**Task to do-**

**1.**

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.**



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.

**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.