



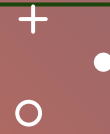
# Retail-Order-Analysis-Customer-Insights-Excel Project

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**Name - Oshya Pradeep**

Date – 24-11-24





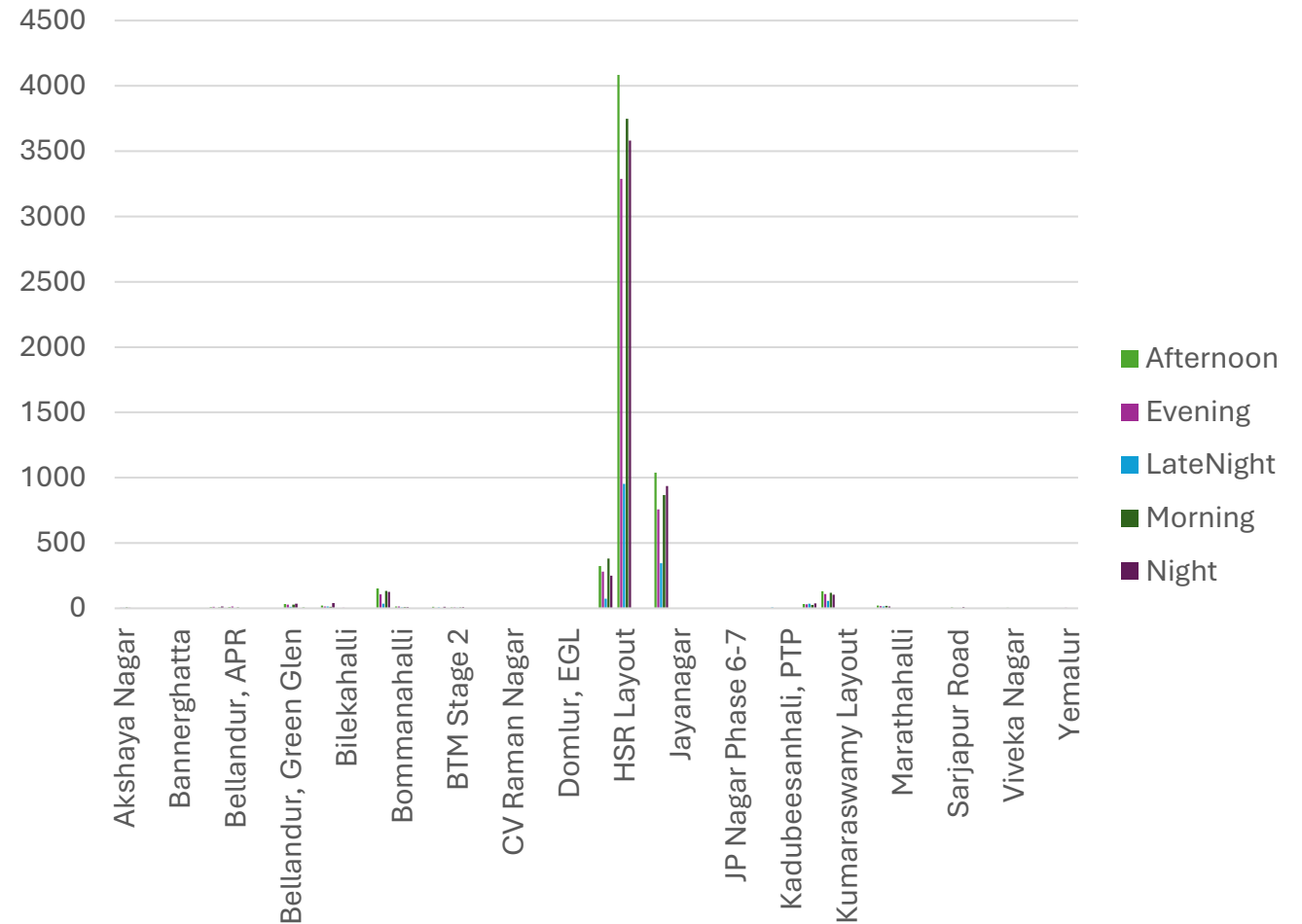
# ORDER LEVEL ANALYSIS

Date – 24-11-24



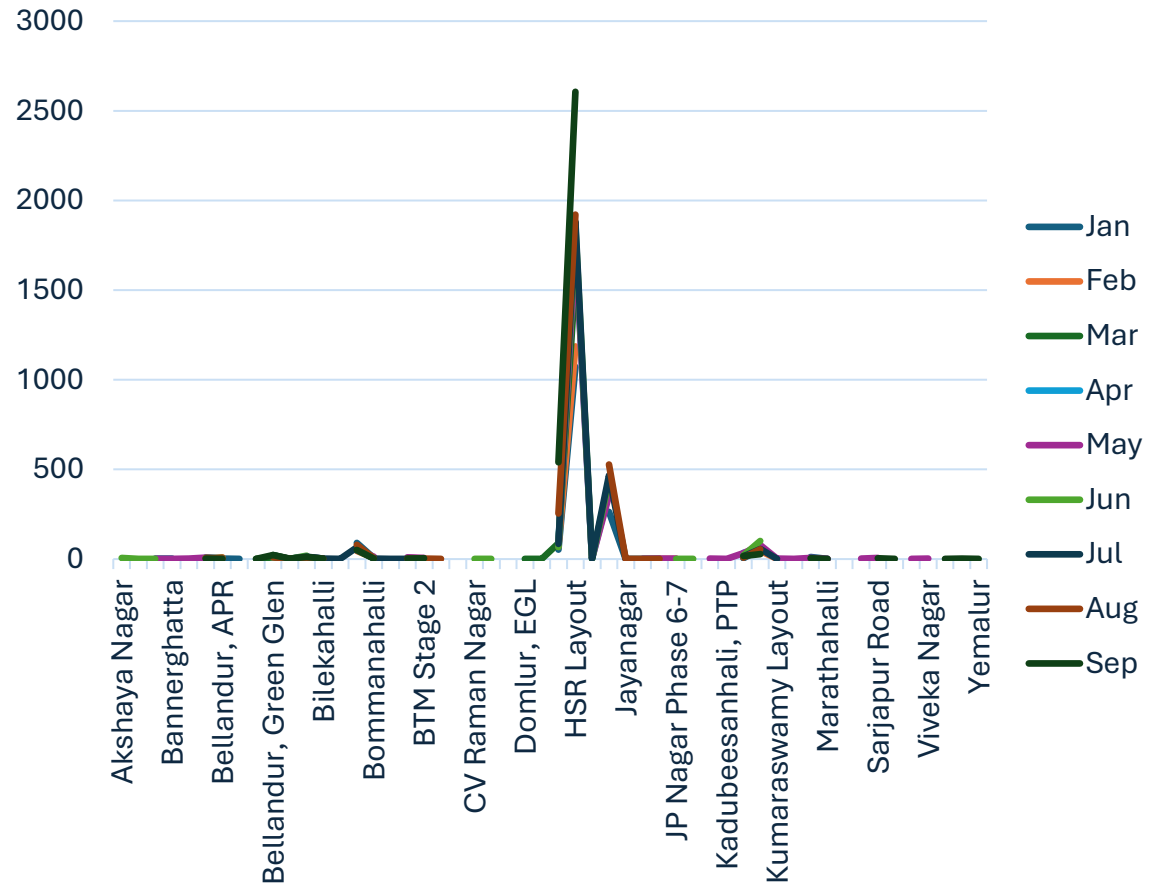
# Order distribution at slot and delivery area level.

- 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



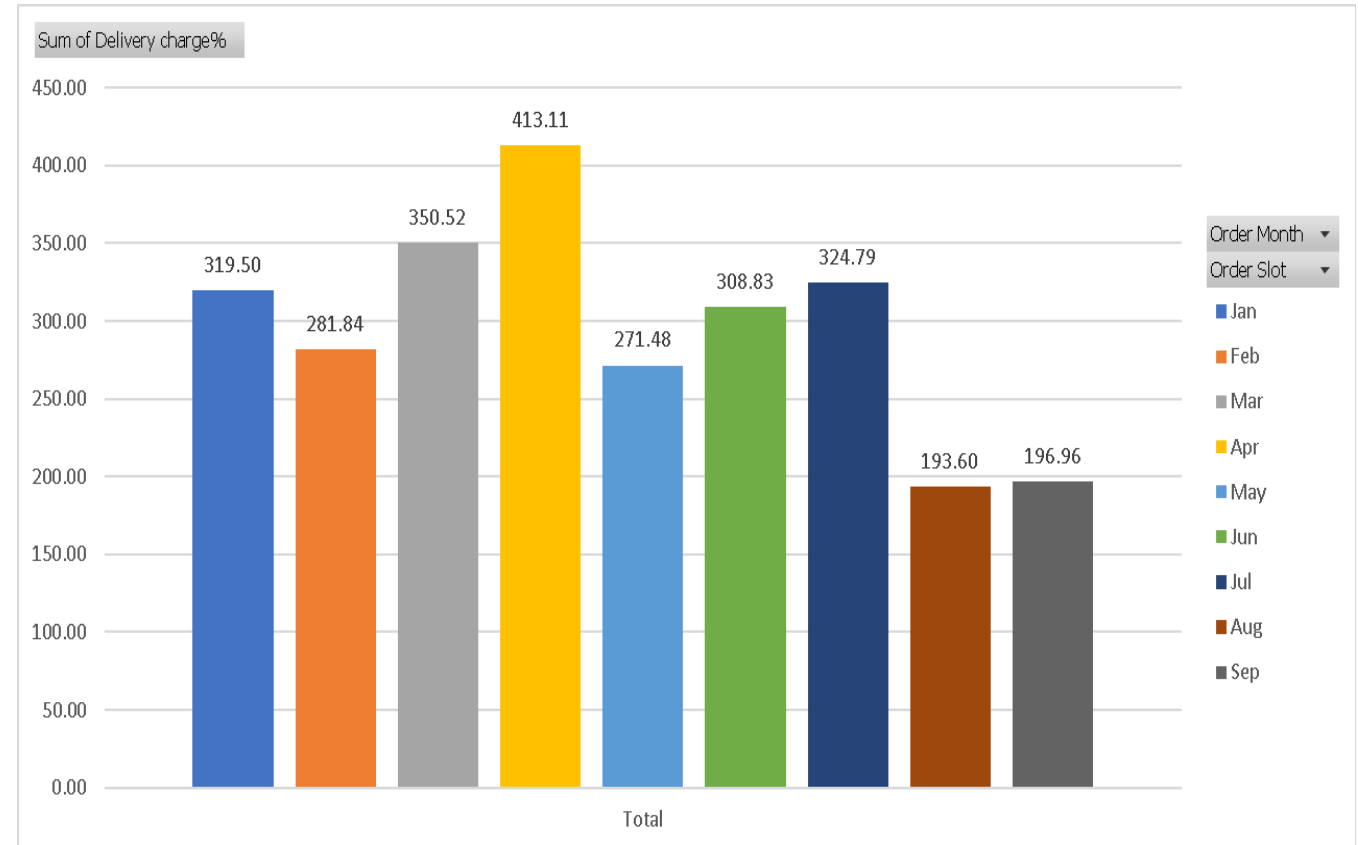
## Areas having highest increase in monthly orders

- 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)



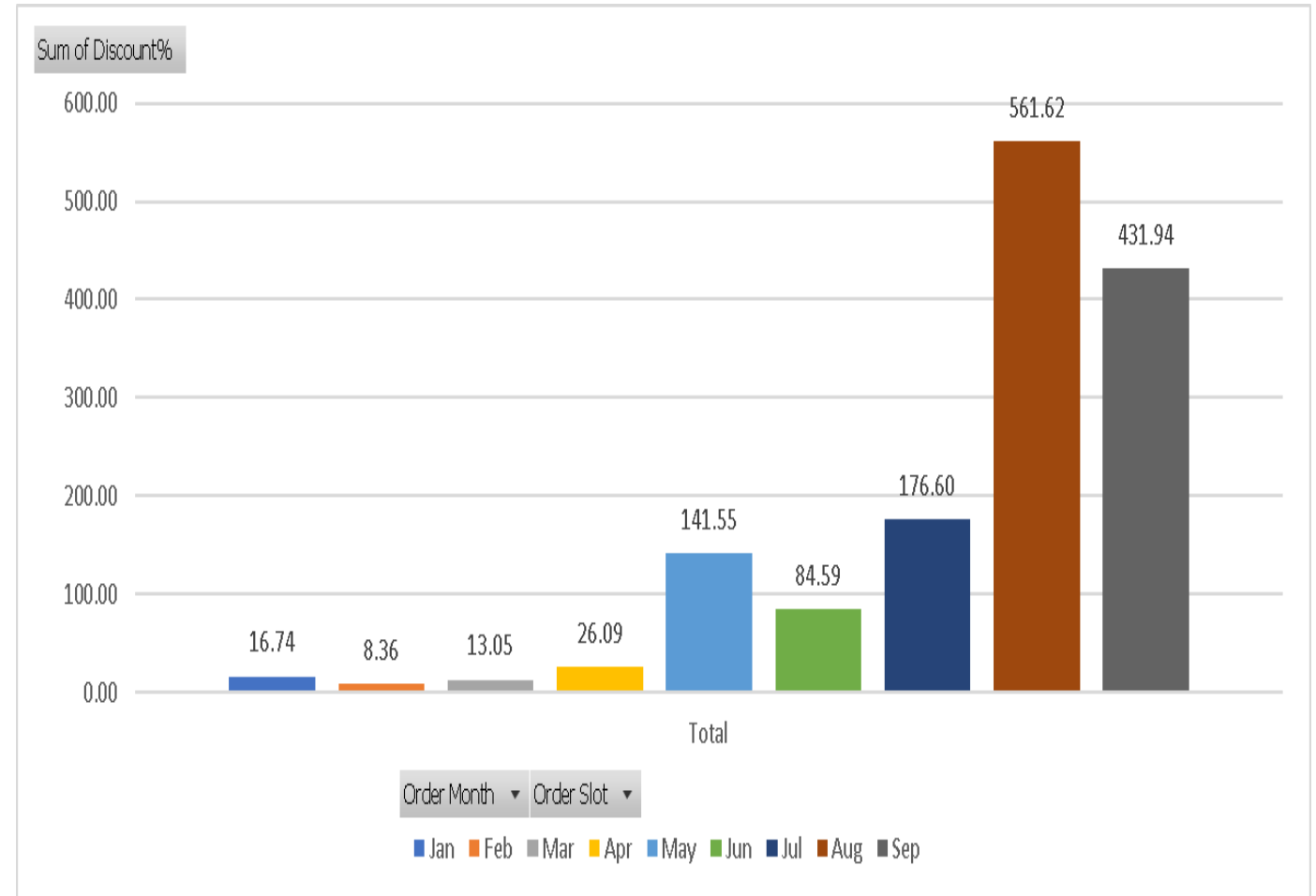
# Delivery charge analysis- slot and month level

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



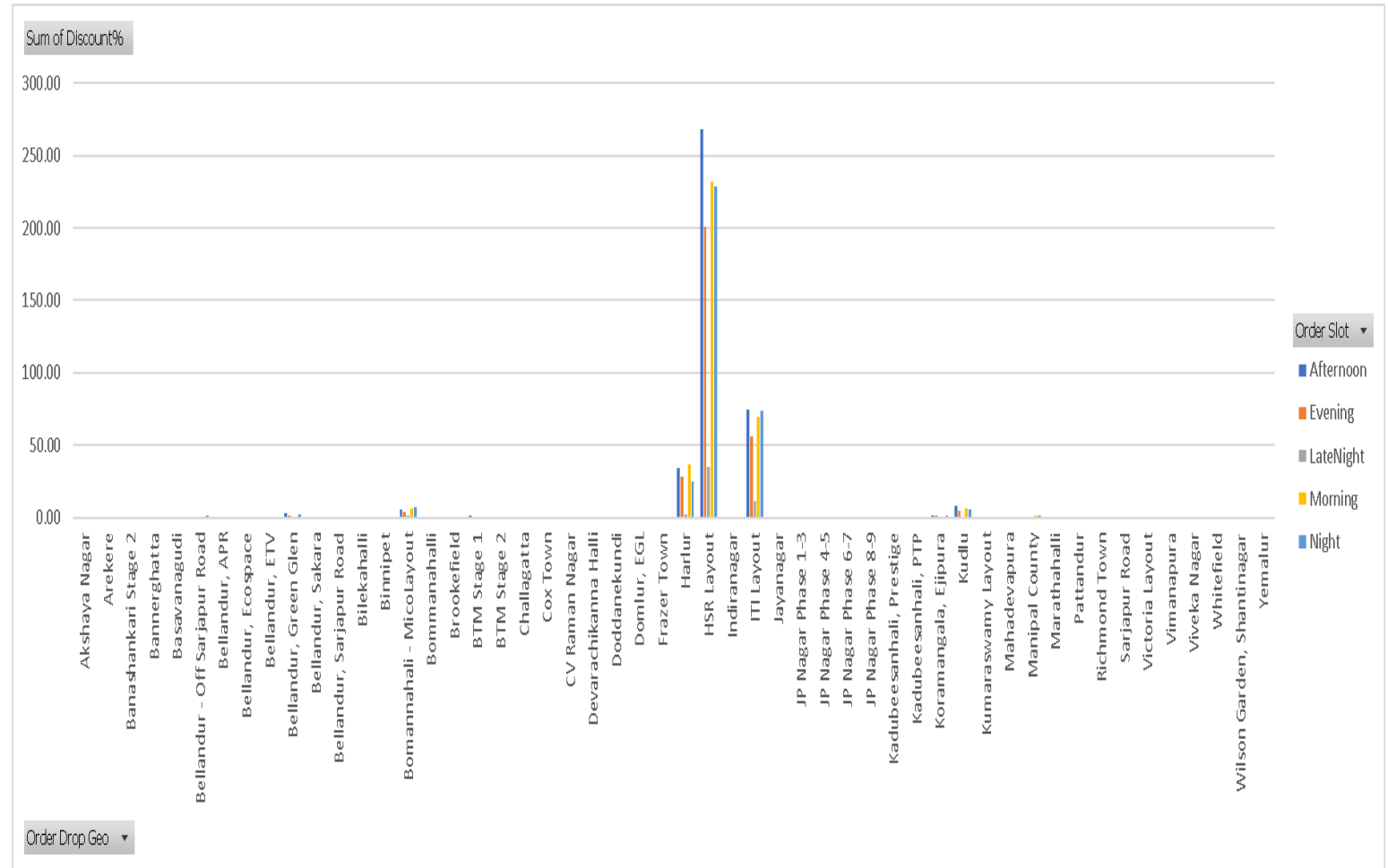
# Discount analysis- slot and month level

- 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

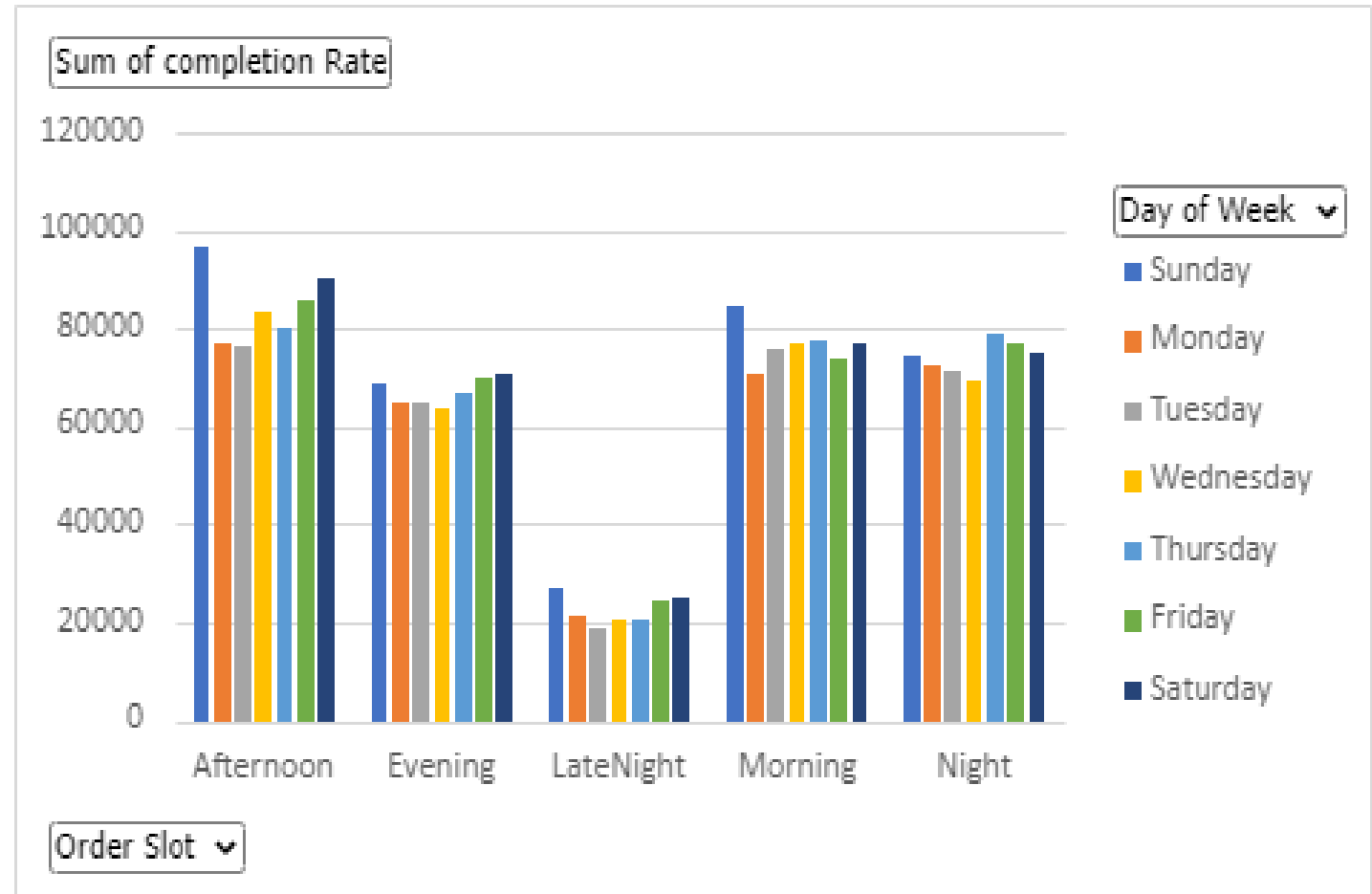
Date – 24-11-24





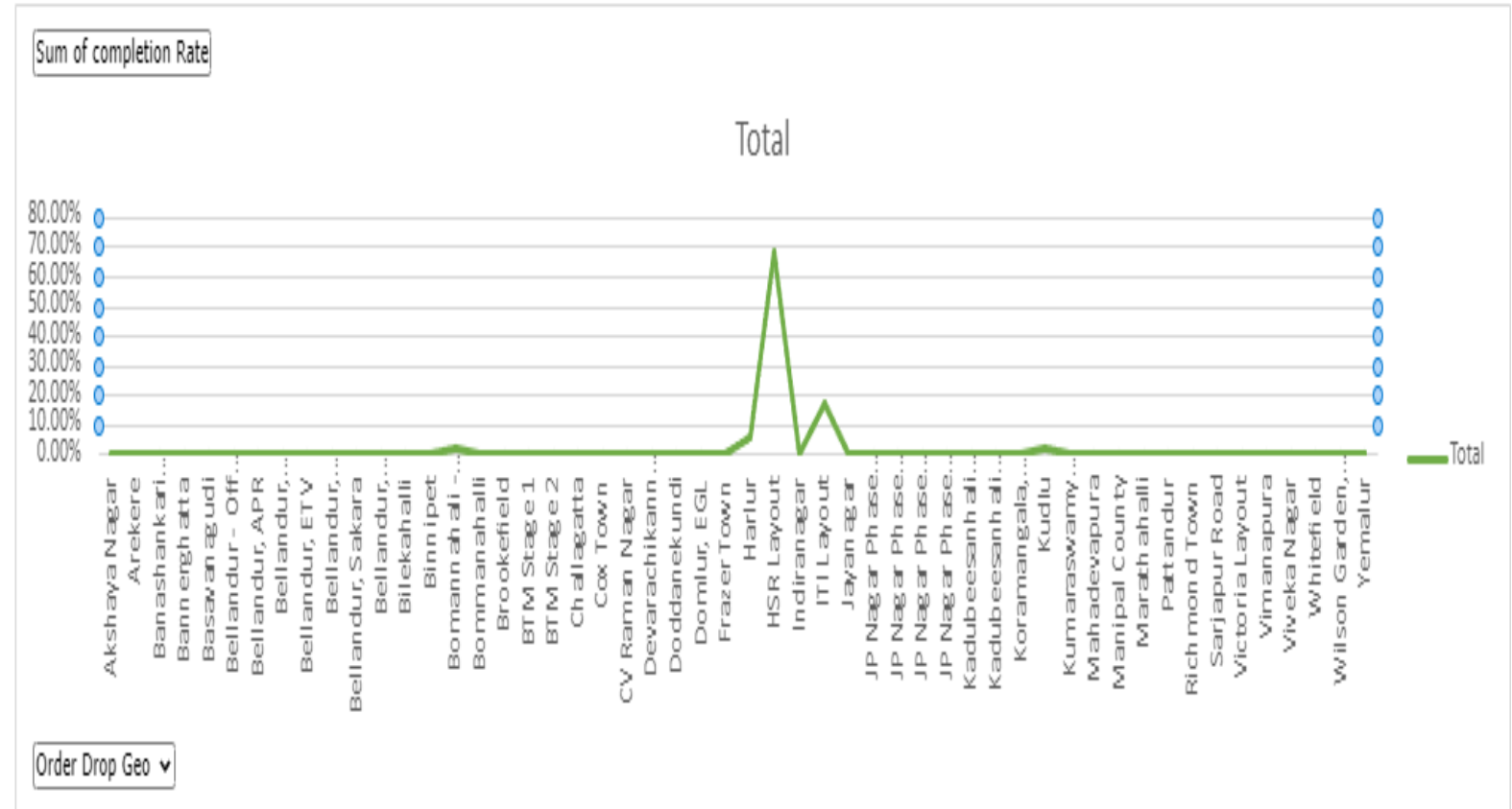
# Completion rate at slot vs day of week pattern

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



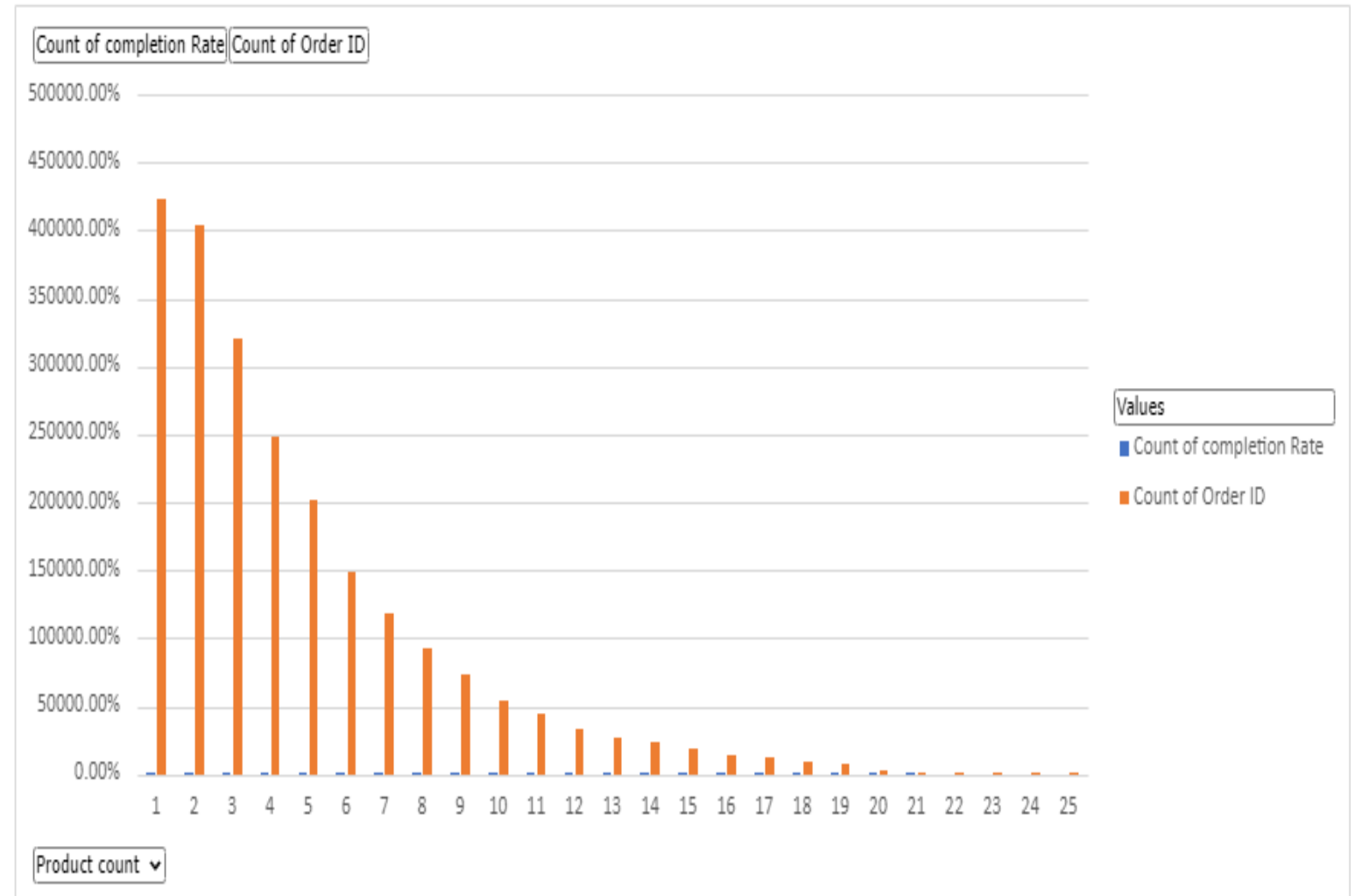
# Completion rate at Drop Area level

- 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



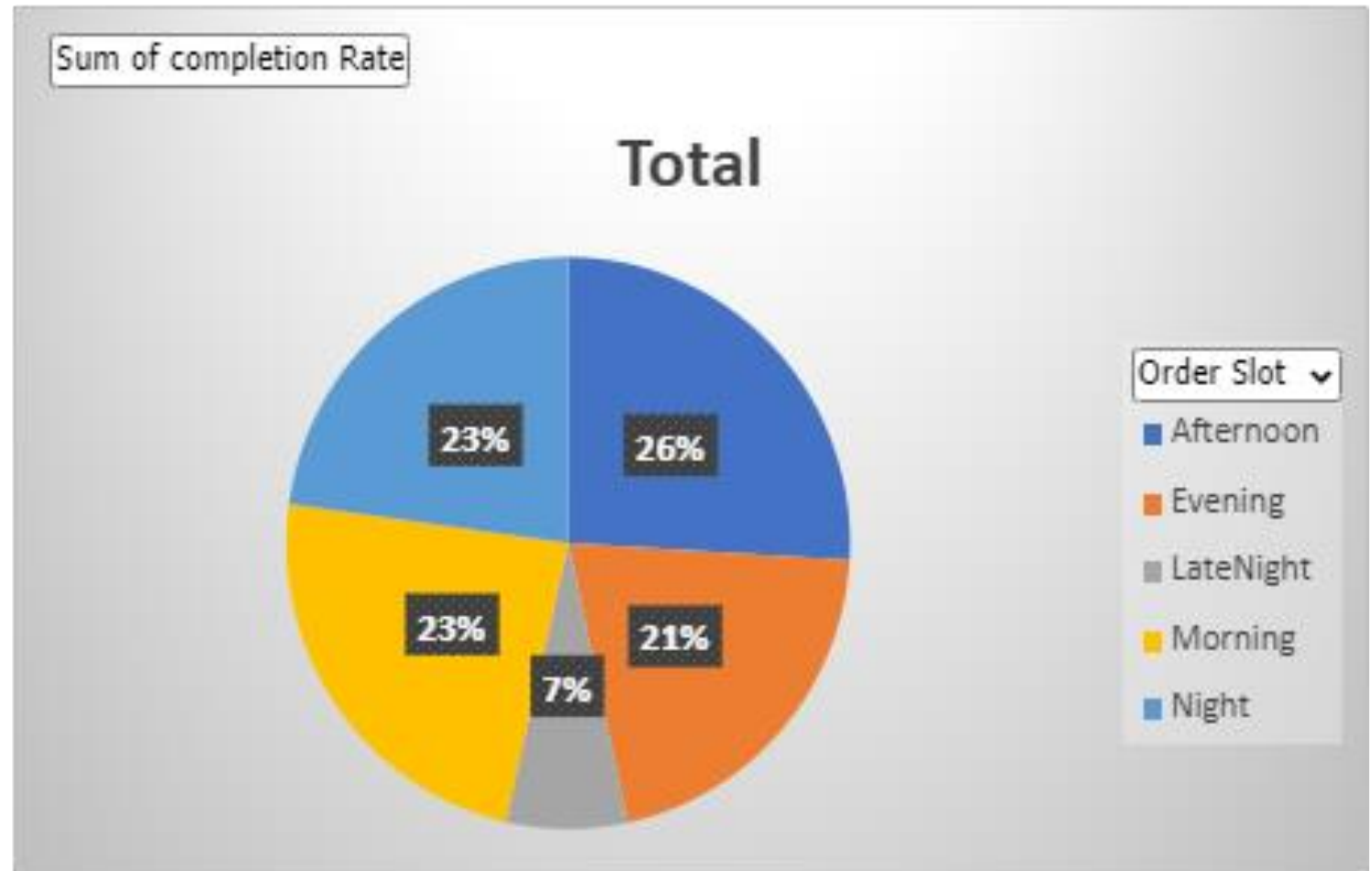
# Completion rate at number of products ordered level

- 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





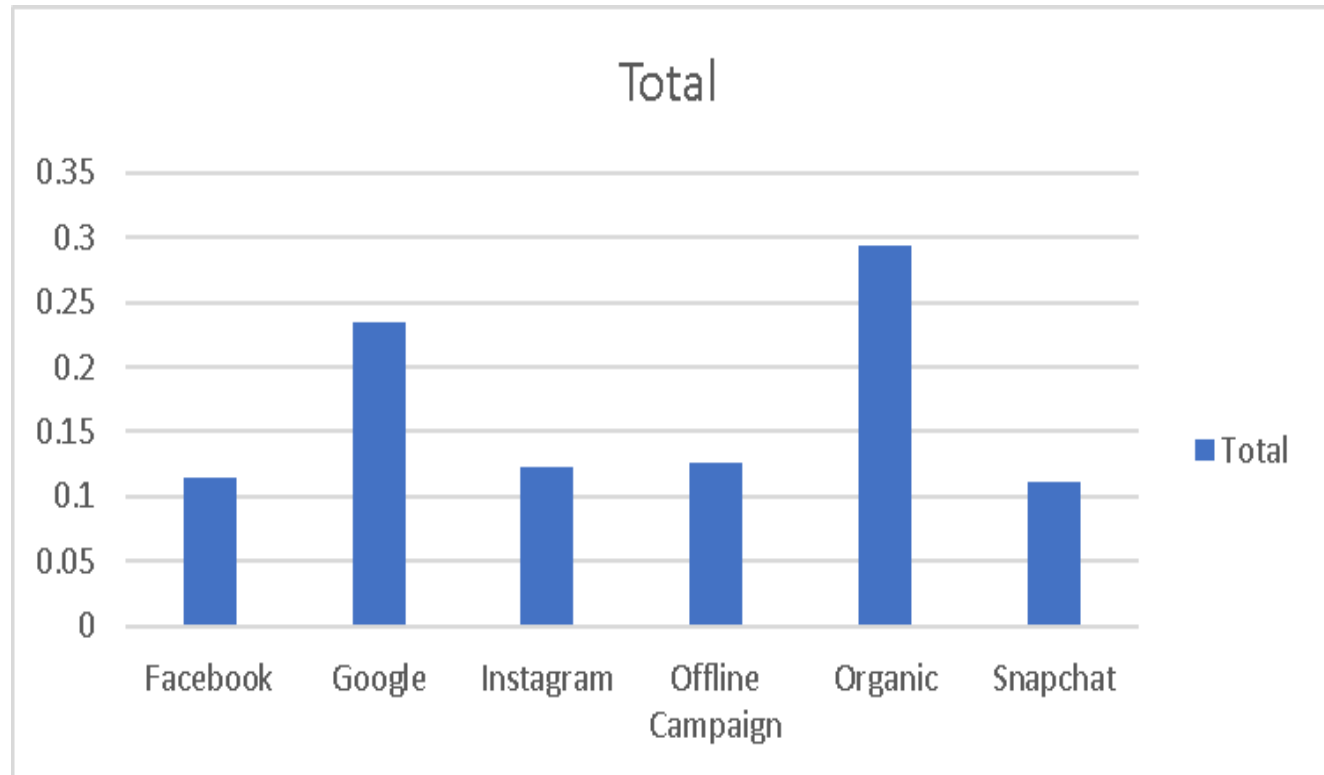
# CUSTOMER LEVEL ANALYSIS

Date – 24-11-24



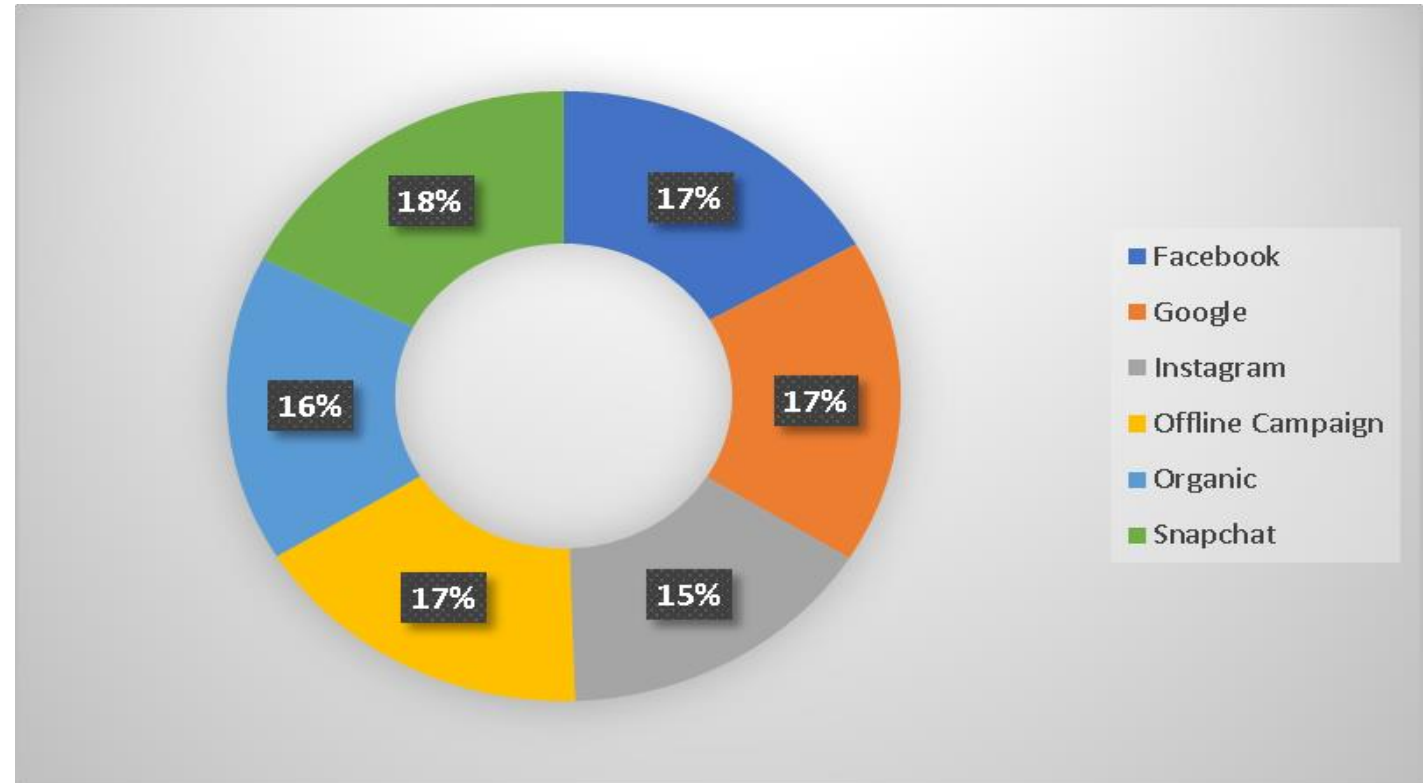
# Completion rate at source level

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



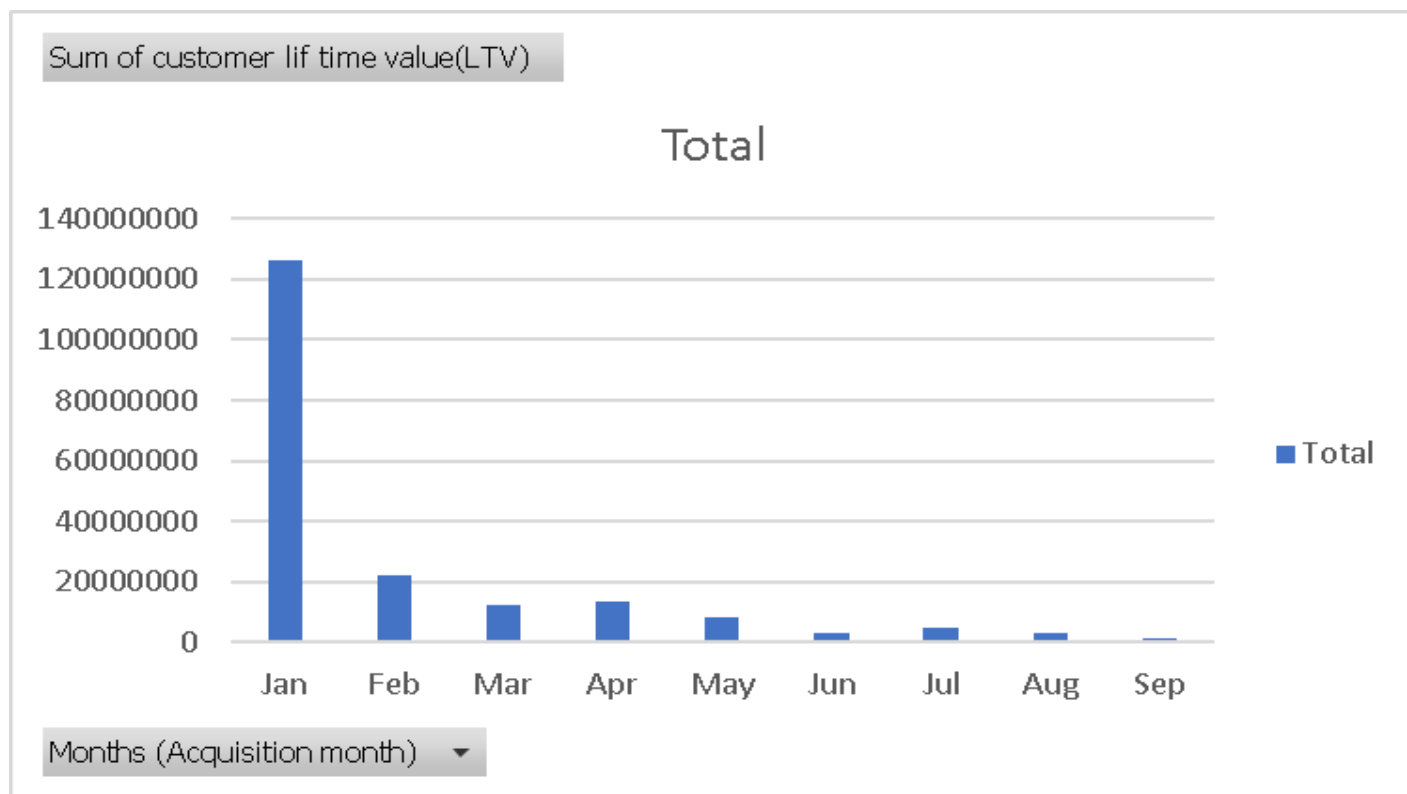
# Aggregated LTV at customer acquisition source level

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



# Aggregated LTV at acquisition month level

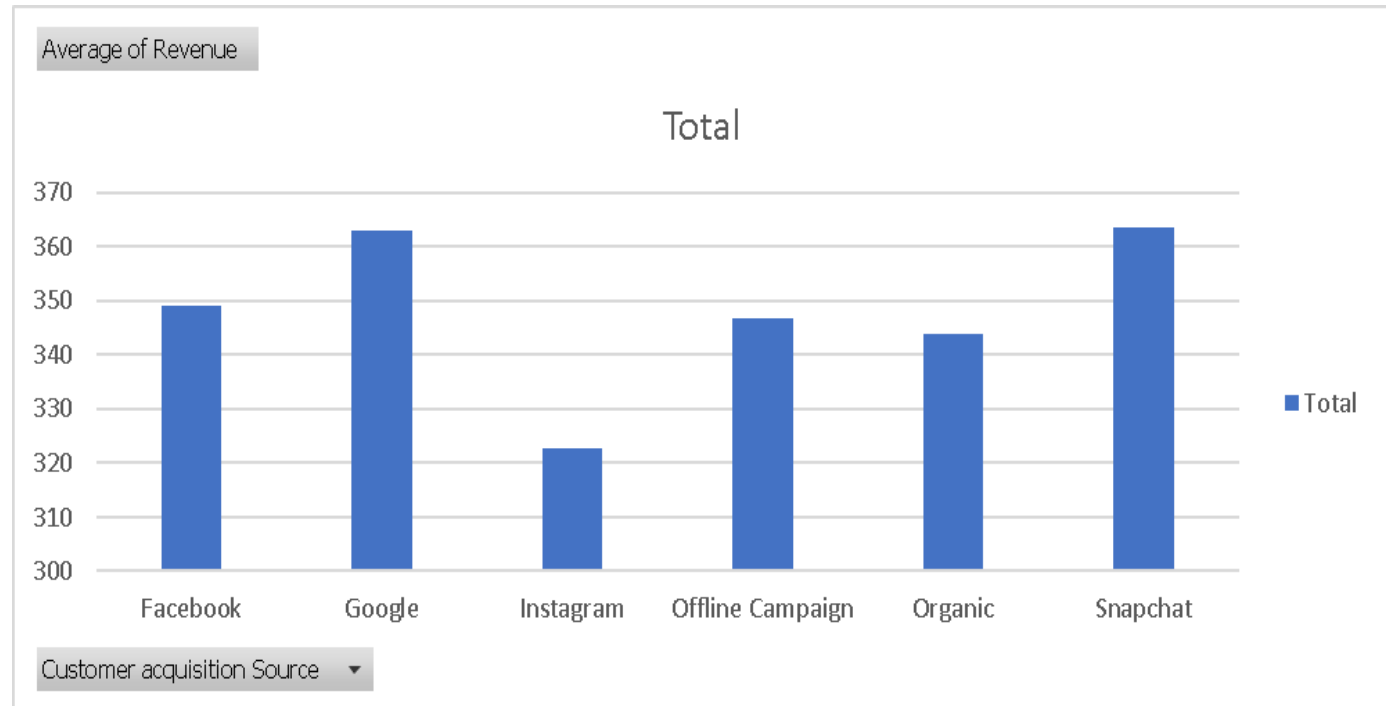
- The pattern indicates that January has high aggregated LTV whereas September has low aggregated LTV





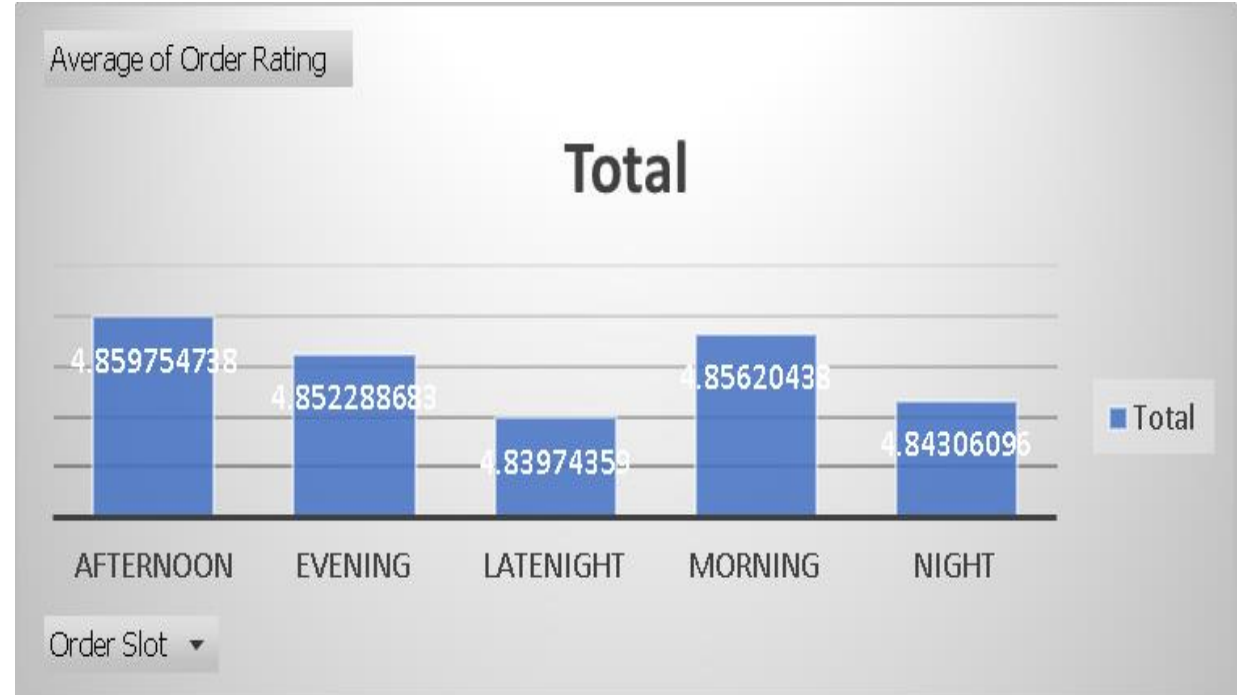
# Average Revenue per order at different customer acquisition source level

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



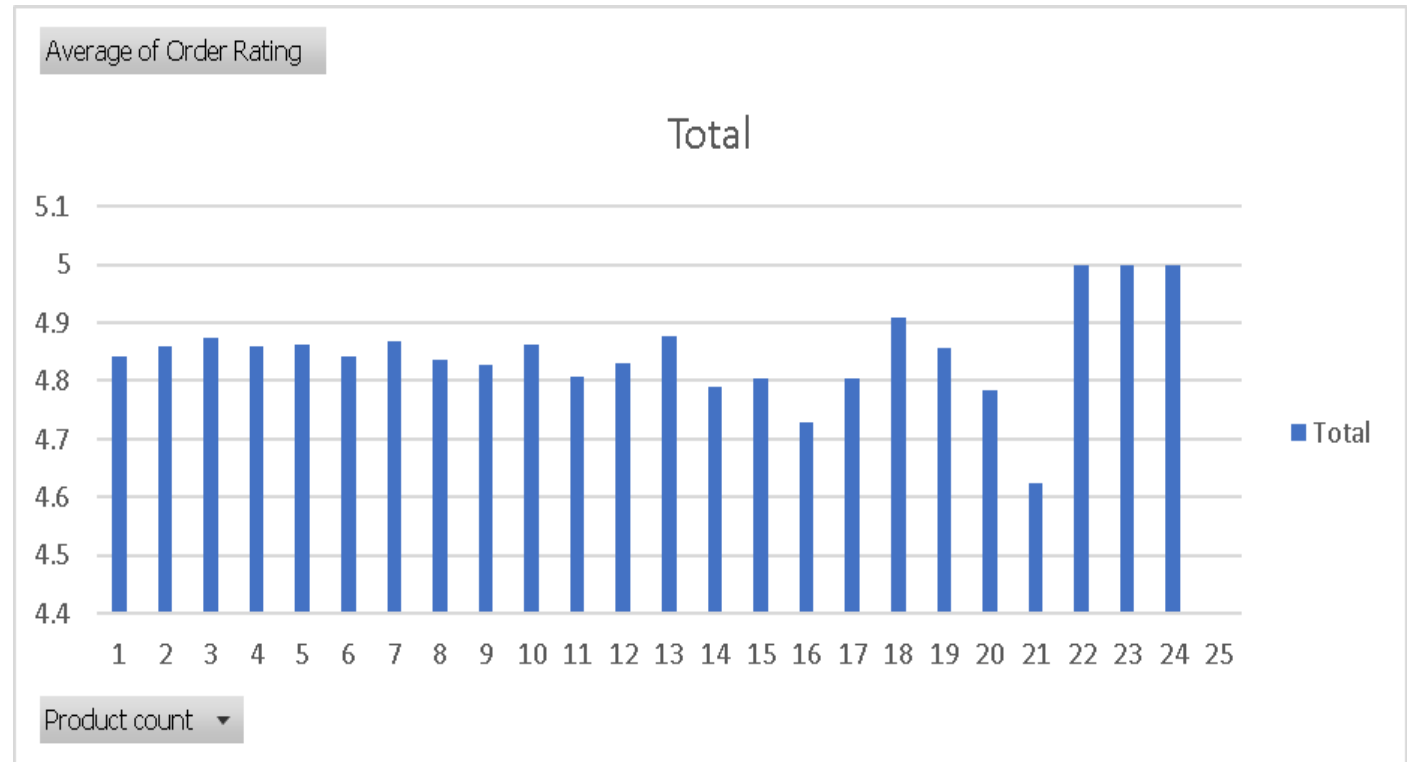
# Pattern Analysis on order rating vs slot

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



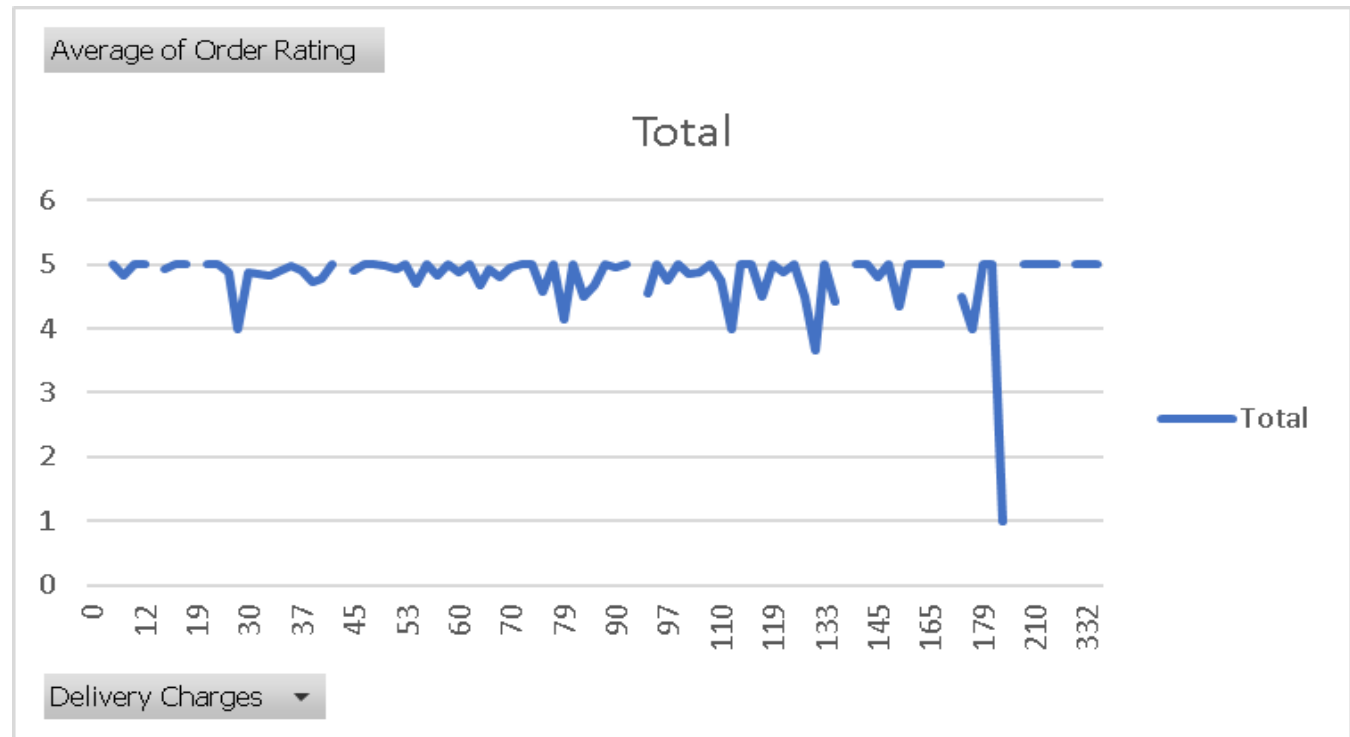
# Pattern Analysis on order rating vs products placed

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



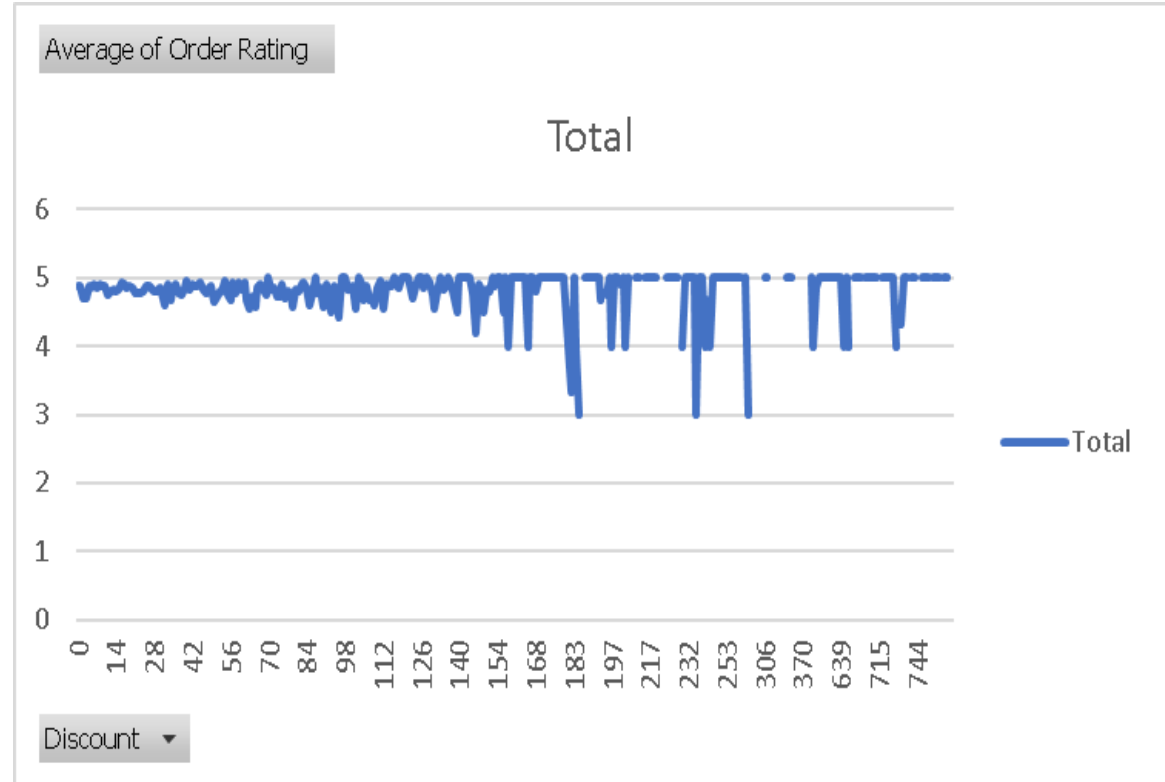
# Pattern Analysis on order rating vs delivery charges

- 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

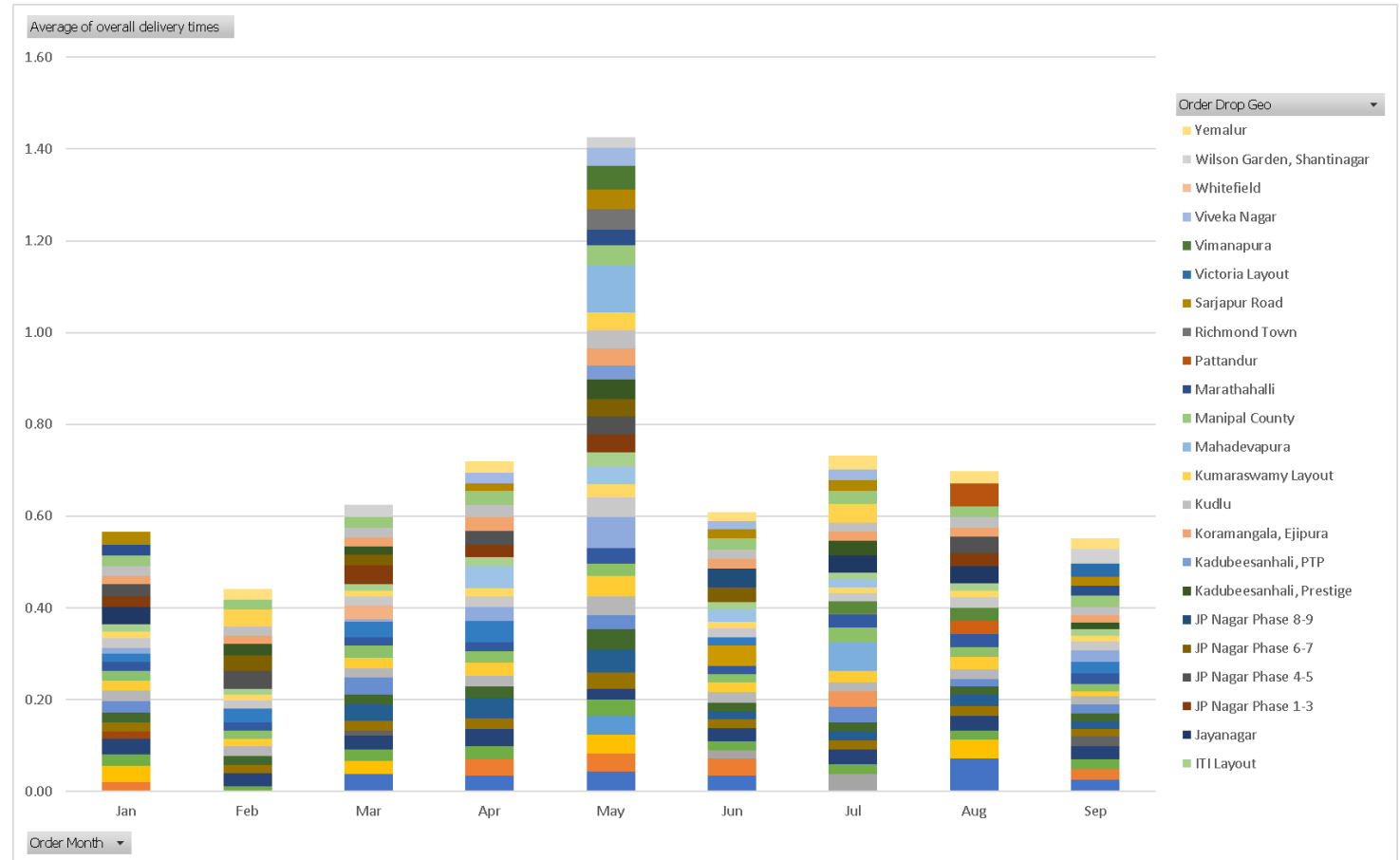
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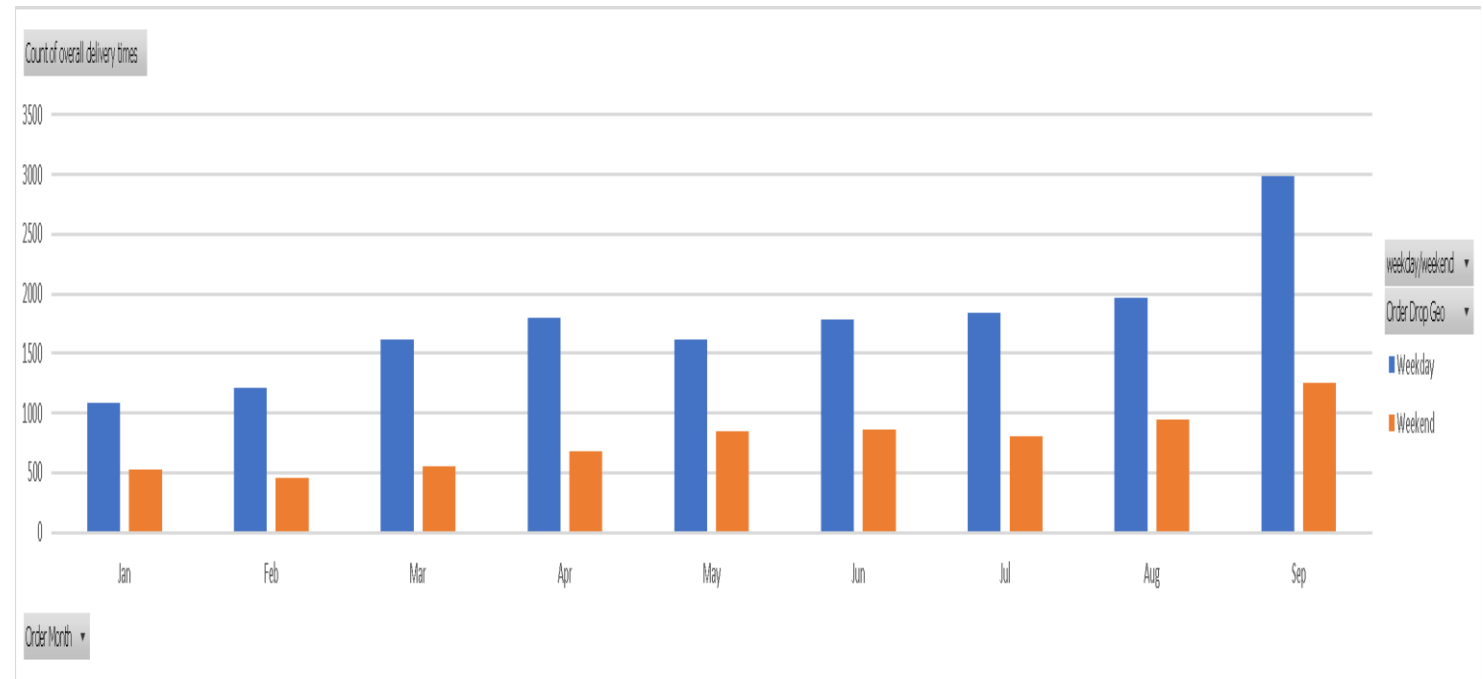
## Average overall delivery time at month and delivery area level.

- 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.

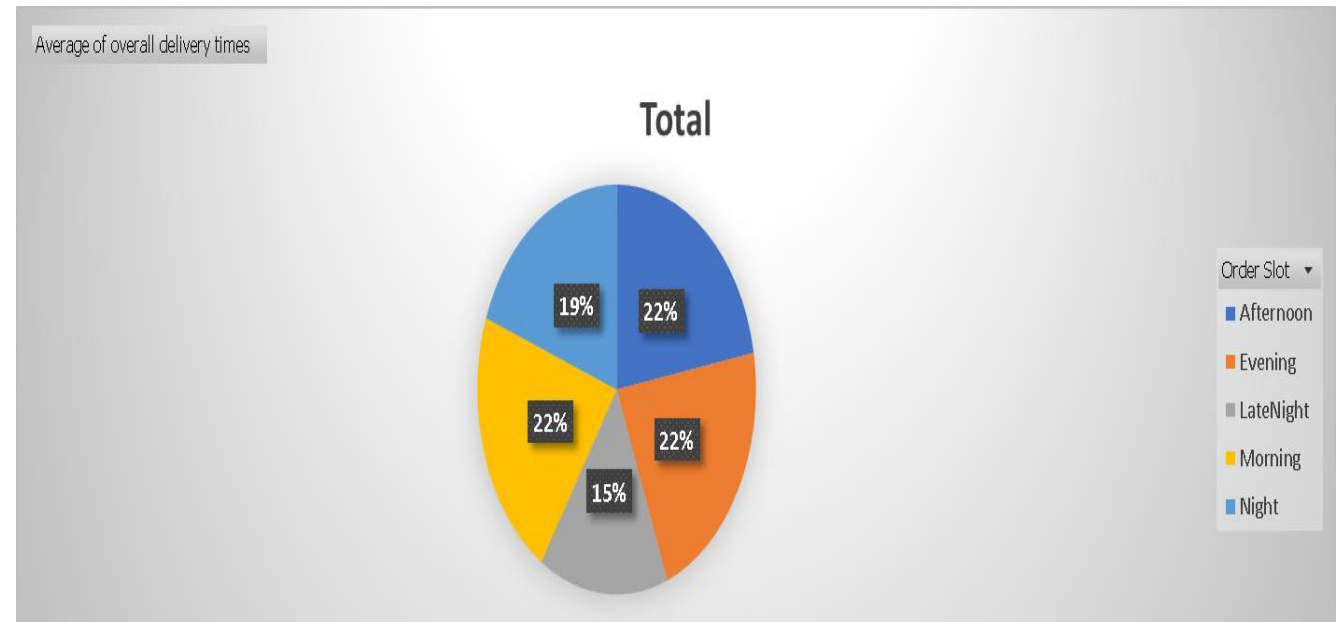
- According to pattern weekdays has more number of order placed than weekend





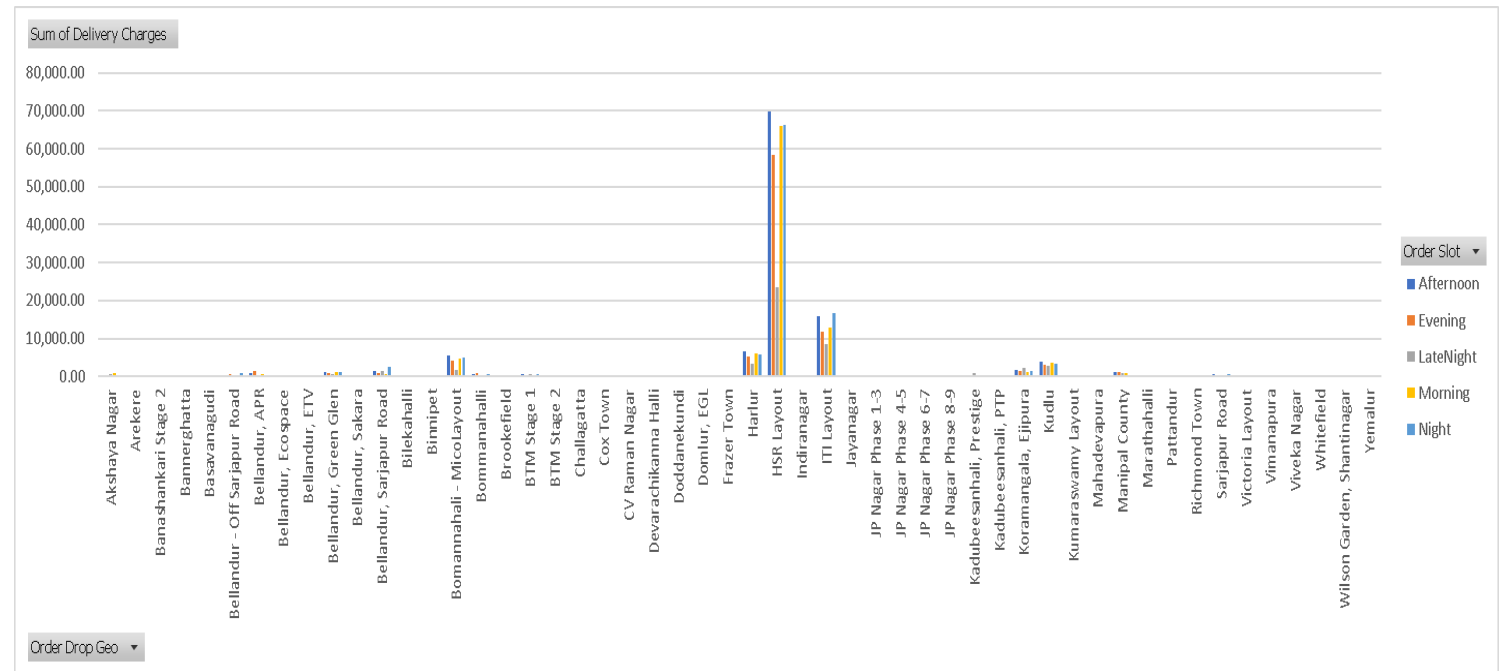
# Average overall delivery time at slot level.

- 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



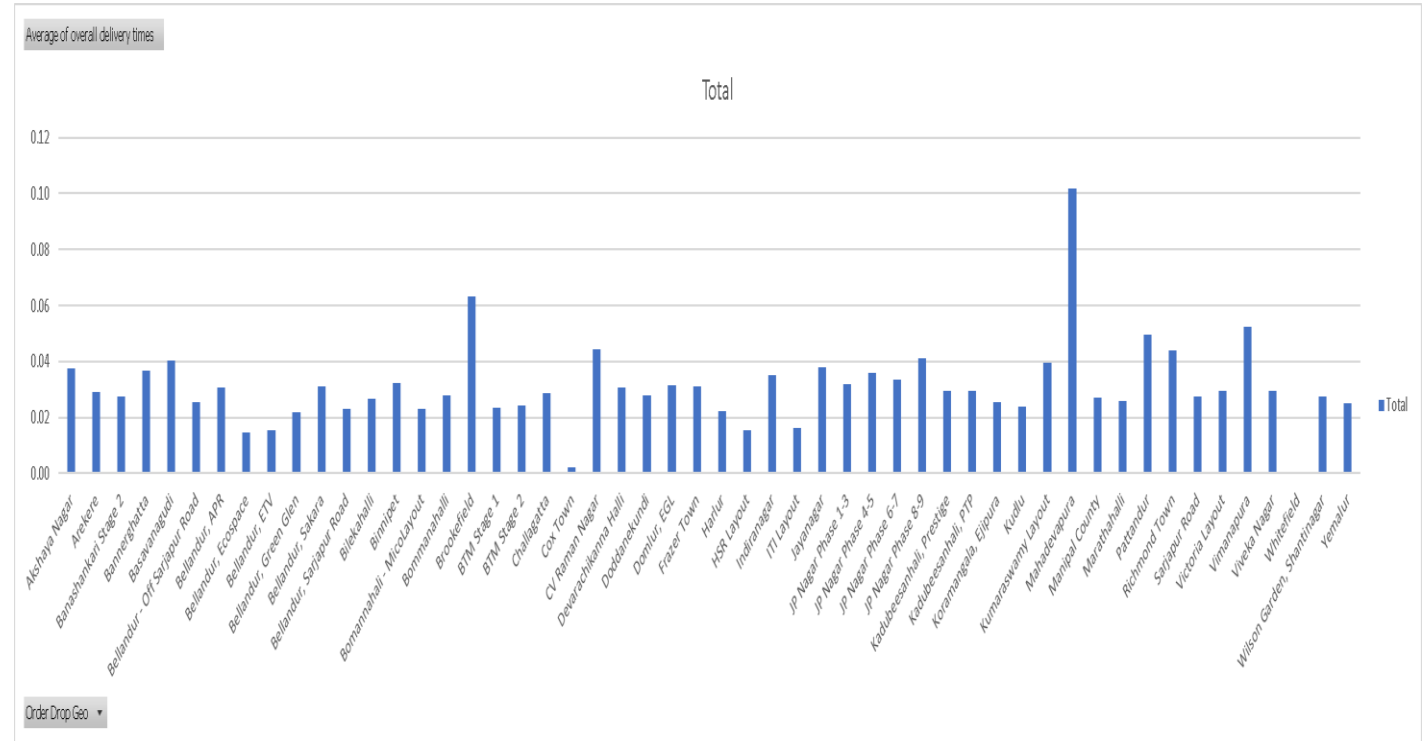
# Pattern in delivery charges with slot or delivery area

- 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

