

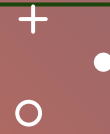


Hypermarket Sales Insights Excel Project

Name - Oshya Pradeep

Date – 24-11-24





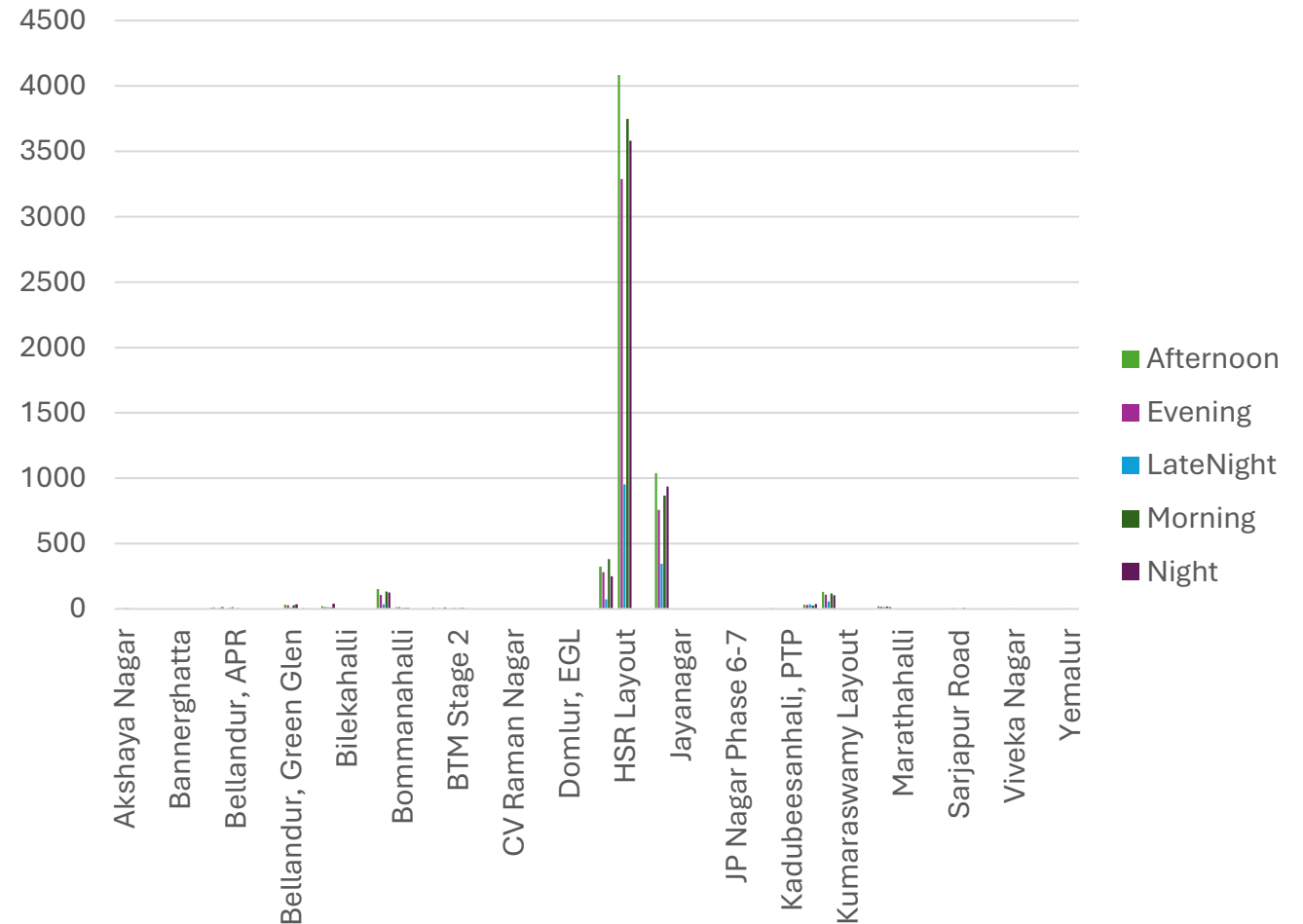
ORDER LEVEL ANALYSIS

Date – 24-11-24



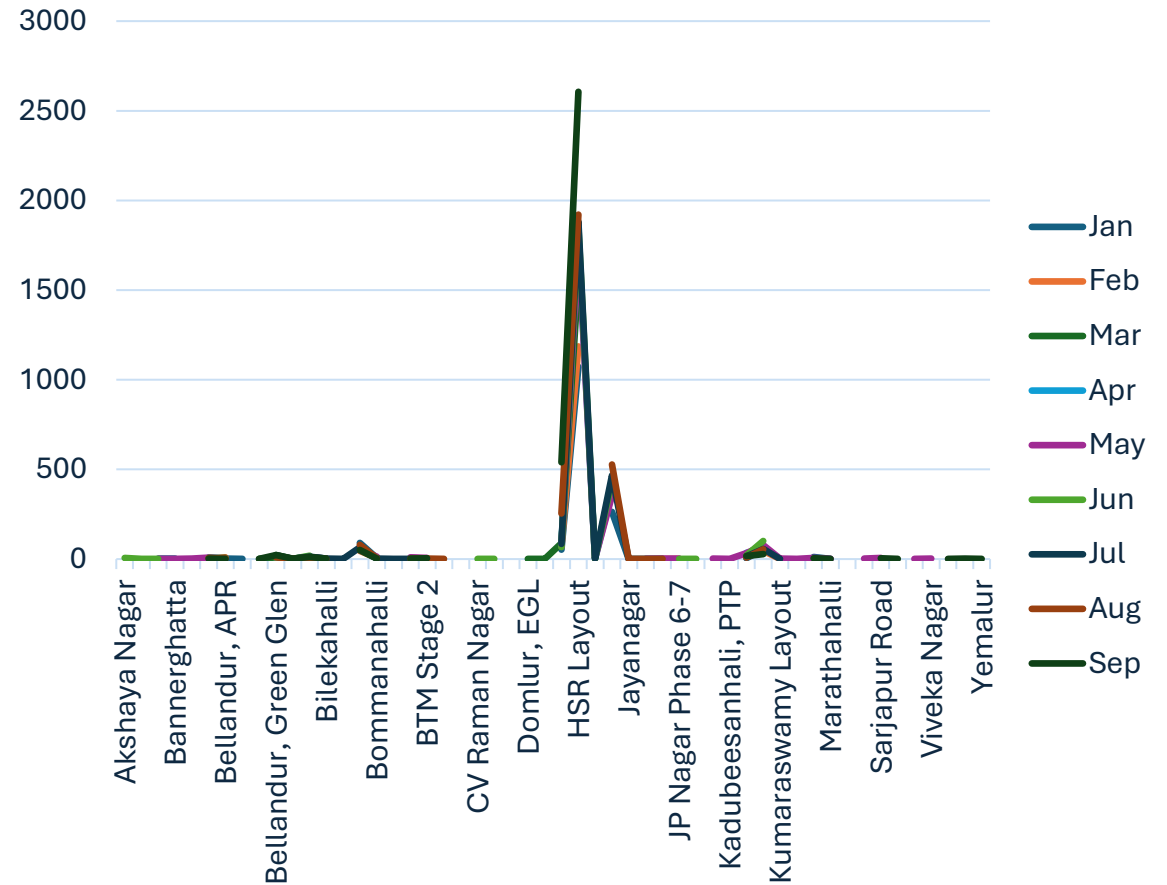
Order distribution at slot and delivery area level.

- Highest orders are placed at Afternoon(5924 orders)
- Lowest orders are placed at Late night(1589 orders)
- Areas with highest order placed are HSR Layout, ITI Layout, Harlur
- 14 Areas with lowest order with order count 1



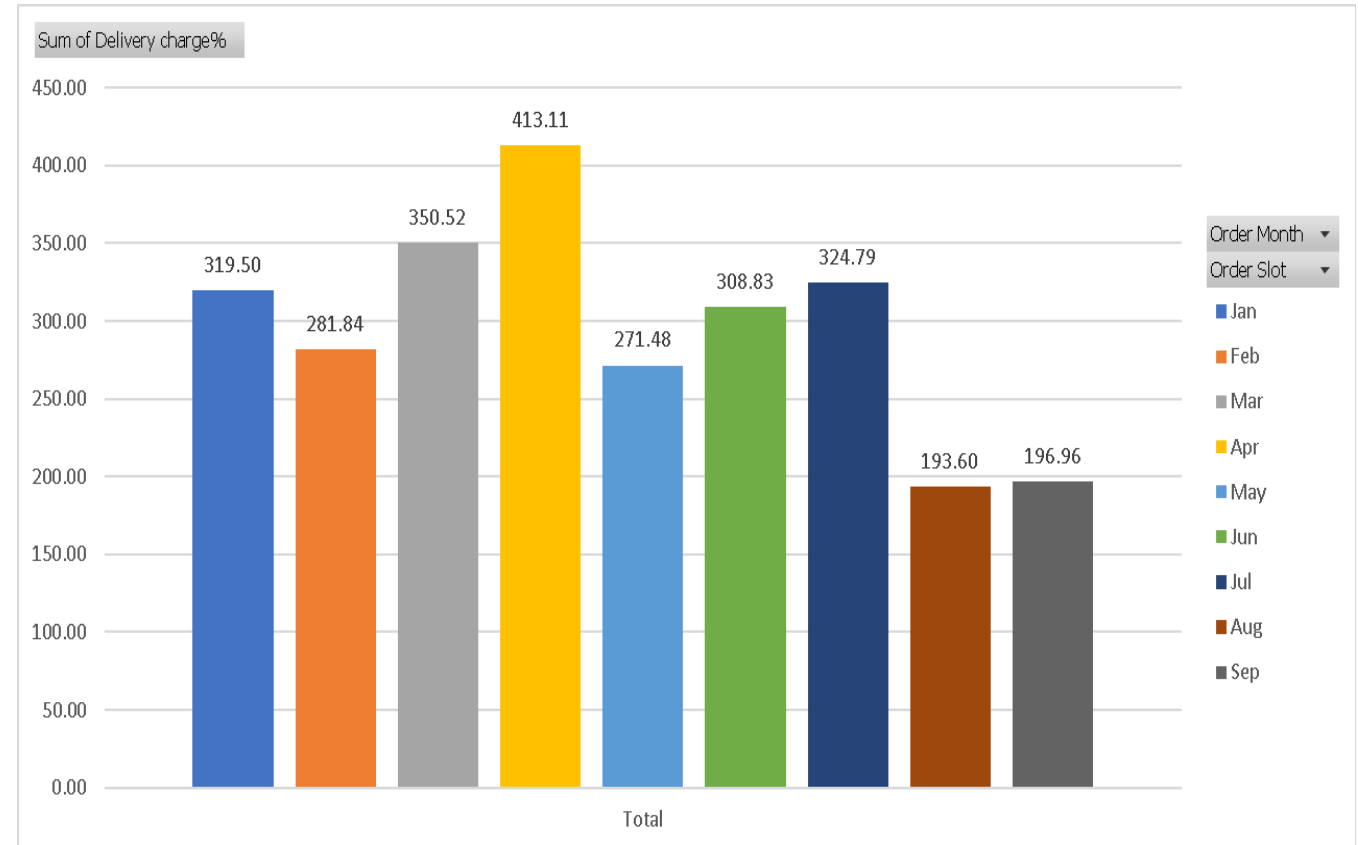
Areas having highest increase in monthly orders

- From Jan to Sep 2021 number of orders are increasing
- September has highest number of orders (4231 orders)
- Areas with highest order placed are HSR Layout, ITI Layout, Harlur
- January has lowest order (1606)



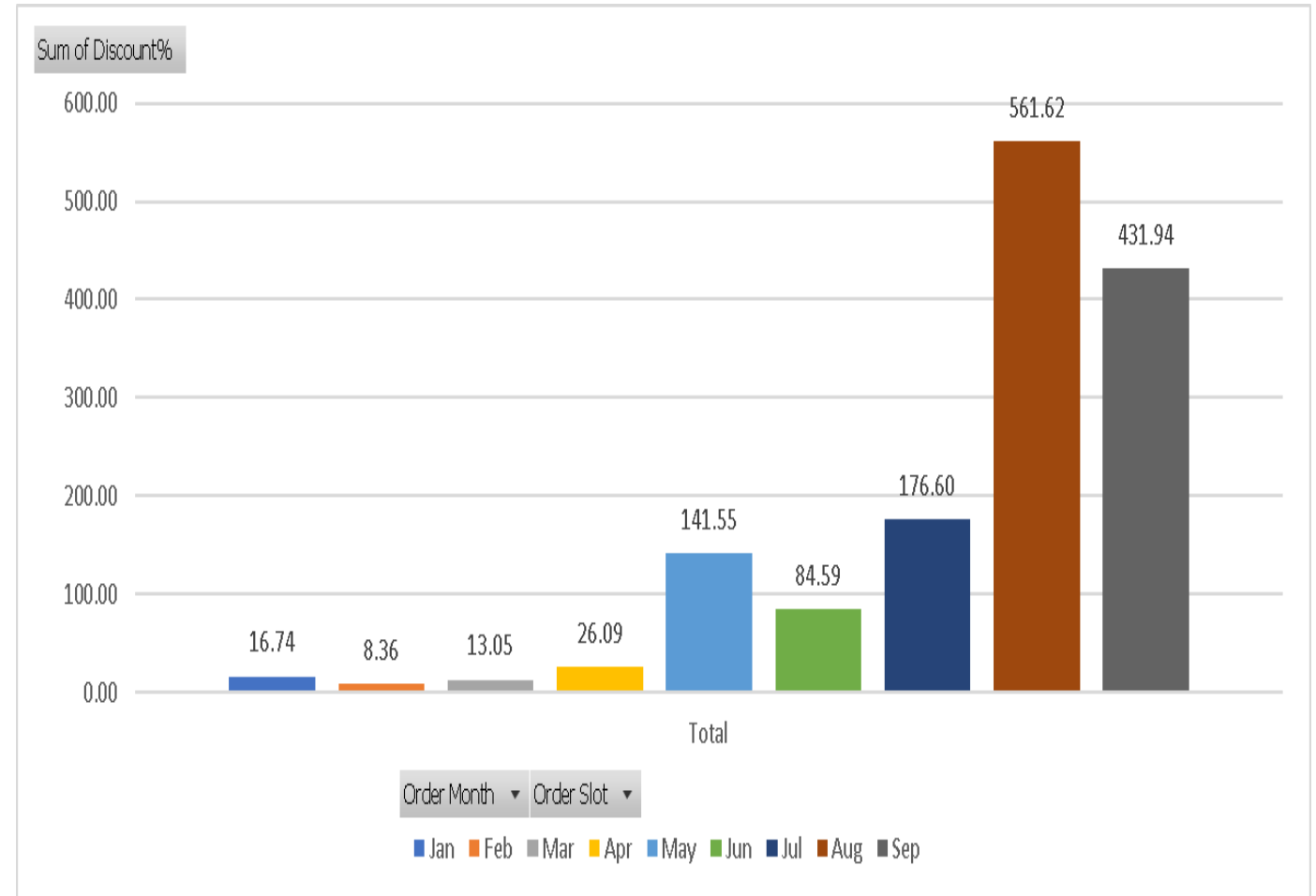
Delivery charge analysis- slot and month level

- Delivery charge is the percentage of product amount
- April has highest amount of delivery charges
- August has least amount of delivery charges



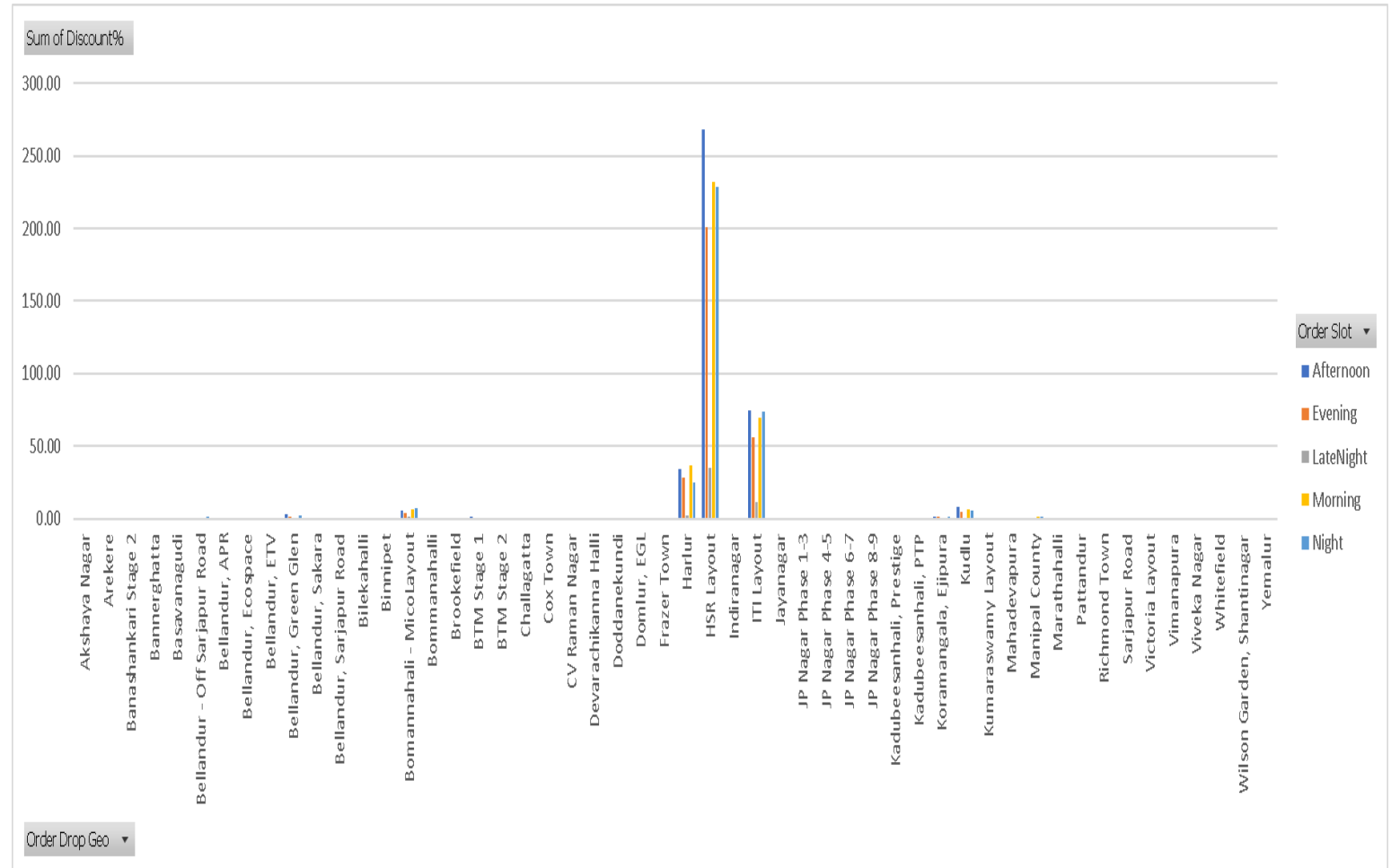
Discount analysis- slot and month level

- Discount charge is the percentage of product amount
- From this chart it is clearly visible that customers got more discount on the month of August
- February has less discounts



Discount analysis- drop area and slot level

- HSR Layout got highest discounts in all slots
- Customers got less discount in late night
- Afternoon slot offers the highest discounts
- Morning slot provides second highest discounts





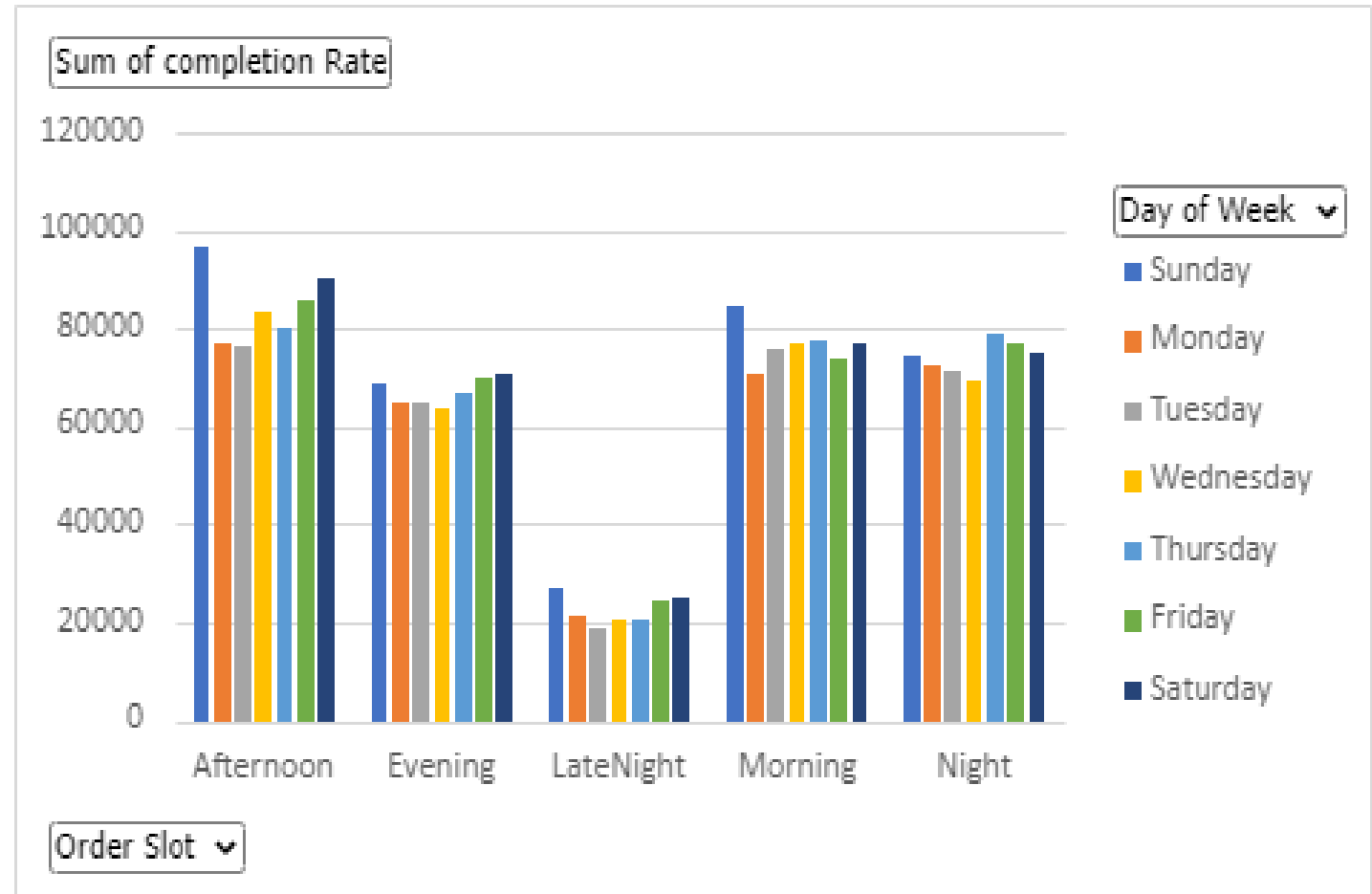
COMPLETION RATE ANALYSIS

Date – 24-11-24



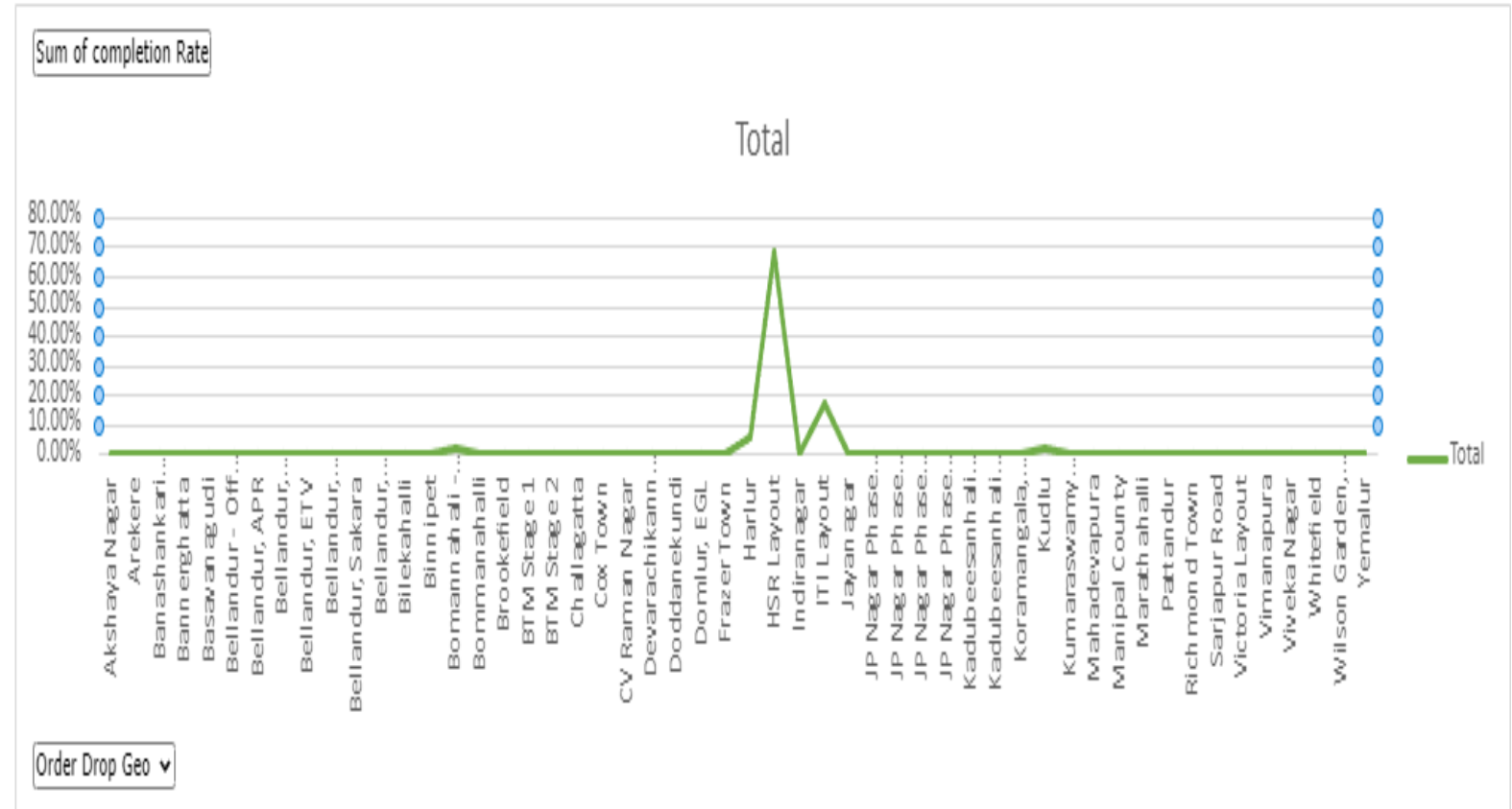
Completion rate at slot vs day of week pattern

- Completion Rate is low during Late Night time slot at Monday and Tuesday
- Completion Rate is high on Sunday



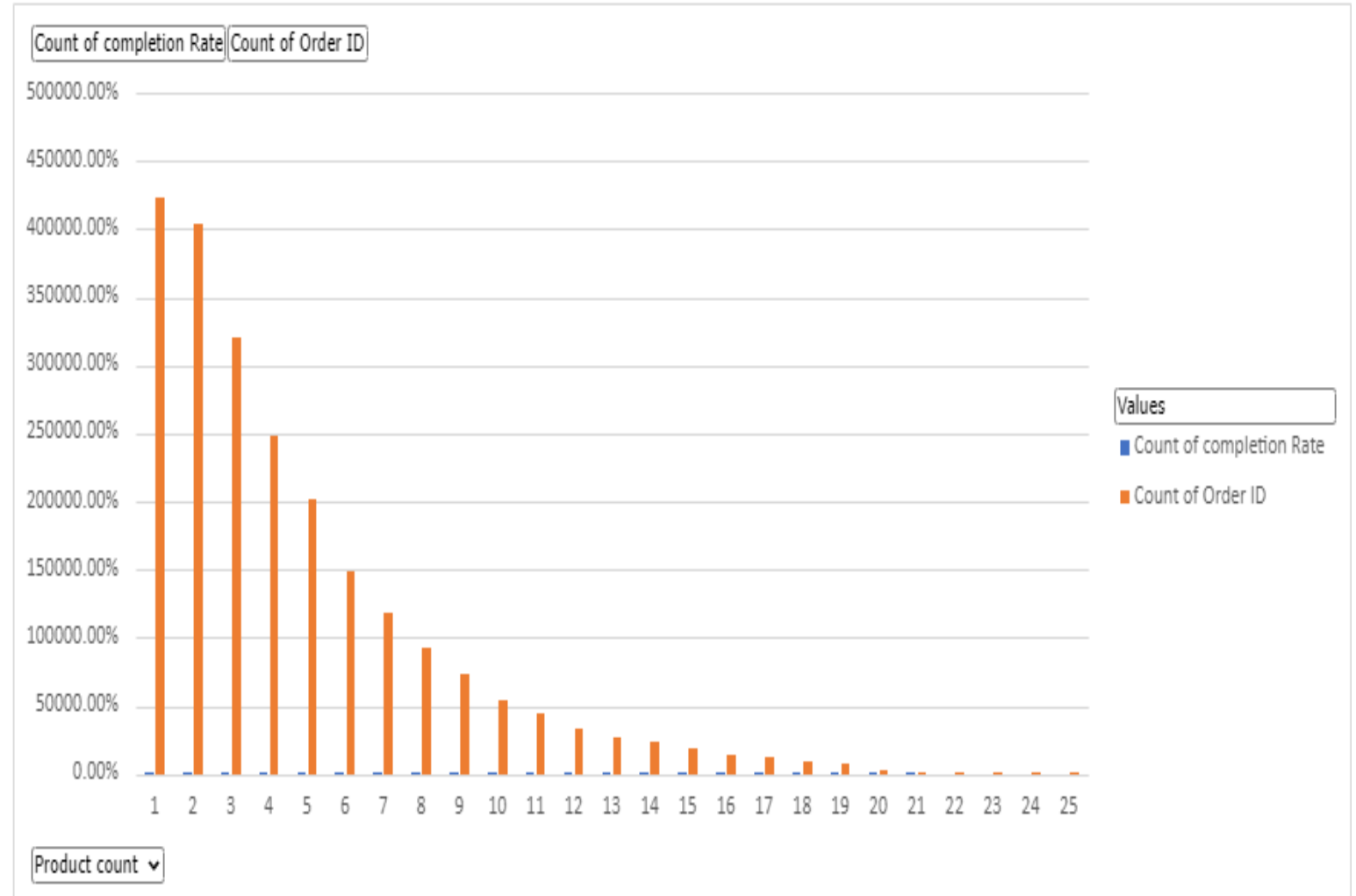
Completion rate at Drop Area level

- HS Layout has highest Completion Rate
- Challagatta, CV Raman Nagar, Cox Town, Frazer Town, Kadubeesanhali PTP, Mahadevapura, Pattandur, Victoria Layout, Whitefield has 0% Completion Rate



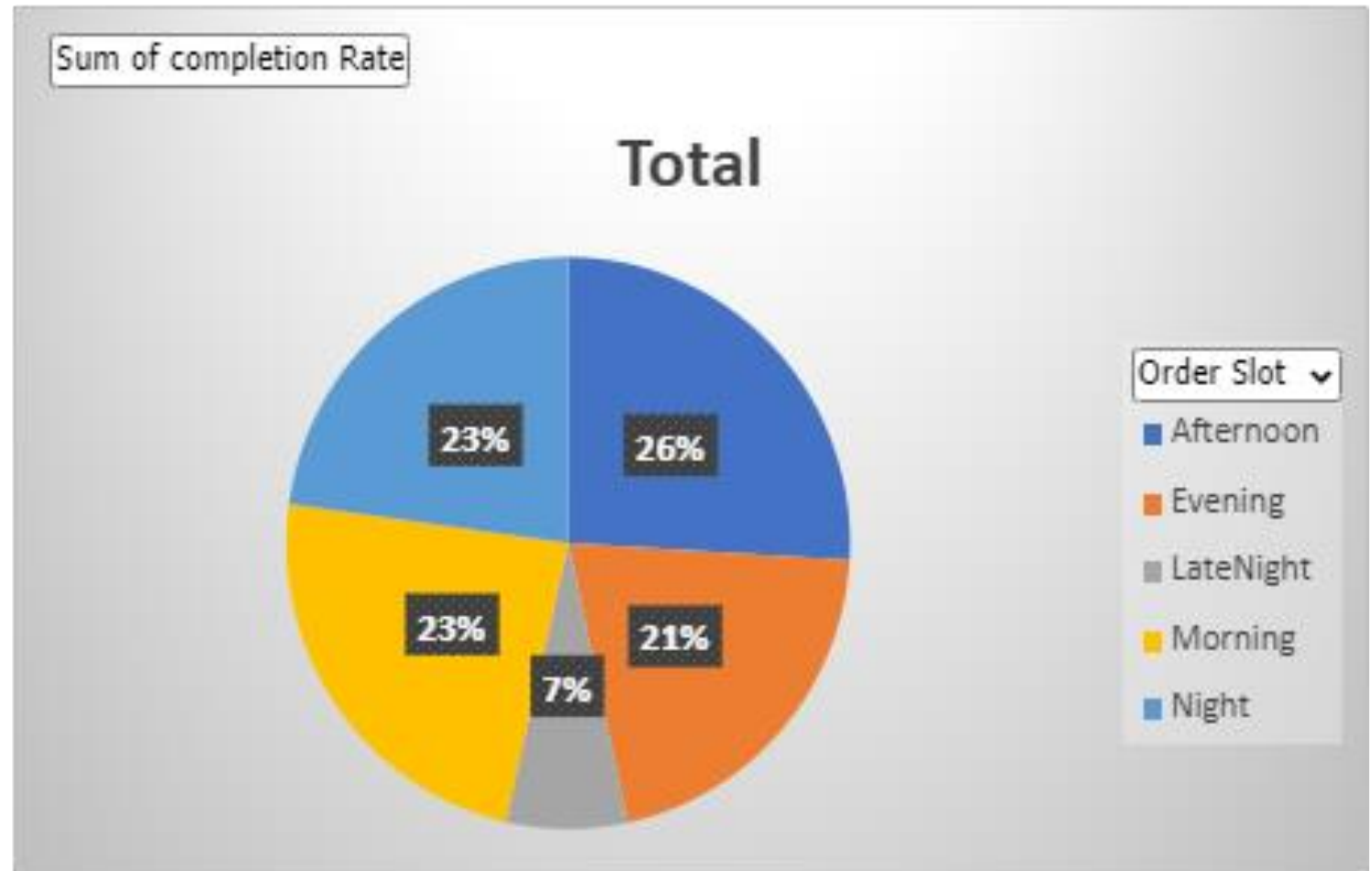
Completion rate at number of products ordered level

- Completion Rate is high for single orders
- Completion Rate decreases on increase in product count.



Completion rate Pattern

- Completion rate is high on Afternoon slot time and low on late night
- Completion rate is high on Sunday
- HS Layout has highest Completion Rate
- ITI Layout is the second drop area with highest completion rate
- On product count increases completion rate decreases





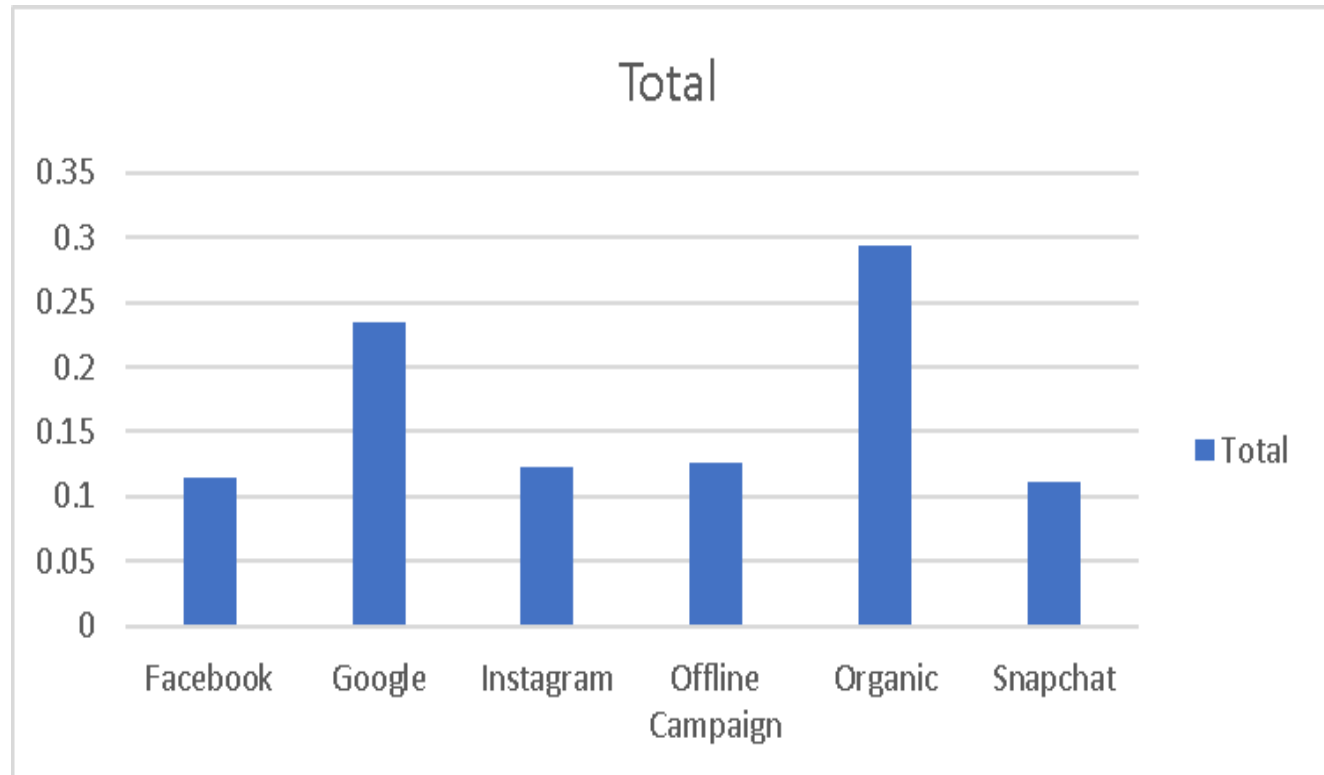
CUSTOMER LEVEL ANALYSIS

Date – 24-11-24



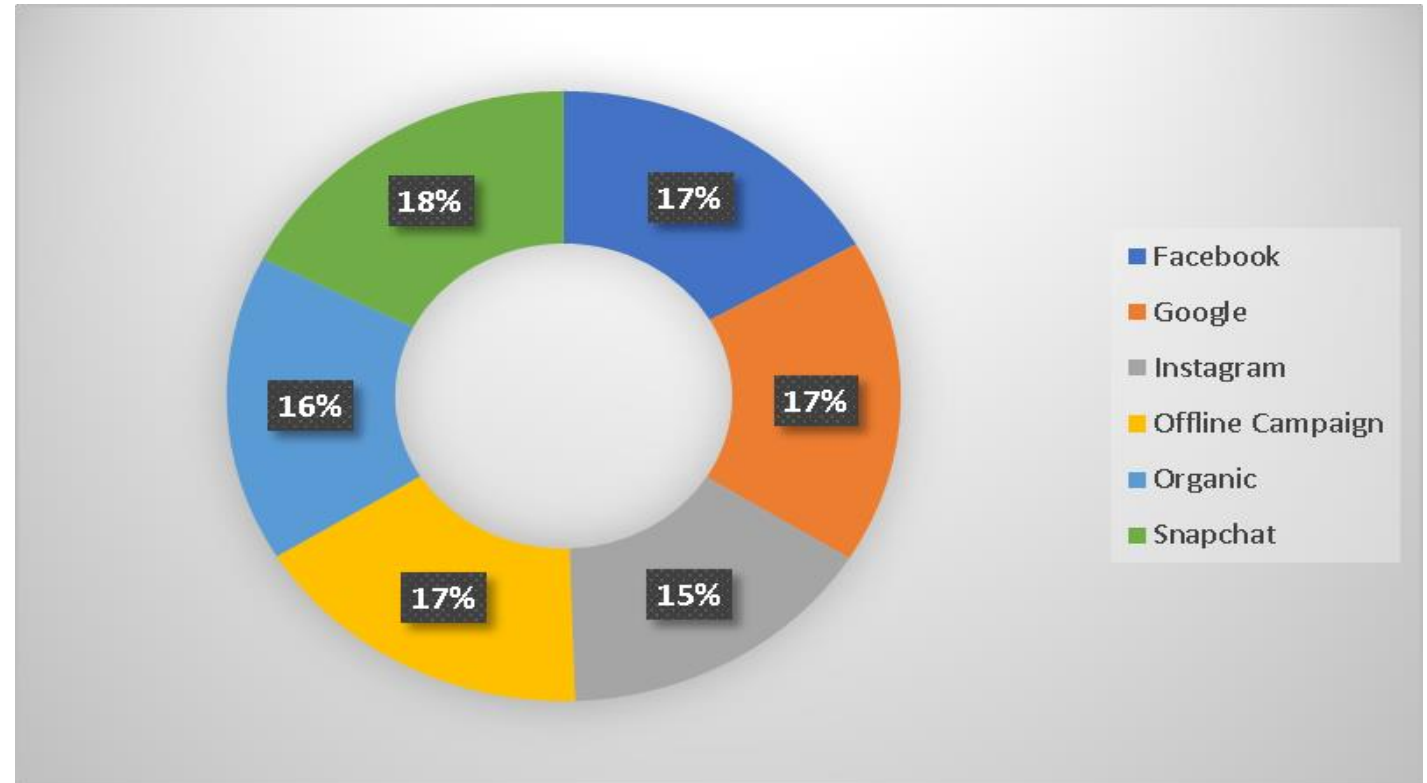
Completion rate at source level

- Completion rate is more in Organic source and less in Offline Campaign



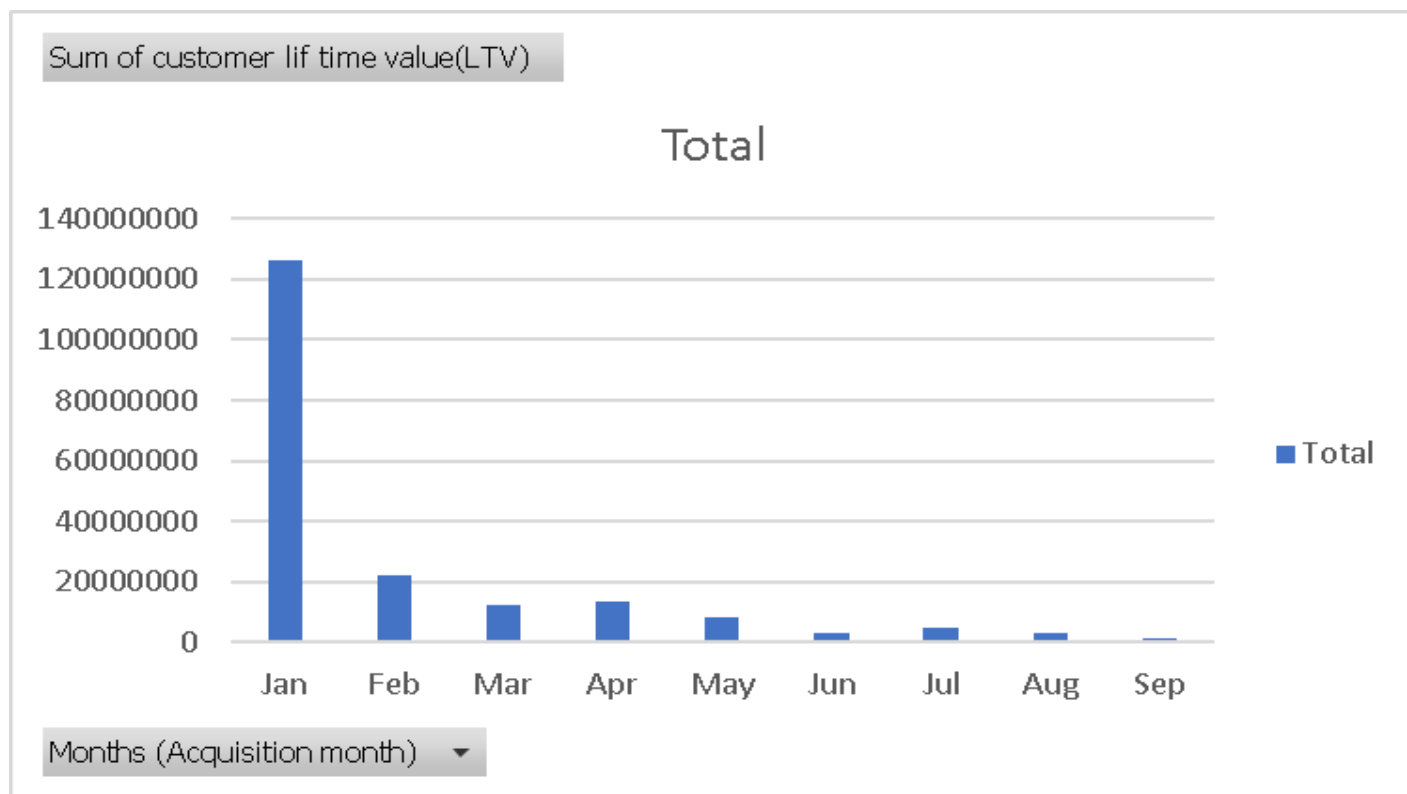
Aggregated LTV at customer acquisition source level

- The pattern indicates that aggregated LTV is high for Snapchat
- Low aggregated LTV for Instagram



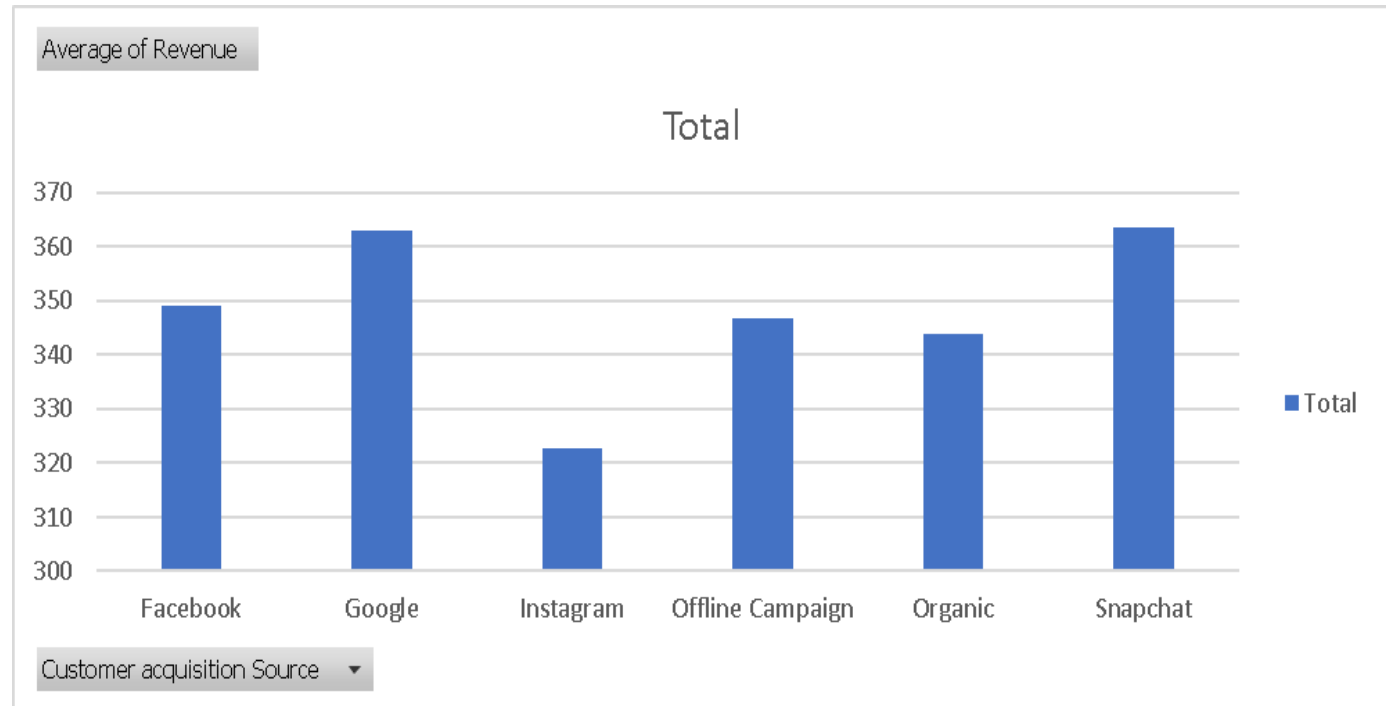
Aggregated LTV at acquisition month level

- The pattern indicates that January has high aggregated LTV whereas September has low aggregated LTV



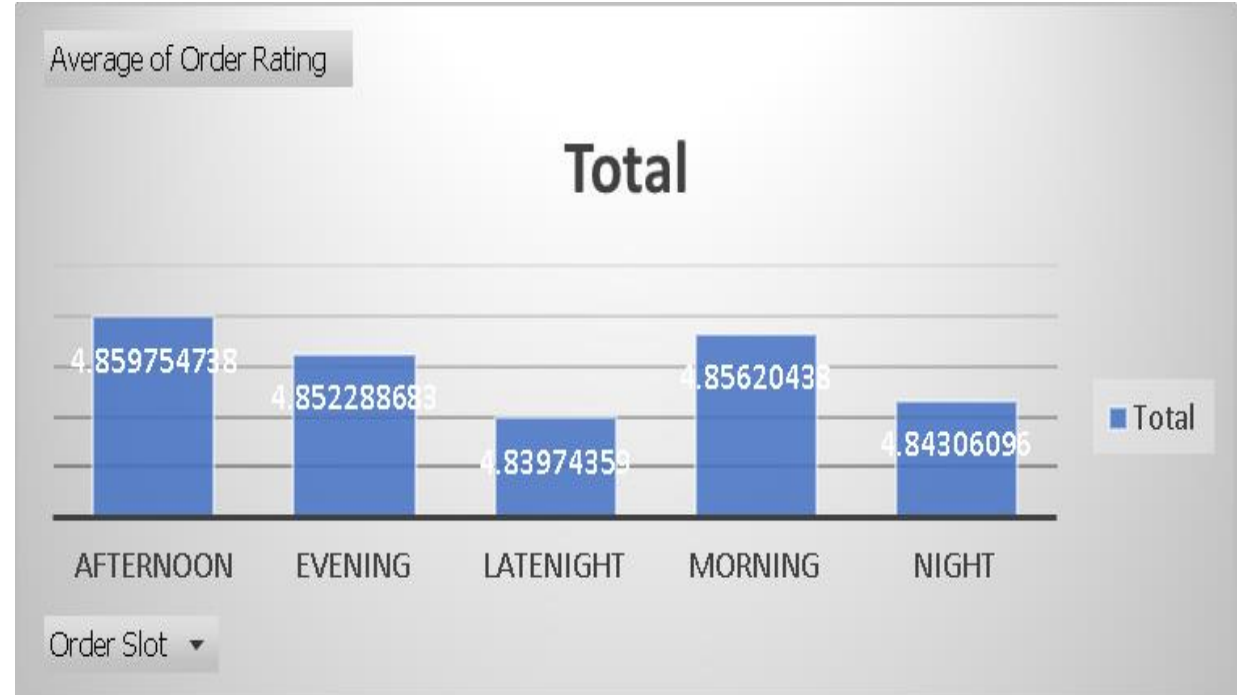
Average Revenue per order at different customer acquisition source level

- The pattern indicates that Google has highest average revenue per order whereas Instagram has lowest average revenue



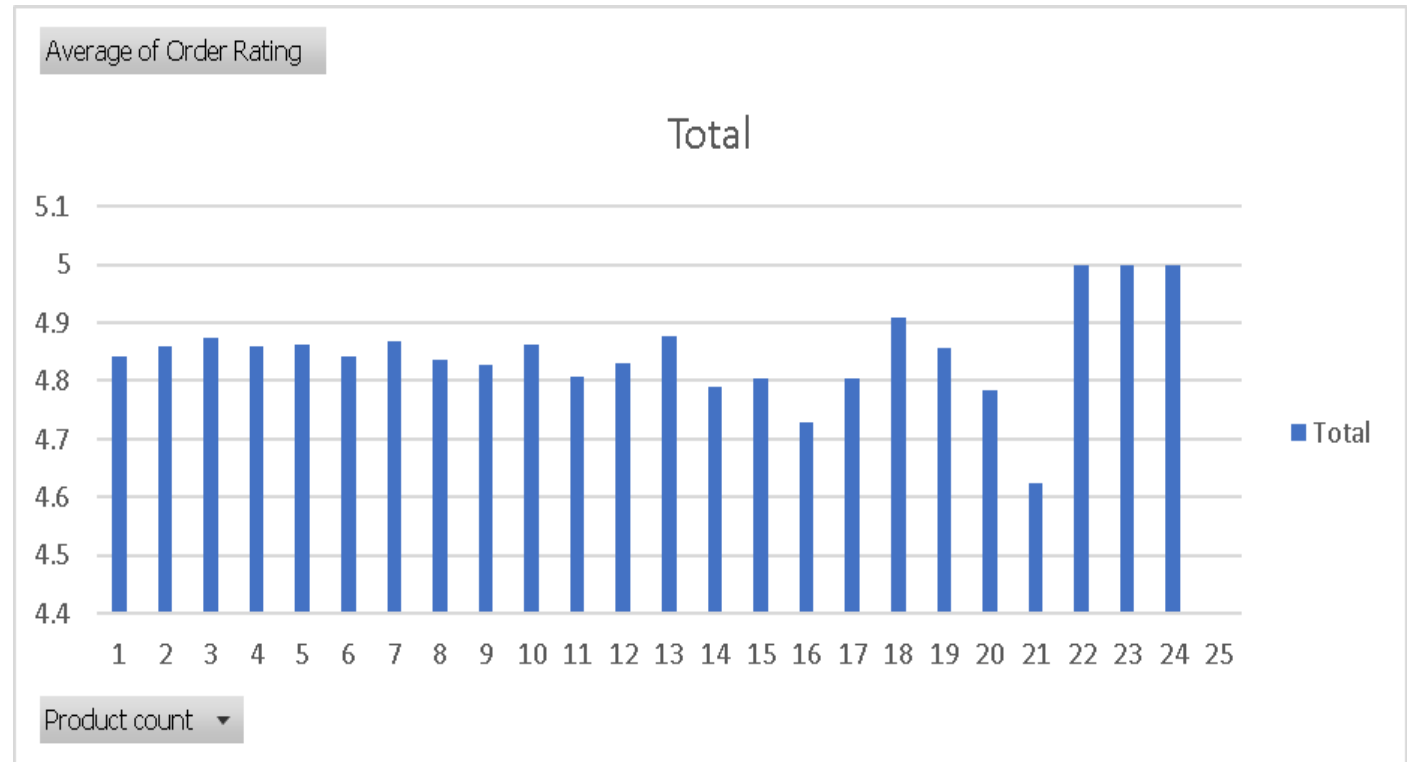
Pattern Analysis on order rating vs slot

- According to the slot level, order rating is high in morning time slot and low at late night time slot



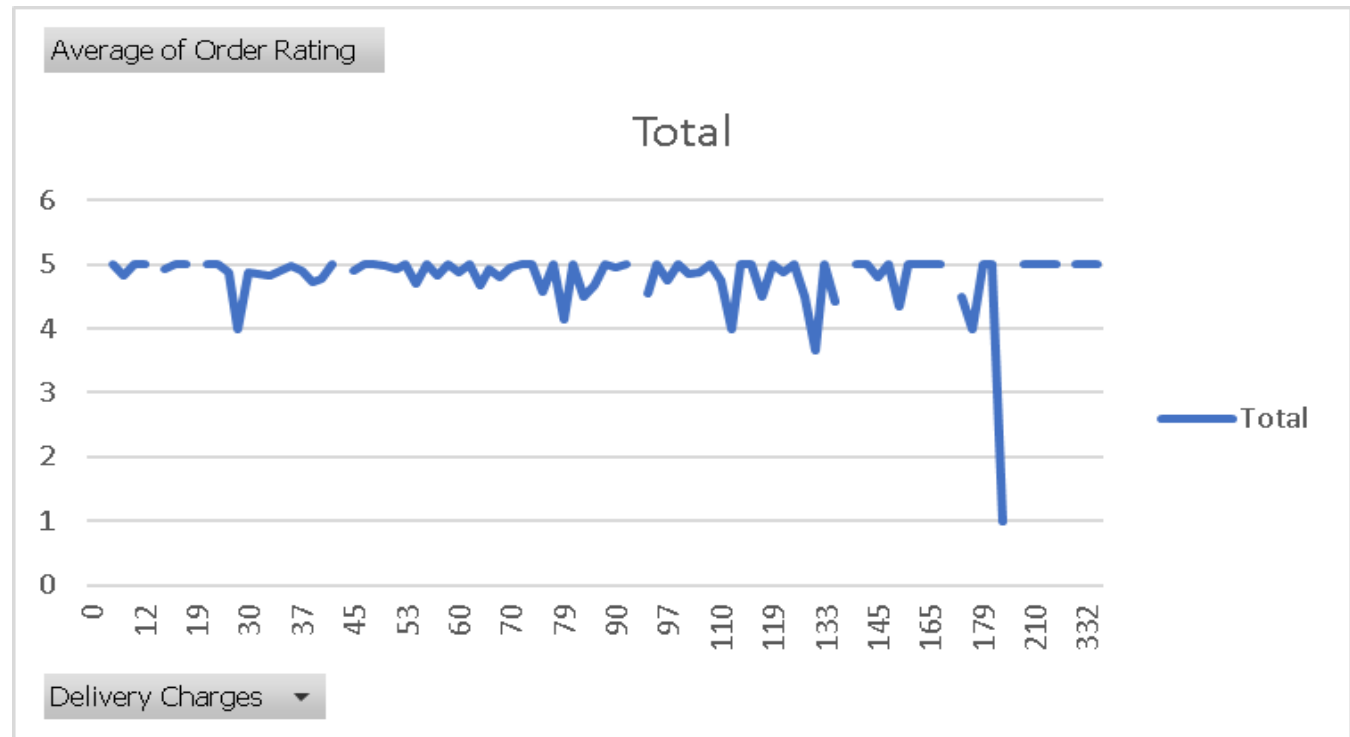
Pattern Analysis on order rating vs products placed

- According to the number of products in order, order rating is high when there is more than 21 products



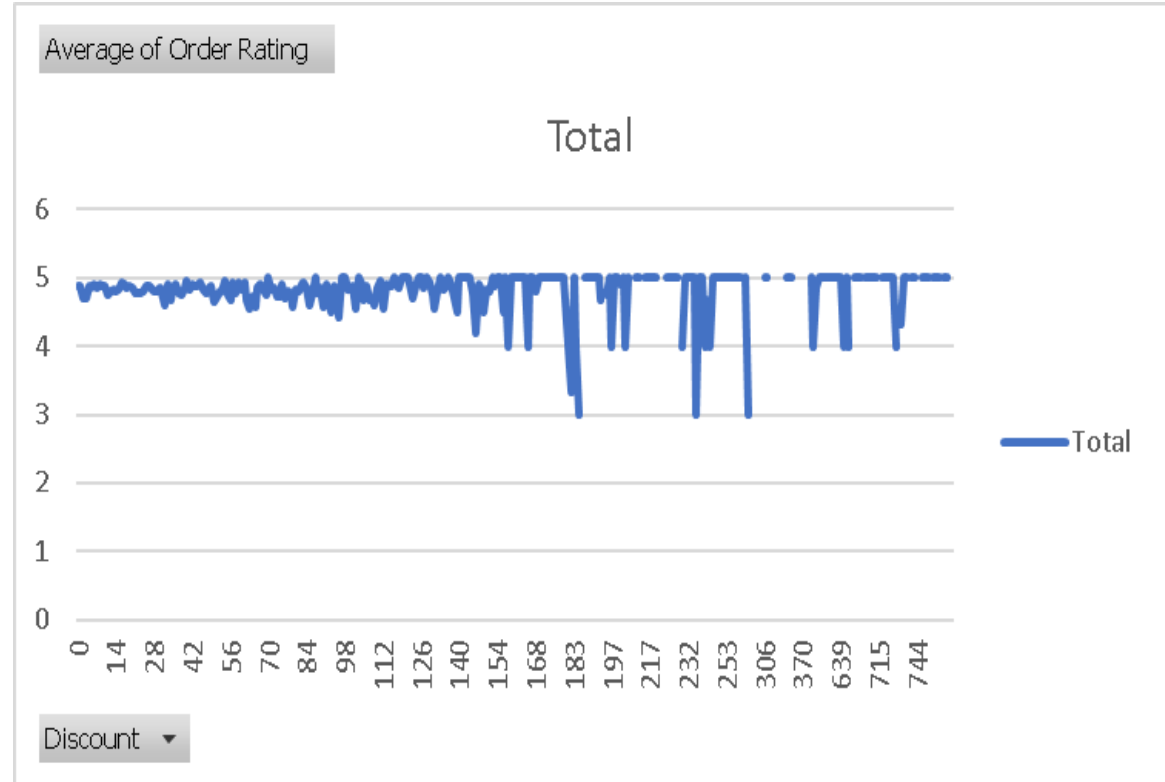
Pattern Analysis on order rating vs delivery charges

- According to pattern, order rating is low when delivery charges between 100 or 200



Pattern Analysis on order rating vs discount

- According to pattern, order rating is low when discount is between 183 and 306



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DELIVERY ANALYSIS

Date – 24-11-24

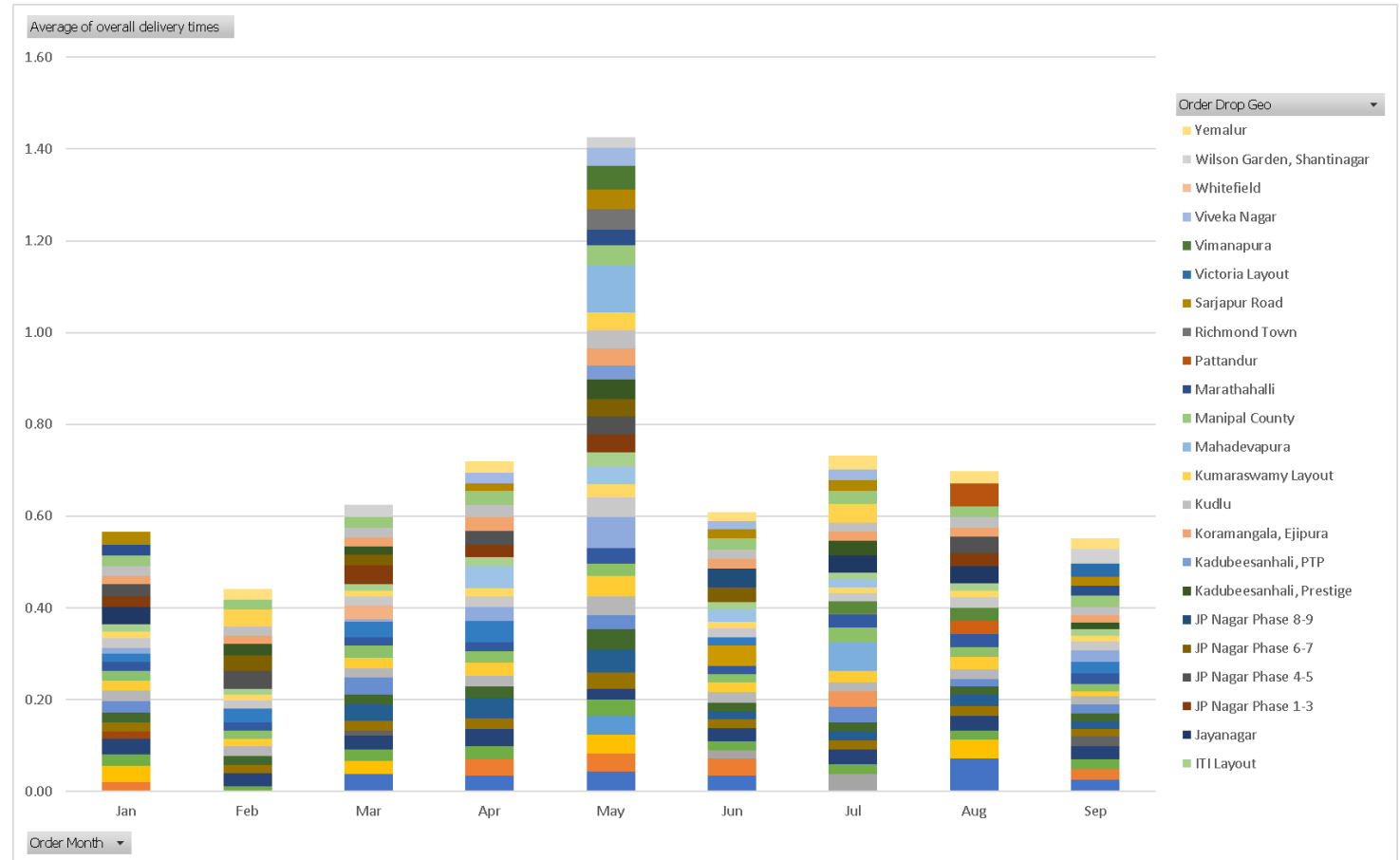
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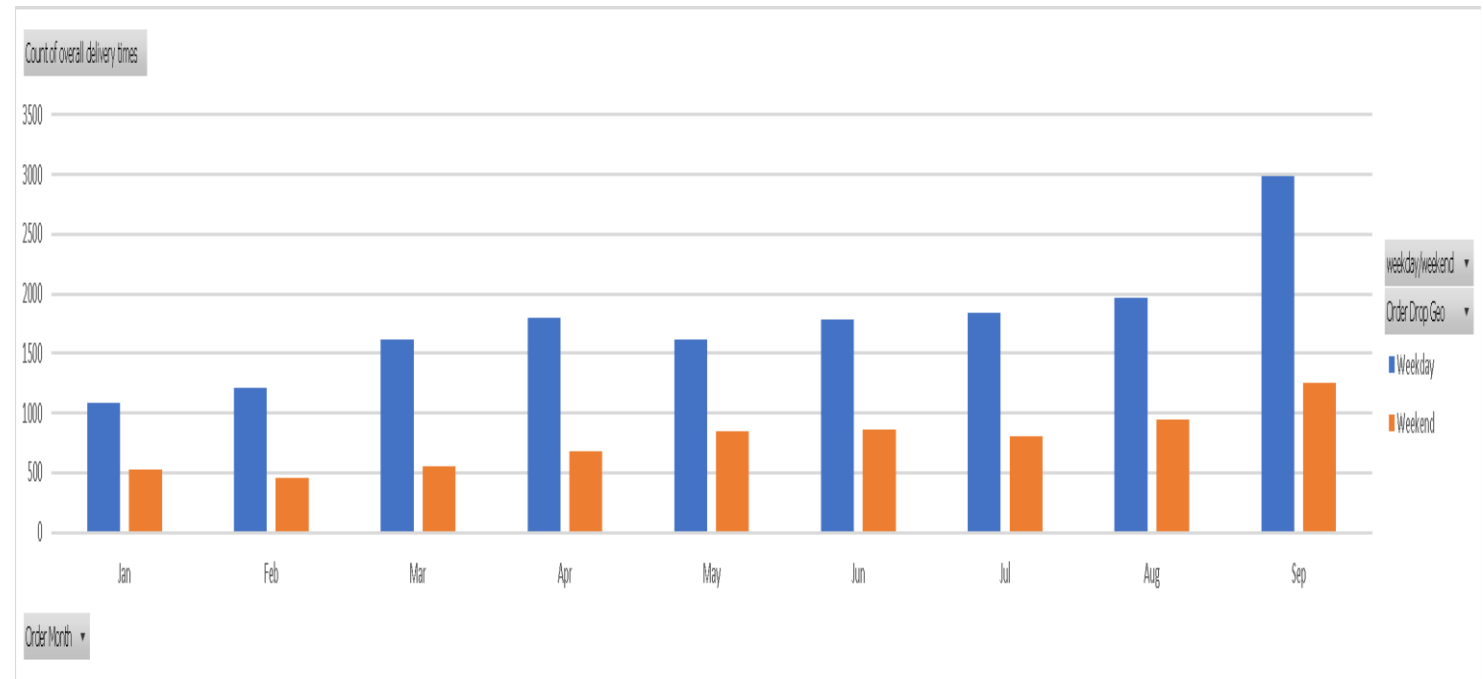
Average overall delivery time at month and delivery area level.

- According to pattern February has low delivery time and in May has high delivery time
- HSR Layout low delivery time in all months



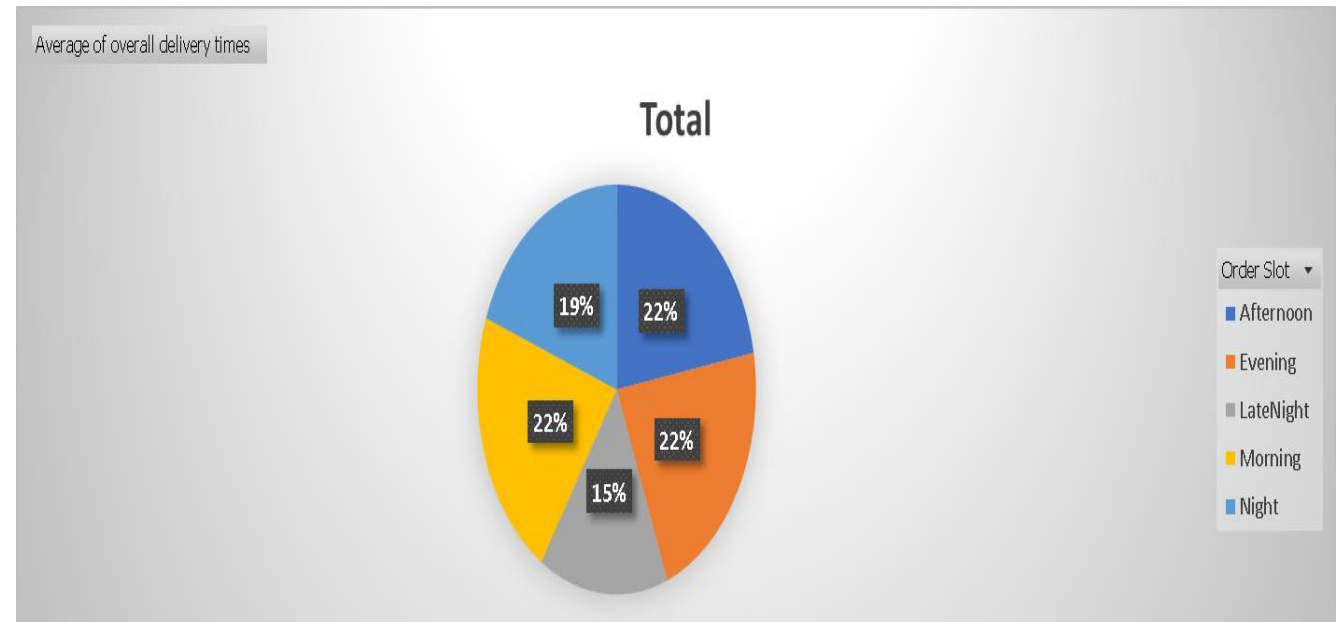
Average overall delivery time at month and weekday/weekend level.

- According to pattern weekdays has more number of order placed than weekend



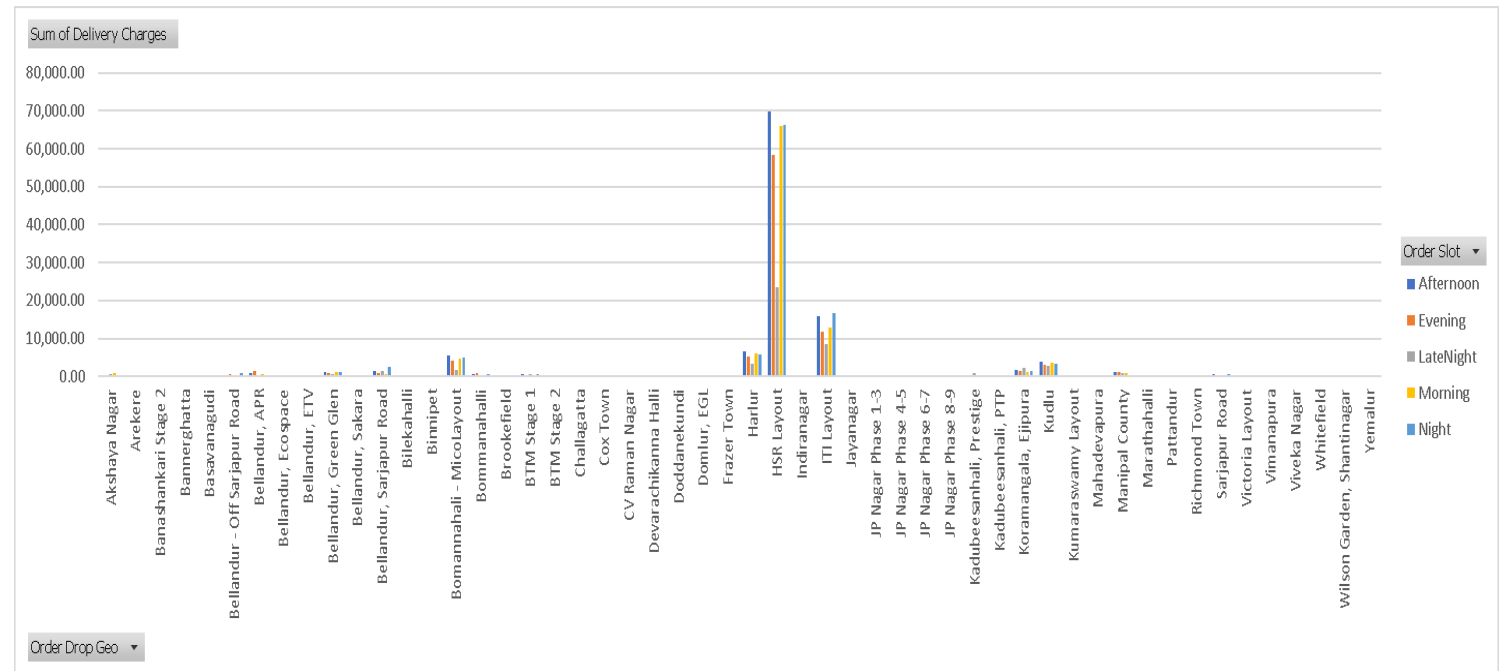
Average overall delivery time at slot level.

- According to pattern average overall delivery time is high for the Afternoon, Evening and Morning
- Late night has less number of orders so delivered in minimum time hence average delivery time is low



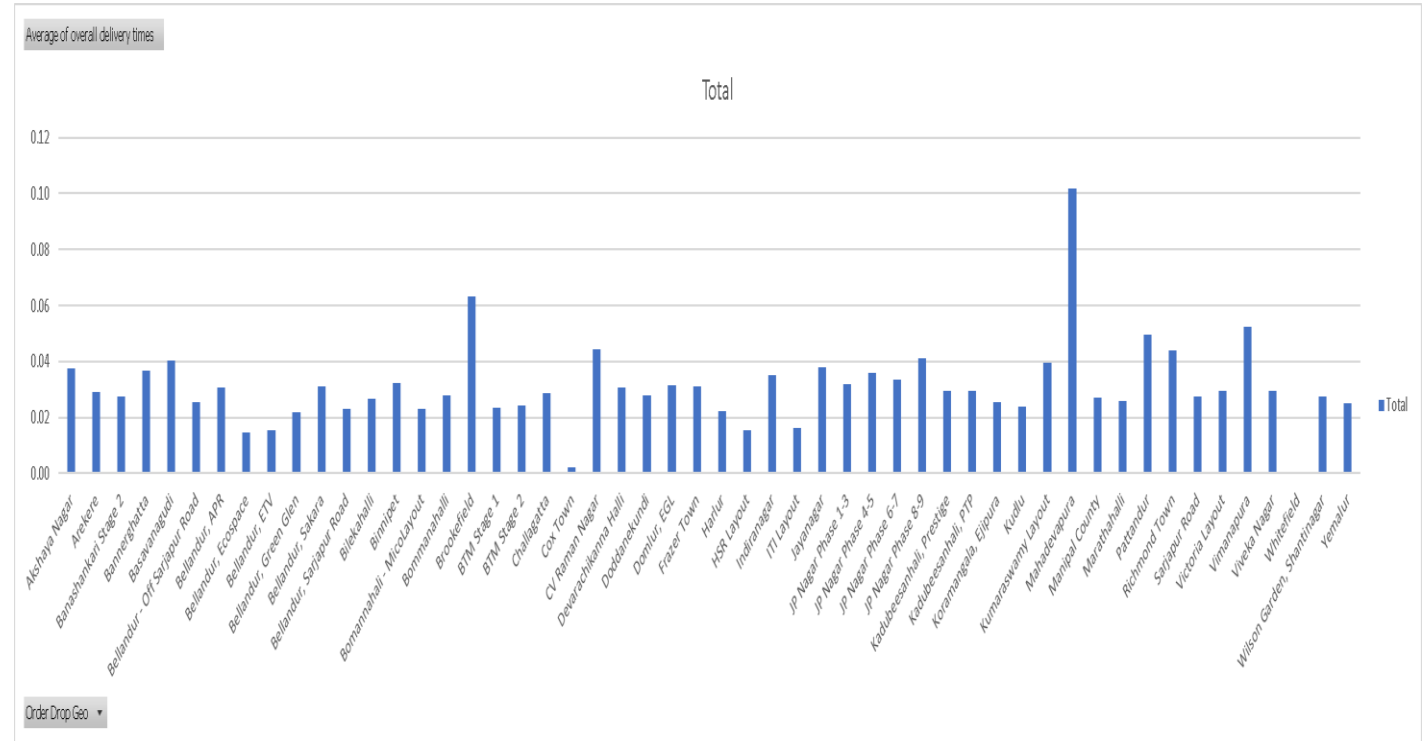
Pattern in delivery charges with slot or delivery area

- According to pattern In the slot of Afternoon HSR Layout, ITI Layout and Harlur have high delivery charges as number of orders is also high at that time



Pattern in delivery time and delivery area

- Delivery area Distance from the store increases then delivery time also increases
- Delivery time is high for Mahadevapura and Brookfield





Thank You

Date – 24-11-24

