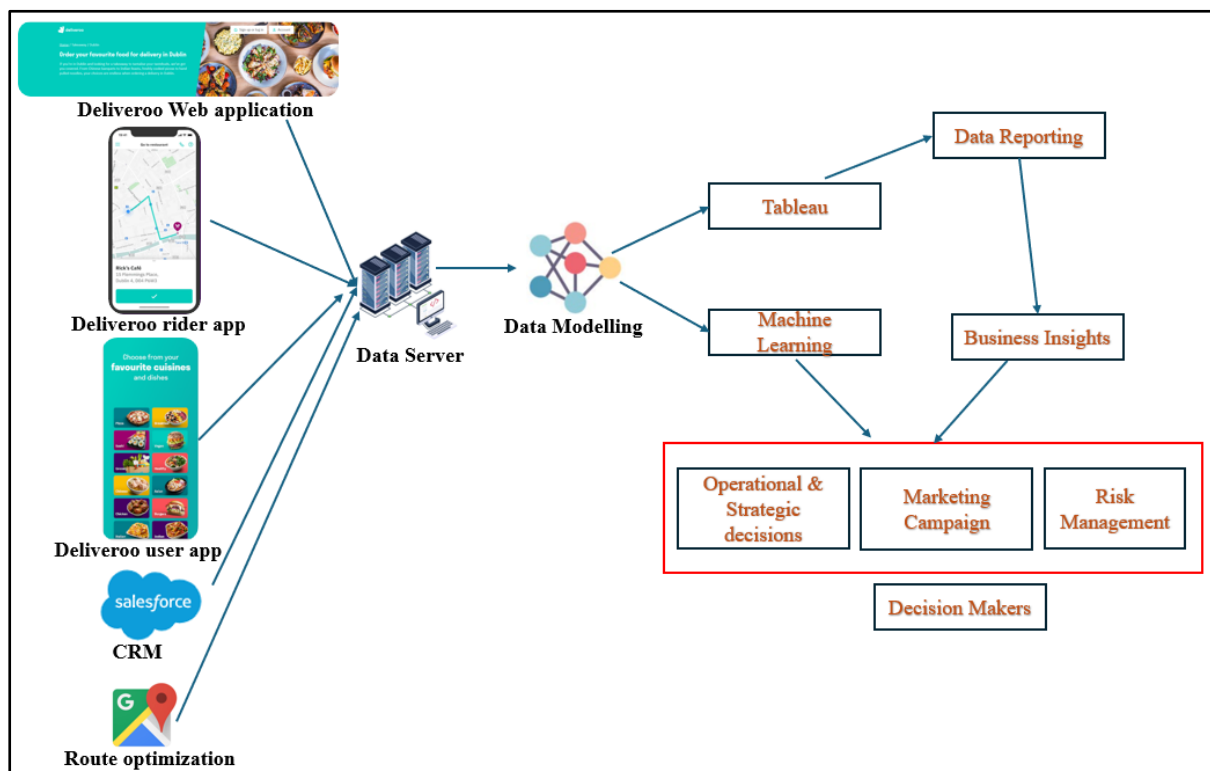
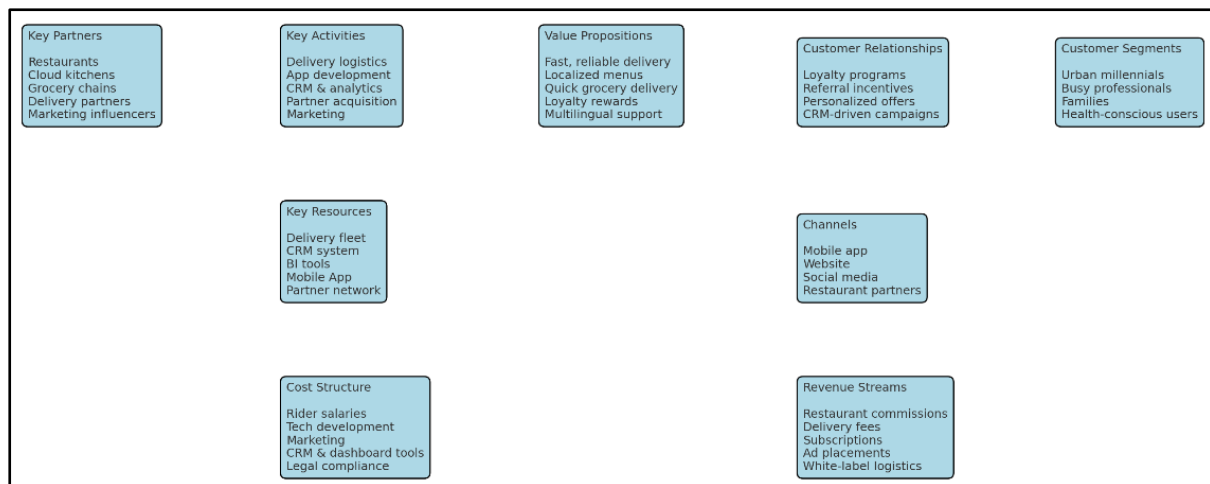


Fig 5: Proposed Business Model Architecture



**Fig 6: Key Factors for Business Improvements**

## VII. Data Dictionary

To give a brief introduction about the datasets Swiggy and Zomato datasets are real time datasets taken from Kaggle. Deliveroo dataset was created in Mockaroo. We have tried building a database using the column names of the datasets into a quick accessible fields and Datatypes mentioned explicitly.

Swiggy Data		
Field	Representing	Datatype
ID	Customer ID	INT
Area	Name of the Area	VARCHAR
City	Name of the City	VARCHAR
Restaurant	Name of the Restaurant	VARCHAR
Price	Food Price	INT
average_rating	Rating given by Customer	FLOAT
total_rating	Overall Restaurant rating	INT
food_type	Food type Veg or Nonveg	VARCHAR
Address	Restaurant Address	VARCHAR
delivery_time	Time taken for Delivery	INT

Zomato Data		
Field	Representing	Datatype
ID	Customer ID	INT
Rating	Rating of the Order	INT
Review	Customer review about the order	VARCHAR

Deliveroo Data		
Field	Representing	Datatype
Review	Customer review about the food	VARCHAR
Rating	Rating of the Order	INT
Sentiment	Customer review positive or negative	VARCHAR
Response_Time	Response time of restaurant	FLOAT
Delivery_Time	Order delivery time	FLOAT
CRM_Campaign	Offers provided to customers	VARCHAR
Location	Restaurant address	VARCHAR
Cuisine	Food type	VARCHAR
Customer_Tier	Customer class	VARCHAR



## **Project Implementation Report**

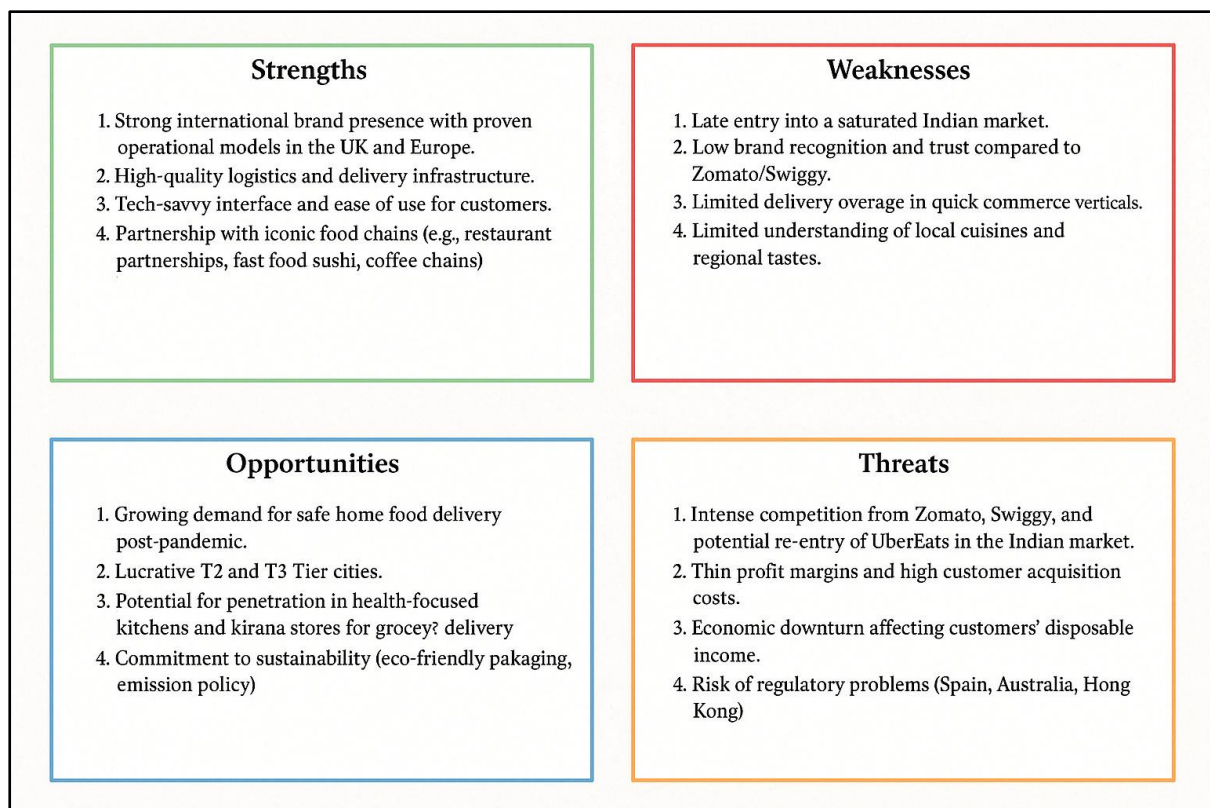
### **VIII. Knowledge on Business Domain**

In the food delivery ecosystem, it's always important to understand the customer's choice, health and safety of riders, marketing campaigns, loyalty schemes, competitors' analysis. Cluster based delivery & route optimisation helps in providing fast paced service. Offers and rewards play a vital role in retaining the customers. To contribute to the environment, it's always good that the company incorporates sustainable procedures.

### **IX. Continuous Improvement Processes**

In the fast-paced world it's always good to cope up with changing business environment. Every day is a challenge to the business so it's important for any organization to rework on the strategies and plans. Before we start with the CRM and visualization tools let's now understand the Continuous improvement process that helps businesses to rework and grow, to handle the competition and maintain a place in its own market.

SWOT Analysis helps in understanding the strength, weakness, opportunities & threats to the business it helps in finding out internal & external factors that might affect the Deliveroo business. By proper analysis business can develop strategies to work on its strengths and rework on the pain points.



**Fig 7. SWOT analysis of Deliveroo (Miro Creation)**



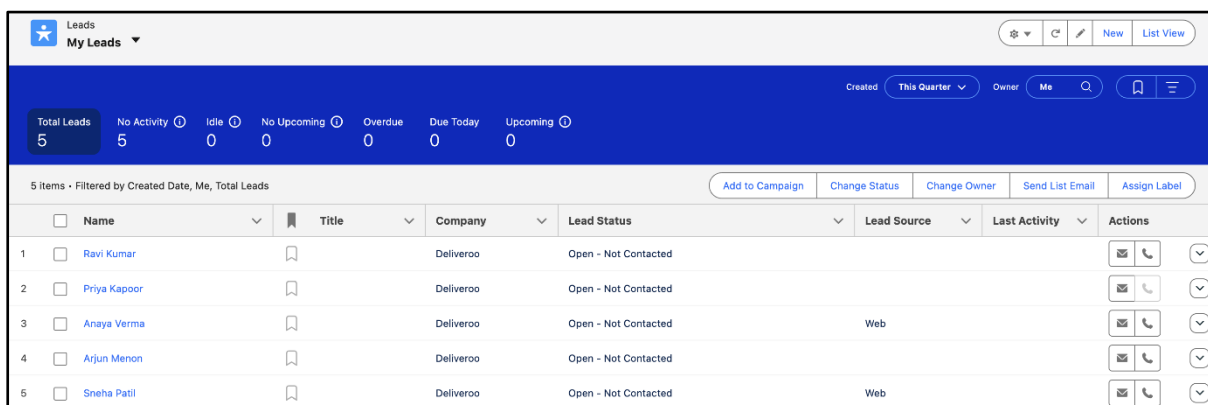
**Using of Porter's five forces: [9] 1. Competitive Rivalry - High:** Frequent pricing problem, platform switching make customer retention tough. Deep discounts & loyalty programs which makes customer expectation much.

2. **Threat of New Entrants - Medium:** Need for High technology & marketing investment to compete with established players. Chances of platforms like Amazon & Reliance backed firms can enter the market.
3. **Threat of Substitutes - High:** people can start cooking at home or dine out or choose local restaurants delivery options. People are more health conscious now and eating out may not be an option.
4. **Bargaining Power of Customers - High:** platform switching costs may be low (Zomato ↔ Swiggy ↔ Deliveroo). Customers tend to fall more towards discounts, coupons, and offers.
5. **Bargaining Power of Suppliers (Restaurants) - Medium to High:** Chances that renowned restaurants can negotiate for lesser commission rates. However, small business depends on platforms for business visibility.

## X. Implementation of Salesforce

### A. Capturing Potential Users (Leads)

Salesforce has number of features one of them is lead capture, so to implement this feature we have created few customer profiles in the lead's module. This profile simulates various user segments such as new users, frequent users, inactive users, and regional targets. Each lead record contains key attributes such as name, city, phone number, email, and behavioural data including join date, total number of orders, average spending per order, and last order date. Moreover, we kept all the leads as "Open – Not Contacted" which helps in categorisation and the lead source set to "Web" which served as a substitute for unavailable custom sources like "Deliveroo Plus". This captured lead tells us about the stages from which customer is going through.



	Name	Title	Company	Lead Status	Lead Source	Last Activity	Actions
1	Ravi Kumar		Deliveroo	Open - Not Contacted			[Email] [Phone] [Dropdown]
2	Priya Kapoor		Deliveroo	Open - Not Contacted			[Email] [Phone] [Dropdown]
3	Anaya Verma		Deliveroo	Open - Not Contacted	Web		[Email] [Phone] [Dropdown]
4	Arjun Menon		Deliveroo	Open - Not Contacted			[Email] [Phone] [Dropdown]
5	Sneha Patil		Deliveroo	Open - Not Contacted	Web		[Email] [Phone] [Dropdown]

**Fig 8: Leads Generation**

### B. Running Targeted Promotions (Campaigns)

To support targeted interaction, we have created marketing campaigns using Salesforce's Campaigns module. These campaigns were built and aligned with Deliveroo's business goals,

which include acquisition, re-engagement, loyalty enhancement, and location-based promotions. To implement this, we have started running 4 campaigns which consist of Welcome Offer for New Users,” “Loyalty Campaign,” “City Fest in Bangalore,” and “We Miss You”. Each campaign was assigned a campaign type (Email or Public Relations), a status (Planned or In Progress), and a start date and end date. Additionally, Campaign member records were created to track which leads were part of which campaign, and member statuses such as "Sent" and "Responded" were utilized to simulate engagement metrics. The end goal of this campaign program is to get the details about how customer segments responded to targeted marketing campaigns.

The image displays two screenshots of a CRM application interface. The top screenshot shows the 'Lead' profile for 'Ms. Priya Kapoor'. The interface includes a navigation bar with options like Sales, Home, Opportunities, Leads, Tasks, Files, Accounts, Contacts, Campaigns, Dashboards, Reports, Chatter, Groups, and More. The lead's contact information is listed: Title (Deliveroo), Company (Deliveroo), Phone (2), and Email (priya.kapoor@example.com). A progress bar indicates the lead's status: Working - Contacted, Closed - Not Converted, and Converted. Below this, there are tabs for Activity, Details, and Chatter. The Activity tab shows a list of activities with filters for 'All time', 'All activities', and 'All types'. The right sidebar shows 'Related' information, including a message 'We found no potential duplicates of this Lead.' and a 'Campaign History (1)' section listing a 'Loyalty Campaign' with details on Start Date, Type, and Status.

The bottom screenshot shows the 'Campaign' profile for 'Loyalty Campaign'. The interface is similar to the top one, with a navigation bar and a 'Campaign' header. The left sidebar shows 'Related' information, including 'Campaign Hierarchy (0)', 'Attachments (0)', 'Opportunities (0)', and 'Campaign Members (2)'. The 'Campaign Members' section includes a table with columns for Type, Status, Name, and Title. The right sidebar shows the 'Activity' tab with filters and a message 'No activities to show. Get started by sending an email, scheduling a task, and more.'

Type	Status	Name	Title
Lead	Responded	Anaya Verma	
Lead	Sent	Priya Kapoor	

**Fig 9: Running Campaigns**

### C. Driving Subscription and Revenue (Opportunities)

To gain more revenue and upselling strategies we have launched subscription model through Opportunity section in Salesforces, this model targeted only selected high-value leads. Opportunities in Salesforce are potential revenue-generating activities such as subscriptions, upgrades, or high-value orders. In this case, we have added two opportunities: one for Priya Kapoor who is a frequent user and another for Ananya Verma who is a high-frequency user from Bangalore. Both the user are linked to their respective accounts which are created during lead conversion process. Opportunity details included the name, stage (e.g., "Proposal" or "Qualification"), estimated revenue value, and expected close date. These opportunities demonstrated how CRM can be leveraged to track user conversion to paying subscribers and forecast future revenue from qualified leads.

The screenshot displays the Salesforce interface for an Opportunity record titled "Upgrade to Plus - Priya Kapoor". The record is owned by Prajwal Pusadkar and is currently in the "Proposal/Price Quote" stage. The stage history section is expanded, showing a single entry for the "Proposal/Price Quote" stage with an amount of \$999.00, a 75% probability, and an expected revenue of \$749.25. The close date is 20/04/2025, and it was last modified by Prajwal Pusadkar on 13/04/2025 at 13:22. The interface includes a navigation bar with tabs for Sales, Home, Opportunities, Leads, Tasks, Files, Accounts, Contacts, Campaigns, Dashboards, Reports, Chatter, Cases, and More. The Opportunity record details include the Account Name (Priya Kapoor), Close Date (20/04/2025), Amount (\$999.00), and Opportunity Owner (Prajwal Pusadkar). The stage history section is titled "Stage History (1)" and includes a "View All" link.

Stage	Amount	Probability (%)	Expected Revenue	Close Date	Last Modified By	Last Modified
Proposal/Price Quote	\$999.00	75%	\$749.25	20/04/2025	Prajwal Pusadkar	13/04/2025, 13:22

Fig 10: Building Revenue Opportunity

## D. Managing Customers Issues (Cases)

To implement Customer service management, we have used Salesforce's case module. This functionality simulates the logging and closing customer complaints. For example, Arjun Menon was added to “We Miss You” campaign and later we came to know through mail that there was a complaint about a late and cold delivery. After that, a case with high priority was created and linked with both Arjun Menon's contact and account. This made it easy for the service team to address the issue effectively and provided a predetermined format for managing the customer interaction in the future.

The image displays two screenshots of the Salesforce user interface, illustrating the process of managing customer cases.

**Top Screenshot: Contact Detail View for Mr. Arjun Menon**

- Header:** Includes a search bar and navigation tabs: Sales, Home, Opportunities, Leads, Tasks, Files, Accounts, **Contacts**, Campaigns, Dashboards, Reports, Chatter, Groups, and More.
- Contact Information:** Title, Account Name (Deliveroo), Phone (+91 9988776655), Email (arjun.menon@example.com), and Contact Owner (Prajwal Pusadkar).
- Related Sections:**
  - Related:** A message states, "We found no potential duplicates of this Contact."
  - Opportunities (1):** Shows a single opportunity for Deliveroo in the "Prospecting" stage, with an amount and a close date of 30/6/2025.
  - Cases (1):** Shows a single case with ID 00001026, subject "Complaint - Cold & Late Del...", priority "High", and date/time "13/04/2025, 13:47".
- Activity Chatter:** Displays filters (All time, All activities, All types) and a list of activities. One activity is visible: "Your Genwatt case number 0000... 13:47 | Today" with a link to x23304367@student.ncirl.ie.

**Bottom Screenshot: Case Detail View for Complaint - Cold & Late Delivery**

- Header:** Similar to the top screenshot, with the **Cases** tab selected.
- Case Information:** Case Owner (Prajwal Pusadkar), Case Number (00001026), Contact Name (Arjun Menon), Account Name (Deliveroo), Type, Case Reason (Feedback), Web Email, Web Name, Date/Time Opened (13/04/2025, 13:47), Product, Potential Liability, Created By, Status (Working), Priority (High), Contact Phone (+91 9988776655), Contact Email (arjun.menon@example.com), Case Origin (Email), Web Company, Web Phone, Date/Time Closed, Engineering Req Number, SLA Violation, and Last Modified By.
- Feed:** Shows a post by Prajwal Pusadkar addressed to Arjun Menon, dated 5h ago. The message reads: "Dear Arjun, Thank you for contacting us with your inquiry. Your reference # for this case is: 00001026 The subject of your case is: 'Complaint - Cold & Late Delivery' We look forward to speaking with you soon. x23304367@student.ncirl.ie".

Fig 11: Handling Customers Cases

## E. 360-Degree Customer View

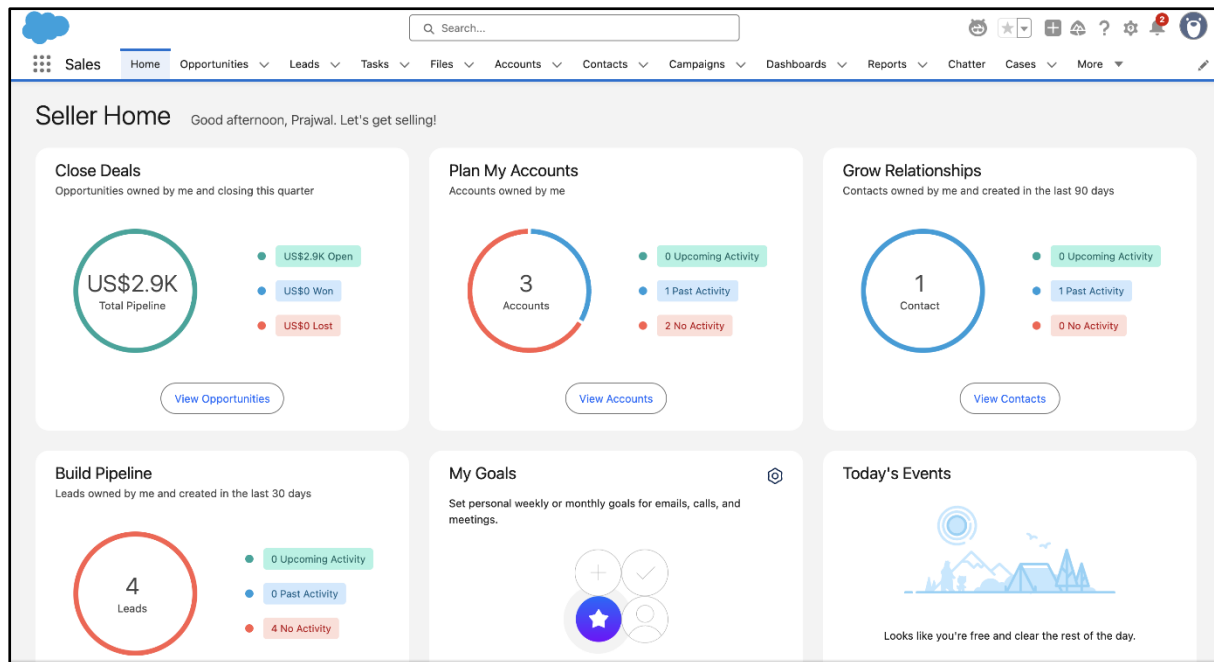


Fig 12: 360-Degree Overview

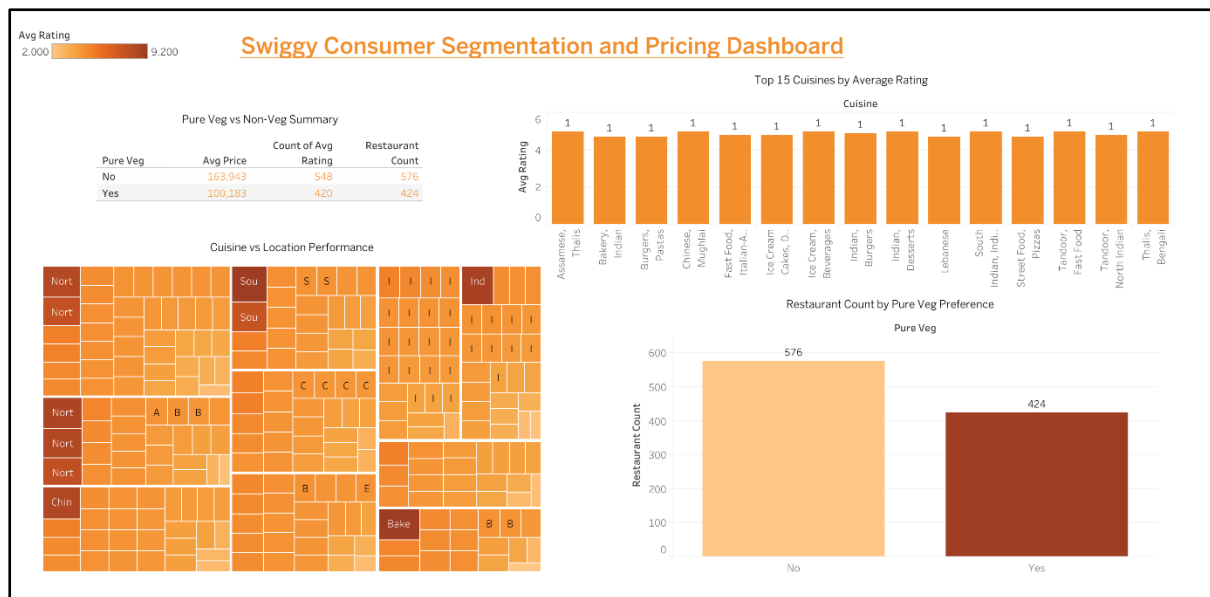
## XI. Insights from Tableau

We have built three dashboards using three datasets in which two datasets are taken from Kaggle, and one is a synthetic dataset.

**1. Swiggy Consumer Segmentation and Pricing Dashboard** - We have created this interactive dashboard using Tableau to improve Deliveroo's data-driven marketing and customer building strategies. Using data from Swiggy restaurants and their food reviews, we have developed few visualizations based on location, cuisine, dietary preferences, and customer rating.

- Dietary Segment Performance Summary** - This visualization compares vegetarian and non-vegetarian segments by price, ratings, and restaurant count. This will help to run promotional campaigns with personalized offers.
- Top 15 Cuisines by Average Rating** - It tells us about which cuisines give the highest customer satisfaction and through this we can run guided loyalty reward and promotional strategies.
- Cuisine and Location Performance Map** - This heatmap focuses on geographic performance which will help to gain insights for targeted marketing and operational improvements.
- Restaurant Count by Dietary Preference** - Showcase segment scaling and assisting to make decisions on visible enhancements like exclusive filters or loyalty badges.

This dashboard provides Deliveroo with successful promotional campaigns, loyalty programs, and geographically targeted CRM activities to increase engagement, all of which also closely align with its digital transformation and customer engagement goals.



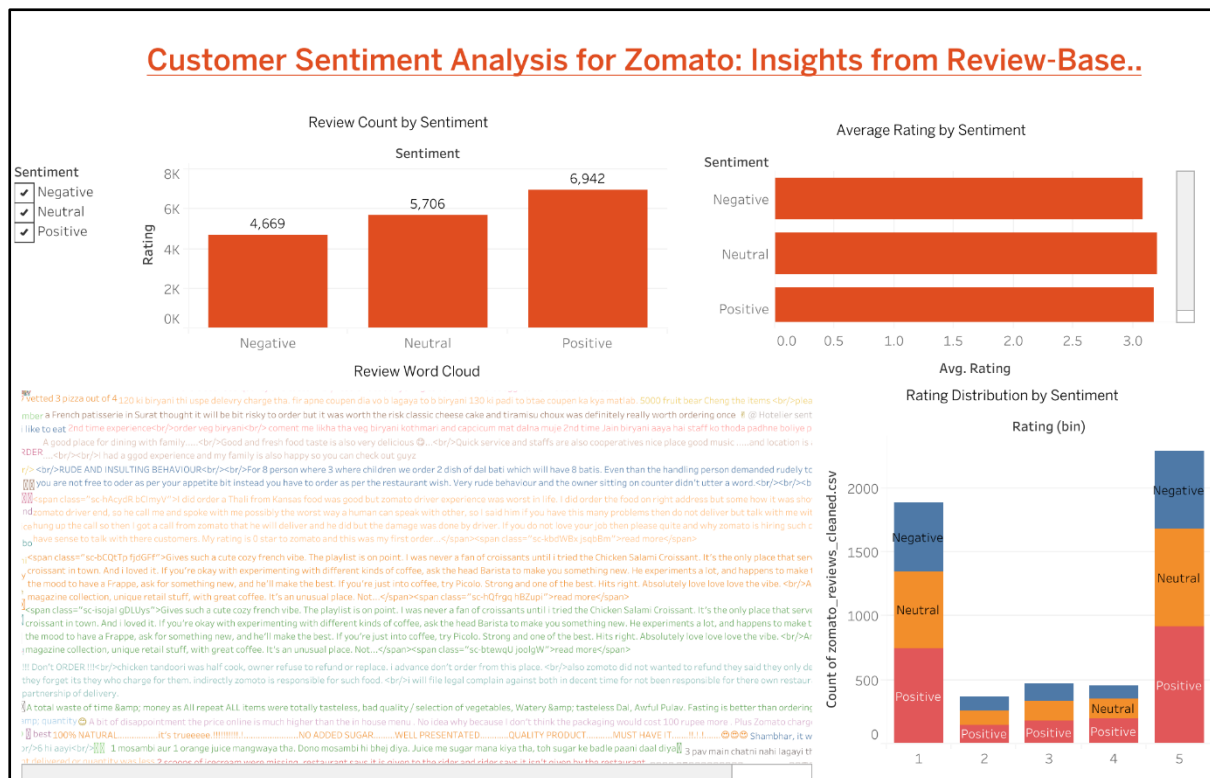
**Fig 13: Swiggy Segmenting and Pricing Dashboard**

**2. Customer Sentiment Analysis for Zomato** - We have created a sentiment analysis dashboard using Tableau to study customer satisfaction with Zomato's food delivery service. This Dashboard is Built from user-generated reviews that is analysed using Text Blob sentiment scoring. The visualizations categorize reviews as Positive, Neutral, or Negative which provides greater insight than numerical ratings.

- Sentiment Distribution by Review Count** - It Reveals review frequency by sentiment and display overall customer sentiments and potential issues.
- Average Rating by Sentiment** - Display inconsistency between sentiment and numeric ratings which reveals hidden dissatisfaction.
- Word Cloud of Reviews** - This visualization shows key words from reviews which will help to identify frequent praise and pain points to inform campaigns and messaging.
- Sentiment Composition Across Ratings** - It Display complex feedback in numeric ratings which is essential for targeted customer satisfaction efforts.

Through this dashboard we can now integrate emotional intelligence into CRM workflows. Along with that this dashboard provides complex insights to improve customer engagement and satisfaction.



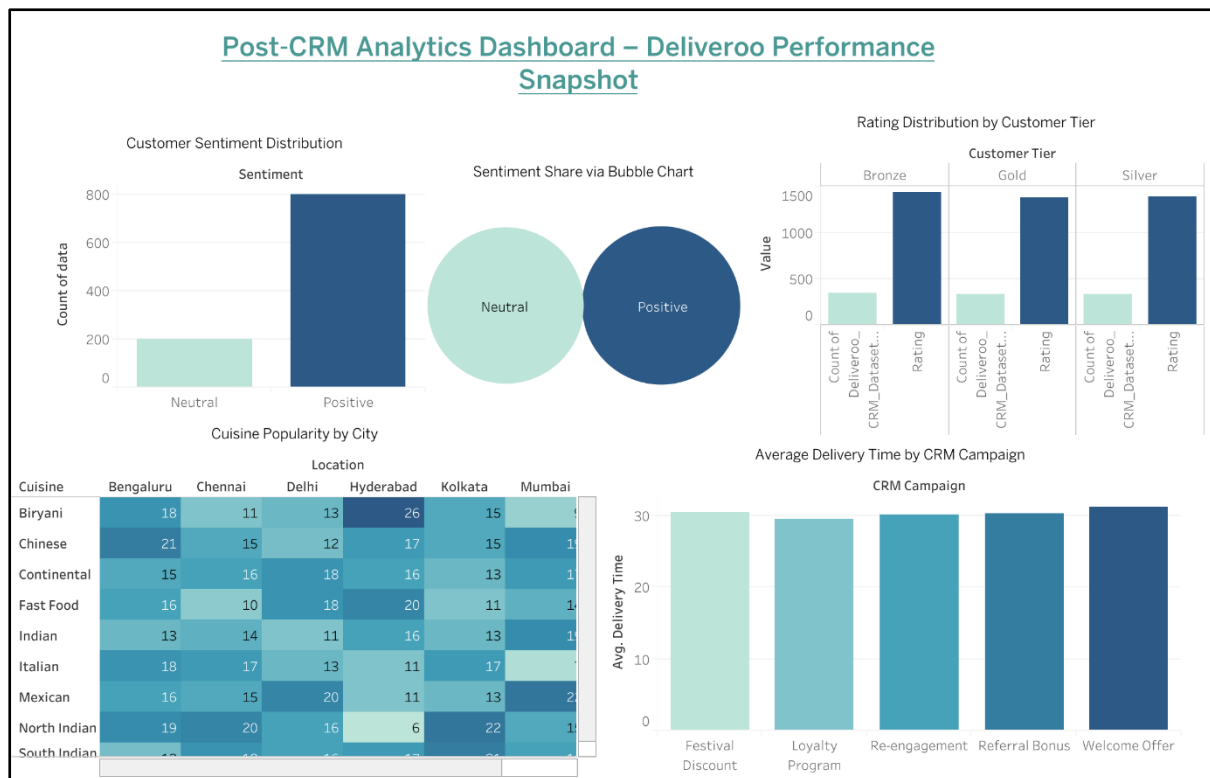


**Fig 14: Zomato Customer Sentiment Analysis Dashboard**

**3. Post CRM Analytics Dashboard for Deliveroo Performance** - This Dashboard is built on pre-defined data collected from CRM campaigns, Customer engagement, Operational efficiency, and campaign performance. It gives us valuable insights for improving Deliveroo's customer-focused strategies.

- Customer Sentiment Distribution** - 81.5% positive sentiment post CRM shows us significant improvement in customer satisfaction.
- Sentiment Share (Bubble Chart)** - High Positive sentiment sharing conforms that CRM is effective against customer experience.
- Average Delivery Time by CRM Campaign** - This Visualization shows us excellent improvement in "Loyalty Program" campaign and suggest refining in onboarding processes
- Rating Distribution by Customer Tier** - Gold-tier customers shows highest engagement and rating which conforms that tier-based CRM is effective.
- Cuisine Popularity by City (Heatmap)** - Showcase regional preferences such as Biryani in Hyderabad and Chinese in Bengaluru. It helps in targeted marketing campaigns.

This Dashboard supports Deliveroo to shift forward in making more personalized and data-driven CRM approach, which will eventually help to improve customer lifetime value and regional market performance.



**Fig 15: Post-CRM Deliveroo Performance Dashboard**

## **XII. Final Consultation and Marketing Strategy Takeaway for Business**

- A. The above approach that we have show cased in the report like implementing a Continuous Improvement Processes, Business Model, Implementation of CRM, Visualization provided. These are the suggested ways that business can implement in its day-to-day activities to increase revenue and provide satisfaction to customer
- B. People love trying different cuisine hence it is always suggested that business gives offer on various products, promoting promo offers, cheat day campaigns, Protein packed health concept meal promo. These promotions can help the business to focus more on quantitative sale which in turn increases the revenue.
- C. This business runs on wheels, the focus should be on providing better employment friendly environment and special benefits to riders to retain them.



#### XIV. Team Management

We are a team of 3 member – Karthik Shankar Naik (X23242701), Prajwal Suhas Pusadkar (X23304367), Tejas Rajesh Bhanarkar (X23287004). Overall project makes use of the skills learnt in the BIBA course. We have understood the business problem, designing done in Miro, business methodologies to be followed, usage of CRM, and visualization tools. Business scenario selection, report writing, Miro dashboard creation, referencing, literature survey, Image creation was done by Karthik. Selection of Data set, Implementation of CRM, Content related to CRM was done by Prajwal. Tejas contributed to finding the insights and brining them to reality using Tableau dashboards, report structuring was also done by him.

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