**INSIGHTS – SWIGGY CASE STUDY**

Orders have a direct impact on traffic.

If there is more traffic, there are more orders, or if there is less traffic, there are fewer orders.

**1/10/2019**

Order Change with respect to same day last week **- 45% (decrease)**

Traffic Change with respect to same day last week **- 49% (decrease)**

Conversion change with respect to same day last week **7%**

|  |  |  |  |
| --- | --- | --- | --- |
| **L2M** | **M2C** | **C2P** | **P2O** |
| 26% | 39% | 72% | 82% |

**Reason –**

**Traffic table**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Comparison between 1/10/2019 and 1/3/2019 (same day)** | | | | |
| **Facebook** | **Youtube** | **Twitter** | **Others** | **Total** |
| **-95%** | **-49%** | **-49%** | 15% | **-49%** |

**Due to traffic decreases, number of orders decreases.**

**1/17/2019**

Order Change with respect to same day last week **106% (increase)**

Traffic Change with respect to same day last week **110% (increase)**

Conversion change with respect to same day last week **-2% (decrease)**

|  |  |  |  |
| --- | --- | --- | --- |
| **L2M** | **M2C** | **C2P** | **P2O** |
| 25% | 38% | 71% | 84% |

**Traffic table**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Comparison between 1/17/2019 and 1/10/2019 (same day)** | | | | | | | | |
| **Facebook** | **Youtube** | | **Twitter** | | **Others** | | **Total** | |
| 1980% | 110% | | 110% | | -6% | | 110% | |
| **Comparison between 1/17/2019 and 1/3/2019 (same day)** | | | | | | | | |
| **Facebook** | | **Youtube** | | **Twitter** | | **Others** | | **Total** |
| 7% | | 7% | | 7% | | 7% | | 7% |

**Reason –**

**Due to a downfall of orders on 1/10/2019, the number of orders increased by 106% on 1/17/2019. If we compare the number of orders to 1/03/2019, they have increase by 13%.**

**Orders table –**

|  |  |
| --- | --- |
| **Comparison between 1/17/2019 and 1/10/2019 (same day)** | **Orders** |
| 106% |
| **Comparison between 1/17/2019 and 1/3/2019 (same day)** | **Orders** |
| 13% |

**1/21/2019**

Order Change with respect to same day last week **23% (increase)**

Traffic Change with respect to same day last week **5% (increase)**

Conversion change with respect to same day last week **17% (increase)**

|  |  |  |  |
| --- | --- | --- | --- |
| **L2M** | **M2C** | **C2P** | **P2O** |
| 26% | 42% | 76% | 81% |

**Reason –**

**Traffic table**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Comparison between 1/21/2019 and 1/14/2019 (same day)** | | | | |
| **Facebook** | **Youtube** | **Twitter** | **Others** | **Total** |
| 5% | 5% | 5% | 5% | 5% |

**Due to an increase in traffic by 5%, orders have increased by 23%.**

**1/22/2019**

Order Change with respect to same day last week **85% (increase)**

Traffic Change with respect to same day last week **77% (increase)**

Conversion change with respect to same day last week **5% (increase)**

|  |  |  |  |
| --- | --- | --- | --- |
| **L2M** | **M2C** | **C2P** | **P2O** |
| 26% | 38% | 71% | 84% |

**Reason –**

**Traffic table**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Comparison between 1/22/2019 and 1/15/2019 (same day)** | | | | |
| **Facebook** | **Youtube** | **Twitter** | **Others** | **Total** |
| 77% | -65% | 747% | -60% | 77% |

Due to an increase in traffic from Twitter by 747% and an overall traffic increase by 77%, orders have increased by 85% from the same day last week.

**1/29/2019**

Order Change with respect to same day last week **- 72% (decrease)**

Traffic Change with respect to same day last week **- 40% (decrease)**

Conversion change with respect to same day last week **- 52% (decrease)**

|  |  |  |  |
| --- | --- | --- | --- |
| **L2M** | **M2C** | **C2P** | **P2O** |
| **12%** | 42% | 72% | 80% |

**Traffic table**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Comparison between 1/29/2019 and 1/22/2019 (same day)** | | | | |
| **Facebook** | **Youtube** | **Twitter** | **Others** | **Total** |
| -40% | 198% | -88% | 166% | -40% |
| **Comparison between 1/29/2019 and 1/15/2019 (same day)** | | | | |
| **Facebook** | **Youtube** | **Twitter** | **Others** | **Total** |
| 5% | 5% | 5% | 5% | 5% |

|  |  |
| --- | --- |
| **Traffic Changes between 1/29/2019 and 1/22/2019** | |
| **Total Traffic** | -40% |

|  |  |
| --- | --- |
| **Traffic Changes between 1/29/2019 and 1/22/2019** | |
| **Total Traffic** | 5% |

**Reason –**

**There is a chance of having some problems on the listing page due to the low conversion rate (L2M) of 14% because there is less restaurants are open on 1/29/2019.**

|  |  |  |  |
| --- | --- | --- | --- |
| **Count of restaurants** | | | |
| 1/22/2019 | 383015 | 1/29/2019 | 274777 |

|  |  |
| --- | --- |
| **Comparison between 1/29/2019 and 1/22/2019 (same day)** | **Orders** |
| -72% |
| **Comparison between 1/29/2019 and 1/15/2019 (same day)** | **Orders** |
| -48% |

**1/31/2019**

Order Change with respect to same day last week **20% (increase)**

Traffic Change with respect to same day last week 1% **(increase)**

Conversion change with respect to same day last week 19% **(increase)**

|  |  |  |  |
| --- | --- | --- | --- |
| **L2M** | **M2C** | **C2P** | **P2O** |
| 25% | 40% | 71% | 84% |

**Reason –**

**Traffic table**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Comparison between 1/31/2019 and 1/24/2019 (same day)** | | | | |
| **Facebook** | **Youtube** | **Twitter** | **Others** | **Total** |
| 1% | 1% | 1% | 1% | 1% |

**Orders increase by 20% due to traffic increases.**

**2/5/2019**

Order Change with respect to same day last week**115% (increase)**

Traffic Change with respect to same day last week **0%**

Conversion change with respect to same day last week **115% (increase)**

|  |  |  |  |
| --- | --- | --- | --- |
| **L2M** | **M2C** | **C2P** | **P2O** |
| 26% | 40% | 71% | 80% |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Comparison between 2/5/2019 and 1/29/2019 (same day)** | | | | |
| **Facebook** | **Youtube** | **Twitter** | **Others** | **Total** |
| 0% | 0% | 0% | 0% | 0% |

**Reason**

**The % of L2M conversion rate increases. Number of restaurants are open as comparison to 1/29/2019.**

**So number of order increases .**

|  |  |
| --- | --- |
| **Count of restaurants** | |
| 1/29/2019 | 274777 |
| 2/5/2019 | 408982 |

**2/19/2019**

Order Change with respect to same day last week **-56% (decrease)**

Traffic Change with respect to same day last week -4% **(decrease)**

Conversion change with respect to same day last week -54% **(decrease)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Comparison between 2/5/2019 and 1/29/2019 (same day)** | | | | |
| **Facebook** | **Youtube** | **Twitter** | **Others** | **Total** |
| -4% | -4% | -4% | -4% | -4% |

|  |  |  |  |
| --- | --- | --- | --- |
| **L2M** | **M2C** | **C2P** | **P2O** |
| 26% | **17%** | 77% | 85% |

**Reason**

There is some issue on Menu page because there is low conversion rate between

M2C 17%.

**2/26/2019**

Order Change with respect to same day last week **120% (increase)**

Traffic Change with respect to same day last week 2% **(increase)**

Conversion change with respect to same day last week 116% **(increase)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Comparison between 2/26/2019 and 2/19/2019 (same day)** | | | | |
| **Facebook** | **Youtube** | **Twitter** | **Others** | **Total** |
| 2% | 2% | 2% | 2% | 2% |

|  |  |  |  |
| --- | --- | --- | --- |
| **L2M** | **M2C** | **C2P** | **P2O** |
| 24% | 41% | 74% | 81% |

|  |  |
| --- | --- |
| **Comparison between 2/26/2019 and 2/19/2019 (same day)** | **Orders** |
| 120% |
| **Comparison between 2/26/2019 and 2/12/2019 (same day)** | **Orders** |
| -3% |

**Reason**   
This hike of 120% in orders when compared with 2/19/2019, and a 3% downfall when compared with 2/12/2019 (last to last week's same day) is due to an issue on the menu page on 2/19/2019 which caused a low conversion rate(M2C) of 17%.

**2/28/2019**

Order Change with respect to same day last week **22% (increase)**

Traffic Change with respect to same day last week 8% **(increase)**

Conversion change with respect to same day last week 13% **(increase)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Comparison between 2/28/2019 and 2/21/2019 (same day)** | | | | |
| **Facebook** | **Youtube** | **Twitter** | **Others** | **Total** |
| 8% | 8% | 8% | 8% | 8% |

|  |  |  |  |
| --- | --- | --- | --- |
| **L2M** | **M2C** | **C2P** | **P2O** |
| 25% | 40% | 72% | 85% |

**Reason**

There has been an increase in orders by 22%, due to an 8% increase in traffic and a 13% increase in overall conversion rate.

**3/2/2019**

Order Change with respect to same day last week **-38%**

Traffic Change with respect to same day last week 8%

Conversion change with respect to same day last week -42%

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Comparison between 3/2/2019 and 2/23/2019 (same day)** | | | | |
| **Facebook** | **Youtube** | **Twitter** | **Others** | **Total** |
| 8% | 8% | 8% | 8% | 8% |

|  |  |  |  |
| --- | --- | --- | --- |
| **L2M** | **M2C** | **C2P** | **P2O** |
| 21% | 34% | **33%** | 81% |

**Reason**

**Average Delivery Charges (3/2/2019) 56**

**Average Delivery Charges (2/23/2019) 28**

On 3/2/2019, the number of orders decreased by 38% because the C2P (cart to payment) conversion was only 33%, and the average delivery charge increased by 20%.

**3/9/2019**

Order Change with respect to same day last week **102%**

Traffic Change with respect to same day last week 0%

Conversion change with respect to same day last week **102%**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Comparison between 3/9/2019 and 3/2/2019 (same day)** | | | | |
| **Facebook** | **Youtube** | **Twitter** | **Others** | **Total** |
| 0% | 0% | 0% | 0% | 0% |

|  |  |  |  |
| --- | --- | --- | --- |
| **L2M** | **M2C** | **C2P** | **P2O** |
| 21% | 34% | 71% | 79% |

**Reason**

**Average Delivery Charges ( 3/9/2019 ) - 28**

**Average Delivery Charges ( 3/2/2019 ) - 56**

On 3/9/2019, the number of orders increased by 102% due to the average delivery charge of 28 on 3/2/2019, which was 56.

**3/19/2019**

Order Change with respect to same day last week **-46%**

Traffic Change with respect to same day last week 2%

Conversion change with respect to same day last week **-47%**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Comparison between 3/19/2019 and 3/12/2019 (same day)** | | | | |
| **Facebook** | **Youtube** | **Twitter** | **Others** | **Total** |
| 2% | 2% | 2% | 2% | 2% |

|  |  |  |  |
| --- | --- | --- | --- |
| **L2M** | **M2C** | **C2P** | **P2O** |
| 26% | 42% | 76% | **39%** |

**Reason**

Success Rate of payments **65%**

On 3/19/2019, there was a 46% decrease in orders due to an issue in the payment mode, as the Payment to Order Conversion (P2O) was only 39%, with the payment success rate being only 65%.

**3/24/2019**

Order Change with respect to same day last week **22%**

Traffic Change with respect to same day last week 6%

Conversion change with respect to same day last week 15%

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Comparison between 3/24/2019 and 3/17/2019 (same day)** | | | | |
| **Facebook** | **Youtube** | **Twitter** | **Others** | **Total** |
| 6% | 6% | 6% | 6% | 6% |

|  |  |  |  |
| --- | --- | --- | --- |
| **L2M** | **M2C** | **C2P** | **P2O** |
| 21% | 35% | 69% | 80% |

**Reason**

On 3/24/2019, Sunday saw an increase in the number of orders due to an increase in traffic. Total traffic increased by 6%, and the number of orders increased by 22%.

**3/26/2019**

Order Change with respect to same day last week **78%**

Traffic Change with respect to same day last week -5%

Conversion change with respect to same day last week 87%

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Comparison between 3/26/2019 and 3/19/2019 (same day)** | | | | |
| **Facebook** | **Youtube** | **Twitter** | **Others** | **Total** |
| -5% | -5% | -5% | -5% | -5% |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Comparison between 3/26/2019 and 3/12/2019 (same day)** | | | | |
| **Facebook** | **Youtube** | **Twitter** | **Others** | **Total** |
| -3% | -3% | -3% | -3% | -3% |

|  |  |  |  |
| --- | --- | --- | --- |
| **L2M** | **M2C** | **C2P** | **P2O** |
| 24% | 40% | 72% | 85% |

|  |  |
| --- | --- |
| **Comparison between 3/26/2019 and 3/19/2019 (same day)** | **Orders** |
| 78% |
| **Comparison between 3/26/2019 and 3/12/2019 (same day)** | **Orders** |
| -3% |

**Reason**

**On 3/19/2019 P2O 39%**

**On 3/26/2019 P2O 85%**

On 3/26/2019, there was a hike in orders of 78% when compared to the same day the previous week (3/19/2019), when there was a problem with the payment gateway, resulting in a P20 conversion rate of only 39%. However, if we compare 3/26/2019 to 3/12/2019, there was a decrease in orders of -3%.

**4/4/2019**

Order Change with respect to same day last week **-52%**

Traffic Change with respect to same day last week 3%

Conversion change with respect to same day last week -53%

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Comparison between 4/4/2019 and 3/28/2019 (same day)** | | | | |
| **Facebook** | **Youtube** | **Twitter** | **Others** | **Total** |
| 3% | 3% | 3% | 3% | 3% |

|  |  |  |  |
| --- | --- | --- | --- |
| **L2M** | **M2C** | **C2P** | **P2O** |
| 26% | **20%** | 69% | 78% |

**Reason**

**Average Discount 10% only (4/4/2019)**

There is a drop of -52% in orders due to the low menu-to-cart (M2C) conversion rate of only 20%, caused by an average discount of 10%.

**4/11/2019**

Order Change with respect to same day last week **92%**

Traffic Change with respect to same day last week -7%

Conversion change with respect to same day last week **107%**

|  |  |  |  |
| --- | --- | --- | --- |
| **4/11/2019** |  |  |  |
| **L2M** | **M2C** | **C2P** | **P2O** |
| 25% | **39%** | 76% | 80% |

|  |  |  |  |
| --- | --- | --- | --- |
| **4/4/2019** |  |  |  |
| **L2M** | **M2C** | **C2P** | **P2O** |
| 26% | **20%** | 69% | 78% |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Comparison between 4/11/2019 and 4/4/2019 (same day)** | | | | |
| **Facebook** | **Youtube** | **Twitter** | **Others** | **Total** |
| -7% | -7% | -7% | -7% | -7% |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Comparison between 4/11/2019 and 3/28/2019 (same day)** | | | | |
| **Facebook** | **Youtube** | **Twitter** | **Others** | **Total** |
| -4% | -4% | -4% | -4% | -4% |

|  |  |
| --- | --- |
| **Comparison between 4/11/2019 and 4/4/2019 (same day)** | **Orders** |
| 92% |
| **Comparison between 4/11/2019 and 3/28/2019 (same day)** | **Orders** |
| -8% |

**Reason**

On 4/11/2019 there was an increase of 92% in orders when compared to 4/4/2019, which had a low conversion rate between M2C of only 20% due to a low average discount. However, when compared to 3/28/2019, there was a decrease of 8% in orders.

**4/12/2019**

Order Change with respect to same day last week **-27%**

Traffic Change with respect to same day last week -9%

Conversion change with respect to same day last week -20%

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Comparison between 4/12/2019 and 4/5/2019 (same day)** | | | | |
| **Facebook** | **Youtube** | **Twitter** | **Others** | **Total** |
| -9% | -9% | -9% | -9% | -9% |

|  |  |  |  |
| --- | --- | --- | --- |
| **L2M** | **M2C** | **C2P** | **P2O** |
| 24% | 38% | 73% | 81% |

**Reason**

On 4/12/2019 there was an order of - 27% dropdown due to a - 9% drop in traffic.

**4/14/2019**

Order Change with respect to same day last week **28%**

Traffic Change with respect to same day last week 8%

Conversion change with respect to same day last week 19%

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Comparison between 4/14/2019 and 4/7/2019 (same day)** | | | | |
| **Facebook** | **Youtube** | **Twitter** | **Others** | **Total** |
| 8% | 8% | 8% | 8% | 8% |

|  |  |  |  |
| --- | --- | --- | --- |
| **L2M** | **M2C** | **C2P** | **P2O** |
| 21% | 35% | 68% | 82% |

**Reason**

On 4/14/2019 there was an order increase of 28% due to an 8% increase in traffic.

4/14/2019 is Sunday ( On Sundays, traffic usually increases )

**4/18/2019**

Order Change with respect to same day last week **73%**

Traffic Change with respect to same day last week **11%**

Conversion change with respect to same day last week **57%**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Comparison between 4/18/2019 and 4/11/2019 (same day)** | | | | |
| **Facebook** | **Youtube** | **Twitter** | **Others** | **Total** |
| 11% | 11% | 11% | 11% | 11% |

|  |  |  |  |
| --- | --- | --- | --- |
| **L2M** | **M2C** | **C2P** | **P2O** |
| 24% | 67% | 73% | 79% |

**Reason –**

**Average discount 29%**

On 4/18/2019, there was an increase in orders by 73%, due to a menu-to-cart conversion (M2C) of 67% and an average discount of 29%.

**4/19/2019**

Order Change with respect to same day last week **25%**

Traffic Change with respect to same day last week 7%

Conversion change with respect to same day last week 16%

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Comparison between 4/19/2019 and 4/12/2019 (same day)** | | | | |
| **Facebook** | **Youtube** | **Twitter** | **Others** | **Total** |
| 7% | 7% | 7% | 7% | 7% |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Comparison between 4/19/2019 and 4/5/2019 (same day)** | | | | |
| **Facebook** | **Youtube** | **Twitter** | **Others** | **Total** |
| -2% | -2% | -2% | -2% | -2% |

|  |  |  |  |
| --- | --- | --- | --- |
| **L2M** | **M2C** | **C2P** | **P2O** |
| 25% | 41% | 77% | 81% |

**Reason**

On 4/19/2019, there was an increase in traffic of 7%, compared to 4/12/2019, which resulted in a 25% increase in orders.

**4/25/2019**

Order Change with respect to same day last week **-39%**

Traffic Change with respect to same day last week 0%

Conversion change with respect to same day last week -39%

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Comparison between 4/25/2019 and 4/18/2019 (same day)** | | | | |
| **Facebook** | **Youtube** | **Twitter** | **Others** | **Total** |
| 0% | 0% | 0% | 0% | 0% |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Comparison between 4/25/2019 and 4/11/2019 (same day)** | | | | |
| **Facebook** | **Youtube** | **Twitter** | **Others** | **Total** |
| 11% | 11% | 11% | 11% | 11% |

|  |  |  |  |
| --- | --- | --- | --- |
| **4/25/2019** |  |  |  |
| **L2M** | **M2C** | **C2P** | **P2O** |
| 25% | 38% | 69% | 84% |

|  |  |  |  |
| --- | --- | --- | --- |
| **4/18/2019** |  |  |  |
| **L2M** | **M2C** | **C2P** | **P2O** |
| 24% | 67% | 73% | 79% |
|  |  |  |  |
| **Comparison between 4/25/2019 and 4/18/2019 (same day)** | | | | | **Orders** |
| -39% |
| **Comparison between 4/25/2019 and 4/11/2019 (same day)** | | | | | **Orders** |
| 6% |

**Reason**

On 4/25/2019, there was a decrease in orders by 39%, as compared to 4/18/2019, due to the high M2C conversion rate on 4/18/2019, where the average discount was 29%. However, when comparing 4/25/2019 to 4/11/2019, orders increased by 6%, and traffic by 11%.

**6/20/2019**

Order Change with respect to same day last week **-54%**

Traffic Change with respect to same day last week **-53%**

Conversion change with respect to same day last week **-3%**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Comparison between 6/20/2019 and 6/13/2019 (same day)** | | | | |
| **Facebook** | **Youtube** | **Twitter** | **Others** | **Total** |
| -53% | -53% | -53% | -53% | -53% |

|  |  |  |  |
| --- | --- | --- | --- |
| **L2M** | **M2C** | **C2P** | **P2O** |
| 25% | 41% | 70% | 84% |

**Reason**

On 6/20/2019 there was a decrease in traffic of - 53% compared to 6/13/2019, and orders decreased by - 54% as a result.

**6/27/2019**

Order Change with respect to same day last week **115%**

Traffic Change with respect to same day last week 119%

Conversion change with respect to same day last week -2%

|  |  |  |  |
| --- | --- | --- | --- |
| **L2M** | **M2C** | **C2P** | **P2O** |
| 26% | 39% | 75% | 79% |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Comparison between 6/27/2019 and 6/20/2019 (same day)** | | | | |
| **Facebook** | **Youtube** | **Twitter** | **Others** | **Total** |
| 119% | 119% | 119% | 119% | 119% |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Comparison between 6/27/2019 and 6/13/2019 (same day)** | | | | |
| **Facebook** | **Youtube** | **Twitter** | **Others** | **Total** |
| 3% | 3% | 3% | 3% | 3% |

|  |  |
| --- | --- |
| **Comparison between 6/27/2019 and 6/20/2019 (same day)** | **Orders** |
| 115% |
| **Comparison between 6/27/2019 and 6/13/2019 (same day)** | **Orders** |
| -2% |

**Reason**

On 6/27/2019, there was a hike in orders by 115% compared to 6/20/2019, as there was low traffic on this day. However, if compared to 6/13/2019, there was a drop in orders on 6/27/2019 by -2%.

**7/16/2019**

Order Change with respect to same day last week **-63%**

Traffic Change with respect to same day last week -10%

Conversion change with respect to same day last week -59%

|  |  |  |  |
| --- | --- | --- | --- |
| **L2M** | **M2C** | **C2P** | **P2O** |
| **10%** | 40% | 73% | 84% |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Comparison between 7/16/2019 and 7/9/2019 (same day)** | | | | |
| **Facebook** | **Youtube** | **Twitter** | **Others** | **Total** |
| -10% | -10% | -10% | -10% | -10% |

|  |  |  |
| --- | --- | --- |
| **Avg Cost for two** | **7/16/2019** | **7/9/2019** |
| **458** | 388 |

**Reason**

On 7/16/2019, there was a 63% decrease in orders and a 10% decrease in traffic compared to 7/9/2019. There was a decrease in orders due to an increase in the average cost of two items is 458, resulting in a low list-to-menu conversion(L2M) of only 10%.

**7/23/2019**

Order Change with respect to same day last week **135%**

Traffic Change with respect to same day last week 3%

Conversion change with respect to same day last week 128%

|  |  |  |  |
| --- | --- | --- | --- |
| **L2M** | **M2C** | **C2P** | **P2O** |
| **24%** | 40% | 75% | 78% |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Comparison between 7/23/2019 and 7/16/2019 (same day)** | | | | |
| **Facebook** | **Youtube** | **Twitter** | **Others** | **Total** |
| 3% | 3% | 3% | 3% | 3% |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Comparison between 7/23/2019 and 7/9/2019 (same day)** | | | | |
| **Facebook** | **Youtube** | **Twitter** | **Others** | **Total** |
| -7% | -7% | -7% | -7% | -7% |

|  |  |
| --- | --- |
| **Comparison between 7/23/2019 and 7/16/2019 (same day)** | **Orders** |
| 135% |
| **Comparison between 7/23/2019 and 7/9/2019 (same day)** | **Orders** |
| -13% |

**Reason**

|  |  |  |
| --- | --- | --- |
| **L2M** | **7/23/2019** | **7/16/2019** |
| **24%** | **10%** |

On 7/23/2019, orders increased by 135%, compared to 7/16/2019, due to a low L2M conversion rate on 7/16/2019. If we compare 7/23/2019 to 7/9/2019, the number of orders decreased by -13%, and traffic decreased by -7%.

**8/11/2019**

Order Change with respect to same day last week **-54%**

Traffic Change with respect to same day last week 0%

Conversion change with respect to same day last week -54%

|  |  |  |  |
| --- | --- | --- | --- |
| **L2M** | **M2C** | **C2P** | **P2O** |
| 22% | 33% | **33%** | 74% |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Comparison between 8/11/2019 and 8/4/2019 (same day)** | | | | |
| **Facebook** | **Youtube** | **Twitter** | **Others** | **Total** |
| 0% | 0% | 0% | 0% | 0% |

|  |  |  |
| --- | --- | --- |
| **Average Packaging charges** | **8/11/2019** | **8/4/2019** |
| **29** | 22 |

**Reason**   
On 8/11/2019, there was a -54% decrease in orders due to a very low cart-to-payment(C2P) conversion rate ( high average packing charges of 29).

**8/18/2019**

Order Change with respect to same day last week **107%**

Traffic Change with respect to same day last week 3%

Conversion change with respect to same day last week 100%

|  |  |  |  |
| --- | --- | --- | --- |
| **L2M** | **M2C** | **C2P** | **P2O** |
| **21%** | 33% | 65% | 78% |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Comparison between 8/18/2019 and 8/11/2019 (same day)** | | | | |
| **Facebook** | **Youtube** | **Twitter** | **Others** | **Total** |
| 3% | 3% | 3% | 3% | 3% |

|  |  |
| --- | --- |
| **Comparison between 8/18/2019 and 8/11/2019 (same day)** | **Orders** |
| 107% |
| **Comparison between 8/18/2019 and 8/4/2019 (same day)** | **Orders** |
| -6% |

**Reason**

|  |  |  |
| --- | --- | --- |
| **C2P** | **8/18/2019** | **8/11/2019** |
| 65% | 33% |

On 8/18/2019, there was an increase in orders of 107% when compared to 8/11/2019, as the C2P conversion rate was slow on 8/11/2019. If we compare 8/18/2019 with 8/4/2019, there was a drop of -6% in orders.

**9/14/2019**

Order Change with respect to same day last week **-54%**

Traffic Change with respect to same day last week -5%

Conversion change with respect to same day last week -51%

|  |  |  |  |
| --- | --- | --- | --- |
| **L2M** | **M2C** | **C2P** | **P2O** |
| **21%** | **15%** | 67% | 74% |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Comparison between 9/14/2019 and 9/7/2019 (same day)** | | | | |
| **Facebook** | **Youtube** | **Twitter** | **Others** | **Total** |
| -5% | -5% | -5% | -5% | -5% |

**Reason**

**Out of stock Items per restaurant (9/14/2019) - 64**

On 9/14/2019, there was a 54% downfall in order due to a low menu-to-cart (M2C) conversion rate (15%) and a high number of out-of-stock items per restaurant (64).

**9/21/2019**

Order Change with respect to same day last week **112%**

Traffic Change with respect to same day last week **-1%**

Conversion change with respect to same day last week **114%**

|  |  |  |  |
| --- | --- | --- | --- |
| **L2M** | **M2C** | **C2P** | **P2O** |
| 20% | 34% | 65% | 75% |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Comparison between 9/21/2019 and 9/14/2019 (same day)** | | | | |
| **Facebook** | **Youtube** | **Twitter** | **Others** | **Total** |
| -1% | -1% | -1% | -1% | -1% |

|  |  |
| --- | --- |
| **Comparison between 9/21/2019 and 9/14/2019 (same day)** | **Orders** |
| 112% |
| **Comparison between 9/21/2019 and 9/7/2019 (same day)** | **Orders** |
| -2% |

**Reason**

On 9/21/2019, there was an increase in orders by 112% when compared with 9/14/2021, as 9/14/2021 had a low M2C conversion rate. If we compare between 9/21/2019 and 9/7/2021, there was a drop in orders by -2%.

**10/9/2019**

Order Change with respect to same day last week **22%**

Traffic Change with respect to same day last week -4%

Conversion change with respect to same day last week 27%

|  |  |  |  |
| --- | --- | --- | --- |
| **10/9/2019** |  |  |  |
| **L2M** | **M2C** | **C2P** | **P2O** |
| 26% | 40% | **77%** | 84% |
|  |  |  |  |
|  |  |  |  |
| **10/2/2019** |  |  |  |
| **L2M** | **M2C** | **C2P** | **P2O** |
| 24% | 40% | **70%** | 79% |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Comparison between 10/9/2019 and 10/2/2019 (same day)** | | | | |
| **Facebook** | **Youtube** | **Twitter** | **Others** | **Total** |
| -4% | -4% | -4% | -4% | -4% |

**Reason**

|  |  |  |
| --- | --- | --- |
| **Avg Cost for two** | **10/9/2019** | **10/2/2019** |
| **366** | 380 |

On 10/9/2021, there was a 22% increase in orders compared to 10/2/2021 due to a 77% C2P conversion. The average cost for two was 366 on 10/9/2021 and 380 on 10/2/2021.

**10/21/2019**

Order Change with respect to same day last week **32%**

Traffic Change with respect to same day last week 9%

Conversion change with respect to same day last week 21%

|  |  |  |  |
| --- | --- | --- | --- |
| **L2M** | **M2C** | **C2P** | **P2O** |
| 25% | 42% | 74% | 84% |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Comparison between 10/21/2019 and 10/14/2019 (same day)** | | | | |
| **Facebook** | **Youtube** | **Twitter** | **Others** | **Total** |
| 9% | 9% | 9% | 9% | 9% |

**Reason**

On 10/21/2019, there was an increase in traffic by 9%, which resulted in an increase in orders by 32%.

**11/9/2019**

Order Change with respect to same day last week **26%**

Traffic Change with respect to same day last week 7%

Conversion change with respect to same day last week 18%

|  |  |  |  |
| --- | --- | --- | --- |
| **L2M** | **M2C** | **C2P** | **P2O** |
| 21% | 35% | 68% | 80% |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Comparison between 11/9/2019 and 11/2/2019 (same day)** | | | | |
| **Facebook** | **Youtube** | **Twitter** | **Others** | **Total** |
| 7% | 7% | 7% | 7% | 7% |

**Reason**

On 11/9/2019, there was an increase in traffic by 7%, which resulted in an increase in orders by 26%.

**11/17/2019**

Order Change with respect to same day last week **-57%**

Traffic Change with respect to same day last week -7%

Conversion change with respect to same day last week -54%

|  |  |  |  |
| --- | --- | --- | --- |
| **L2M** | **M2C** | **C2P** | **P2O** |
| 21% | **14%** | 71% | 77% |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Comparison between 11/17/2019 and 11/10/2019 (same day)** | | | | |
| **Facebook** | **Youtube** | **Twitter** | **Others** | **Total** |
| -7% | -7% | -7% | -7% | -7% |

|  |  |  |  |
| --- | --- | --- | --- |
| Out of stock Items per restaurant | | | |
| 11/17/2019 | **112** | **11/10/2019** | 34 |

**Reason**

On 11/17/2019, there was a decrease of 57% in the number of orders due to low menu-to-cart conversion (M2C) of 14% (reason: 112 out of stock items per restaurant).

**11/24/2019**

Order Change with respect to same day last week **135%**

Traffic Change with respect to same day last week 5%

Conversion change with respect to same day last week **124%**

|  |  |  |  |
| --- | --- | --- | --- |
| **L2M** | **M2C** | **C2P** | **P2O** |
| 21% | 34% | 66% | 76% |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Comparison between 11/24/2019 and 11/17/2019 (same day)** | | | | |
| **Facebook** | **Youtube** | **Twitter** | **Others** | **Total** |
| 5% | 5% | 5% | 5% | 5% |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Comparison between 11/24/2019 and 11/10/2019 (same day)** | | | | |
| **Facebook** | **Youtube** | **Twitter** | **Others** | **Total** |
| -2% | -2% | -2% | -2% | -2% |

|  |  |
| --- | --- |
| **Comparison between 11/24/2019 and 11/17/2019 (same day)** | **Orders** |
| 135% |
| **Comparison between 11/24/2019 and 11/10/2019 (same day)** | **Orders** |
| 1% |

**Reason**

On 11/24/2019, there was an increase in orders of 135% compared to 11/17/2019 (as on 11/17/2019 M2C conversion was only 14%). If we compare between 11/24/2019 and 11/10/2019, there was an increase in orders of 1%.

**12/1/2019**

Order Change with respect to same day last week **21%**

Traffic Change with respect to same day last week 1%

Conversion change with respect to same day last week 20%

|  |  |  |  |
| --- | --- | --- | --- |
| **L2M** | **M2C** | **C2P** | **P2O** |
| 22% | 34% | 70% | 81% |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Comparison between 12/1/2019 and 11/24/2019 (same day)** | | | | |
| **Facebook** | **Youtube** | **Twitter** | **Others** | **Total** |
| 1% | 1% | 1% | 1% | 1% |

**Reason**

On 12/1/2019, there was an increase in traffic and the count of restaurants was more compared to 11/24/2019, resulting in a 21% increase in orders.

**12/22/2019**

Order Change with respect to same day last week **21%**

Traffic Change with respect to same day last week 0%

Conversion change with respect to same day last week 21%

|  |  |  |  |
| --- | --- | --- | --- |
| **L2M** | **M2C** | **C2P** | **P2O** |
| 21% | 36% | 65% | 80% |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Comparison between 12/22/2019 and 12/15/2019 (same day)** | | | | |
| **Facebook** | **Youtube** | **Twitter** | **Others** | **Total** |
| 0% | 0% | 0% | 0% | 0% |

**Reason**

On 12/22/2019, there is an increase in orders due to the weekend.