**Market Analysis of Freshco Hypermarket**

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**Executive Summary**

This report provides an in-depth analysis of Freshco Hypermarket's operations from January to September 2021, which focusing on order level analysis, completion rates, customer behavior, and delivery efficiency. The analysis is prepared by using key metrics such as Order date, Order time, Acqusition source, Products, delivery area, delivery time, discounts, delivery charges, product amount etc. Microsoft Excel as the primary tool used in processing, analysing, presenting the data. During January month the delivery charge was more across all slots while less in September. During August month the discount provided is more followed by the September month. During Night time the orders are successfully delivered more compared to other slots of all weekdays. Monday and Tuesday completion rate is less on all time slots. Customer who came from snapchat ang google has provided more aggregated LTV irrespective of number of products. Average Delivery time taken is more in afternoon. Delivery Charges will be high during night time.The discount provided in the in the month of August, September is more which is leading to a decrease in average revenue in consecutive months from May. Delivery charge also more in the initial Months like January but the Delivery Charge also reduced in August and September so the revenue is affecting because of it. Should increase the discount where orders are less from certain areas by reducing discounts at already established area.Should advertise more on google and snapchat because the average revenue provided by those customers is high.

**Introduction:**

Freshco Hypermarket, situated in HSR, Bangalore, has established itself as a prominent supermarket in the region, catering to a wide range of customers. In response to evolving customer needs and to enhance convenience, Freshco introduced a home delivery service in the year 2021. Freshco Hypermarket wants to expand its customer base and also want to cover entire Bangalore region for providing its services. So before that Freshco hypermarket needs to analyze its already collected data based on customer location, date and timing of orders, completion rates, discounts, delivery service provided by the hypermarket. This analysis provides insights to data driven decision making which will help in the growth of the freshco hypermarket in the future days.

**Methodology:**

**Data Sources:**

To ensure seamless operations and optimize customer satisfaction, the store diligently maintained a comprehensive transaction data sheet, containing detailed information at the order level from January to September 2021.

**Tools and Technique:**

Microsoft excel was the tool used for the data cleaning, data processing, data analysis, data visualization.

**Analysis approach:**

Order level analysis by using key matrices like Order\_Id, Order date, Order timings, Delivery areas, Discount, Delivery Charge, Product Amount.

Completion Rate Analysis by using key matrices like Order Delivery Date, Order Delivery time, Number of Products Ordered, Delivery Area.

Customer Level Analysis by using key matrices like Completion Rate, Source through which customer came to know about the hypermarket, LifeTimeValue(LTV), Aggregated LTV, Order date, Ratings, Product Amount.

Delivery Analysis by using key matrices like Delivery date, Delivery time, Delivery area, Delivery Charges.

**Order Level Analysis**

**Objective:**

This section aims to analyze the data based on the Order\_Id, Order date, Order timings, Delivery areas, Discount, Delivery Charge, Product Amount.

**Key Findings:**

* The people are placing more orders at night time. People of HSR Layout, ITI Layout and Harlur Placed a greater number of orders among all the delivery locations.
* Discount provided is more during night orders as compared to other time slots.
* During January month the delivery charge was more across all slots while less in September.
* During August month the discount provided is more followed by the September month.
* HSR Layout and ITI Layout orders have increased maximum in September compared to January.

**Recommendations:**

* Should increase discount rate in areas where the orders are low.
* Should increase the discount rate during morning, evening slot because order rate is less.
* Delivery charge should be kept minimum for areas with less orders and also for Morning and Evening slots.

**Completion Rate Analysis**

**Objective:**

This section aims to analyze data based on Order Delivery Date, Order Delivery time, Number of Products Ordered, Delivery Area.

**Key Findings:**

* During Night time the orders are successfully delivered more compared to other slots of all weekdays.
* Monday and Tuesday completion rate is less on all time slots.
* Afternoon and Night time completion rate is high.
* Completion rate doesn’t depend on number of products ordered.
* Completion rate is 99.55%.

**Recommendations:**

* Should work on completion rate on Monday and Tuesday.
* Completion is good enough so no other recommendation needed.

**Customer Level Analysis**

**Objective:**

Completion Rate, Source through which customer came to know about the hypermarket, Lifetime Value (LTV), Aggregated LTV, Order date, Ratings, Product Amount.

**Key Findings:**

* Organic customers have more completion rate compared to other sources
* Customer who came from snapchat ang google has provided more aggregated LTV irrespective of number of products.
* Average Revenue by the Snapchat and Google customer is more.
* Customer who acquired in may month has more average revenue.
* Aggregated LTV is more in May and August Month.
* Afternoon and Night the ratings are given higher.

**Recommendations:**

* Should advertise more in snapchat, google as these two resources are providing more value.
* After may month the average revenue is decreasing respective month so need to take care of it by reducing the discounts offered.

**Delivery Analysis**

**Objective:**

This section aims to analyze data based on Delivery date, Delivery time, Delivery area, Delivery Charges.

**Key Findings:**

* Average delivery time is high in May month, for Bellandur area delivery time taken is more.
* Average Delivery time taken is more in afternoon.
* Average delivery time taken is more in may month and on weekends.
* Time taken to deliver item is more at 9:00 PM and Maximum number delivered at HSR Layout.
* Delivery Charges will be high during night time.

**Recommendations:**

* Should hire more employees on night time and on weekends on a part time basis to reduce the delivery time.

**Conclusion:**

The Market Analysis freshco hypermarket shows that:

* The discount provided in the in the month of August, September is more which is leading to a decrease in average revenue in consecutive months from May.
* Delivery charge should be kept minimum for areas with less orders and also in Morning and Evening slots.
* Delivery charge also more in the initial Months like January but the Delivery Charge also reduced in August and September so the revenue is affecting because of it.
* Because of Discounts at night time the completion rate is also more during night.
* Should increase the discount where orders are less from certain areas by reducing discounts at already established area.
* Should advertise more on google and snapchat because the average revenue provided by those customers is high.
* Should work on completion rate on Monday , Tuesday and during the Morning and evening Slots.

As above-mentioned conclusion may not be accurate to follow but based on data, they are the findings and the solutions for further development of the freshco hypermarket.