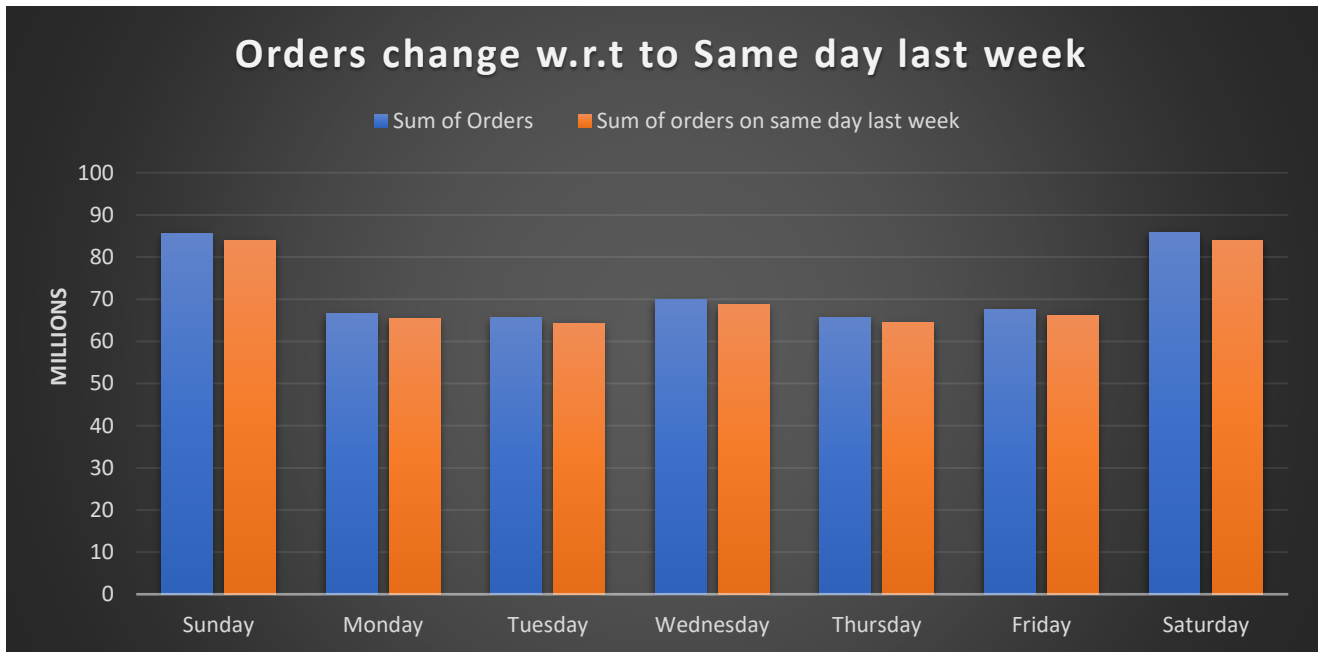


# CAPSTONE PROJECT- FUNNEL ANALYSIS

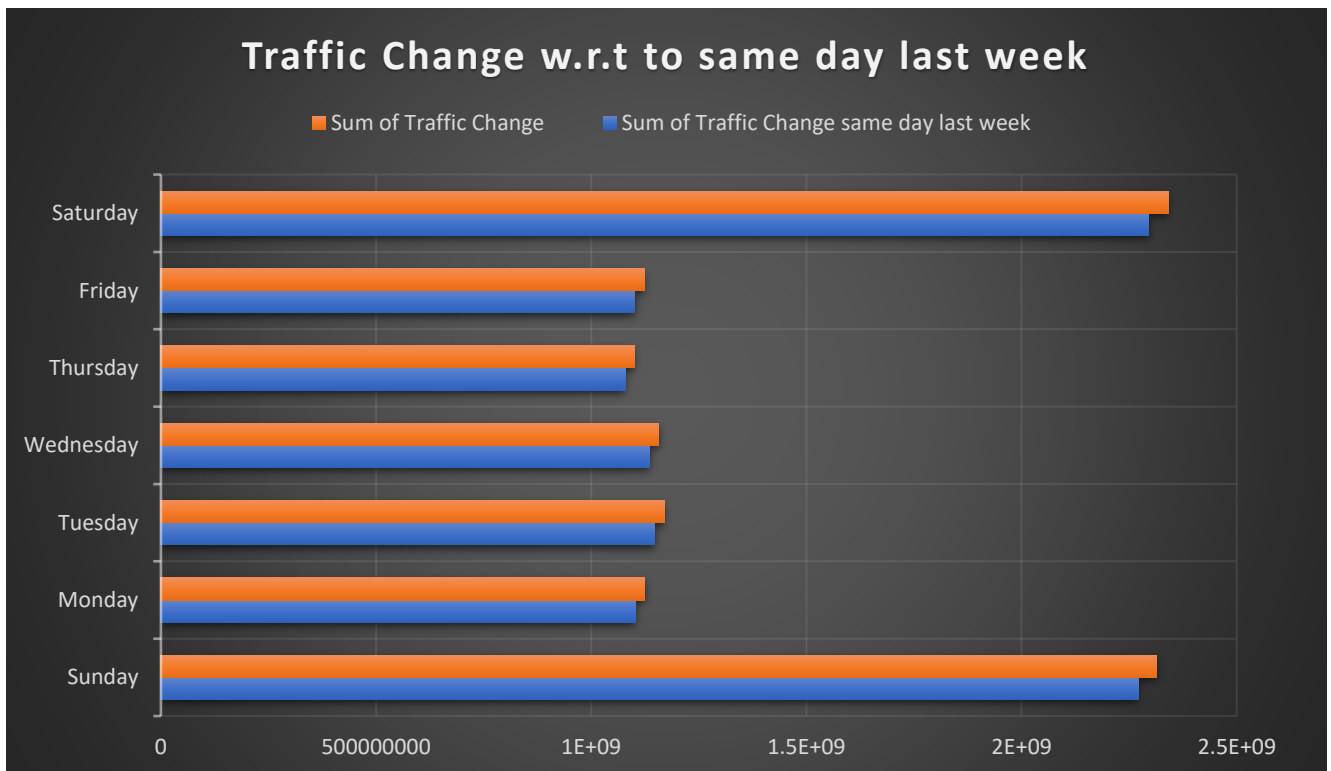
Task to do-

## 1. Orders change w.r.t to Same day last week



According to the above data, Saturday and Sunday, i.e., weekends have the greatest number of orders placed through Swiggy. But also, we can see that on the weekends, the sum of orders placed on the current date has increased from the sum of orders placed on the same day last week.

## 2. Traffic Change w.r.t to same day last week

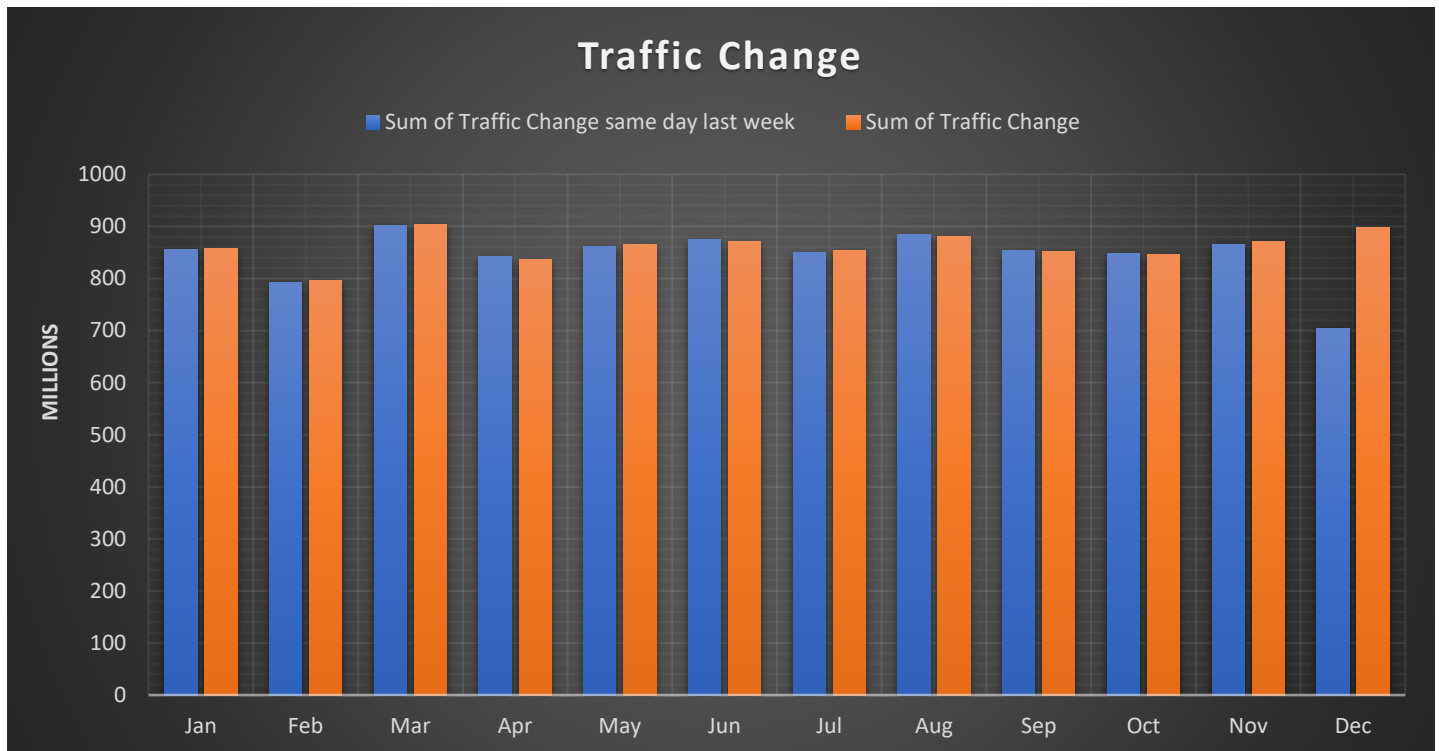


# CAPSTONE PROJECT- FUNNEL ANALYSIS

Row Labels	Sum of Traffic Change same day last week	Sum of Traffic Change
Sunday	2270972391	2314515447
Monday	1102154936	1124306621
Tuesday	1147978505	1169913016
Wednesday	1135382452	1157099790
Thursday	1078917377	1099548849
Friday	1100851891	1123220749
Saturday	2296110654	2341449301
<b>Grand Total</b>	<b>10132368206</b>	<b>10330053773</b>

According to channel wise traffic source datasheet, Saturday and Sundays has the most traffic source coming. Also, current traffic changes have increased as compared to the traffic change of same day last week.

3.



According to the above Traffic Change chart, March has the most traffics as compared to the other months. After March, the second most traffic has come from December, may be due to occasion or holidays. Also, in the month of December, the traffic change has increased from the traffic change on the same day last week.

# CAPSTONE PROJECT- FUNNEL ANALYSIS

## 4. Validate the hypotheses using Supporting data

Overall Conversions	Variable	Insights
L2M	Count of restaurants	Low Impact
M2C	Average Discount	Discount plays an important role to influence M2C
M2C	Out of stock Items per restaurant	Low Impact
M2C	Average Delivery Charges	Low Impact
C2P	Average Packaging charges	Moderate Impact
C2P	Average Delivery Charges	Raise in delivery charges will have a high impact of the conversion rate
P2O	Success Rate of payments	Strong Predictor of the final conversion rate

## 5. Identify which one of the conversions is fluctuating.

Based on the supporting data, it appears that the decrease in C2P conversion rate.

## 6. Create hypotheses on what could be the possibility for fluctuation in conversions.

The possibility for fluctuation in conversions are due to –

- Average Discount
- Average Packaging Charges
- Average Delivery Charges

To improve the conversion rate, Swiggy can focus on improving the user experience, simplifying the checkout process, and addressing the issues reported by users.