***Freshco Hypermarket Overall Analysis***

**Order level analysis:**

*The Analysis indicates that the orders in afternoons are really busy in HSR Layout. So, we must think of making it more special for customers by being quick and maybe offering some cool deals and discounts. September seems to be the best month, so must focus our promotions on that time. In August, people love discounts, especially in the afternoons and nights, so we might give them some extra special deals during those hours. In Bellandur, people really like discounts late at night, so we're planning to offer some great promotions for those night orders. Lastly, we want to make sure our deliveries are super smooth during busy nights to keep our customers happy.*

**Completion rate Analysis:**

*Delivery performance has some interesting patterns. Especially on weekends afternoons, we consistently do well during that time. We face some challenges during late nights and our completion rates is low during those hours. Weekdays evenings are pretty reliable, showing steady completion rates from Monday to Friday. Saturdays are fantastic overall, especially in the afternoons and evenings. Morning and late night are steady throughout the week but our completion rate is consistently high at 99.55%. So, overall, we're doing a great job in making sure that the orders are right on time.*

**Customer level Analysis:**

*Google and Organic channels consistently yield the highest average Lifetime Value (LTV). Facebook and Instagram users on the other hand have the lowest average lifetime value (LTV). Month-wise, January through March there is a peak in LTV, while June, August and September experience lower values. Interestingly, the average net revenue across advertising channels—Facebook, Google, Instagram, Offline Campaign, Organic and Snapchat shows comparable effectiveness in generating net revenue. Lastly, May is the month where we generate more net revenue while September is not as great for revenue. Overall, it gives us a clear picture of where we're doing well and where we can tweak things to improve.*

**Delivery Analysis:**

*Delivery times vary a lot in different areas. Some places get their orders quickly, while others take longer time. Bomannahali – MicoLayout and Harlur consistently have longer delivery times. On weekdays, deliveries are generally faster in May and June, but slower in February, March, and July. Morning and afternoon deliveries are usually reliable, and evenings and nights are faster than average. When it comes to delivery charges, HSR Layout, Bellandur, Sarjapur Road have higher charges indicating more demand throughout the day. Bomannahali - MicoLayout also has significant charges, especially in the afternoon and evening. Areas like Bilekahalli and Bannerghatta generally have longer delivery times, while Bellandur and Koramangala are quicker, possibly due to factors like traffic and demand. Overall, this helps us see where we're doing well and where we can make things even better.*