# Introduction

The purpose of this Funnel Analysis Report is to analyse the fluctuations in order volumes on specific dates compared to the same day last week. This report aims to identify the sources of traffic that contributed to these fluctuations and examine the impact on overall and stage-specific conversion rates. The insights gathered will help in understanding customer behaviour and optimizing future marketing strategies.

# Synopsis

This report provides a comprehensive overview of order changes for specific dates. Below are the key findings:

1. There are **37 Days** with more than a 20% deviation out of 366 days in the year, which accounts for 10.1% of the entire year.
2. The month with the **highest** number of ±20% deviations is **April**, while **May** has **lowest**(zero).
3. When looking at the trendline of ± 20% deviations from January to December, it shows a **downward trend (linear)**.
4. **Approximately 59.5%** of the deviations occurred within the **first 4 months** of the year. There are **no unusual** deviations in **May**. Apart from November with the 3 deviations from June to December there are just 2 deviation counts per month.

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| S.no | Date | Deviation in Orders | Reason of Deviation |
| 1. | 1/10/2019 | 45% (Negative) | * Drop of 49%in overall traffic in which Facebook, YouTube, and Twitter play the major role with 95%,49%, and 49% drop in traffic but other sources show 15% better traffic than last week. * But Overall conversion hike of 7% in which L2M, M2O, C2P, and P2O individually shows hike of 3%, 1%, 2%, and 1% as compared to last week due to 7.8% increment of Average cost for two and decline of 2.1% in payment success rate as compared to last week and 6.9% increase in out-of-stock items.   **Hypothesis: The main factor of order drop is drop in online traffic and certain factors have some minor effects like drop in Payment success rate, an increase in out-of-stock items, etc.** |
| 2. | 1/17/2019 | 106% (Positive) | * There is increase in overall traffic by 110% due to exponential hike of 1980% in Facebook Traffic but there is 6% decline in traffic from others source as compared to last week. * There is drop of conversion in L2M, M2C, and C2P by 2%,1%, and 1% as compared to last week even after the increase in traffic, data shows even 1% hike in Restaurant serves which is Approximately 3600, 3% hike in payment success rate, 13.6% and 3.7% drop in Avg. packing and delivery charges and cost for two is also dropped by 8.5% as compared to last week.   **Hypothesis: Facebook is the major contributor of the overall hike in orders.** |
| 3. | 1/21/2019 | 23% (Positive) | * Traffic increased by 5% in all 4 sources. * P2O declined 2% as compared to last week. * As per the supporting data, the success rate of Payment decreased by 2%, Average discount is same as last week, and Average delivery charges increased by 11.1% as compared to last week.   **Hypothesis: Overall increased traffic brings the conversion but increased delivery charges declined the Success rate of Payment.** |
| 4. | 1/22/2019 | 85% (Positive) | * Some Fluctuations in traffic sources, traffic from Twitter increased by 747%, Facebook by 77%. Traffic from YouTube and other sources decreased by 65% and 60%. * The conversion is 5% better than last week. There is drop in M2C and C2P by 5% and 2% due to the count of Restaurants decreased by 24196. * There are some conditions that are in favor of M2C, C2P conversion i.e. Average discount increased by 1%, Out-of-stock items drop by 8.5%, Average packaging charges and delivery charges decreased by 10.5% and 3.5%. Due to this success ratio of P2O increased by 3% as compared to last week.   **Hypothesis: Traffic from Twitter is the main factor of increased traffic which leads to 85% better conversion, customer are not able to find their favourite restaurant which leads to discard the process in between.** |
| 5. | 1/29/2019 | 72% (Negative) | * Drop of 40% in overall traffic in which Facebook and Twitter play the major role with 40% and 88% drop in traffic but YouTube and other sources show 198% and 166% better traffic than last week. * 52% less overall conversion than last week. There is a 55% decline in L2M and 5% decline in P2O. * As per the supporting data there is a massive drop in active restaurant count serving on the platform by 28%(108238) as compared to last week and the average discount decreased by 5.56%, Average Packing charges increased by 29.4% leading to 5% drop in P2O.   **Hypothesis: Decline of traffic and active restaurants on application directly affects the conversion and decrease in Out-of-stock items per restaurant by 36.4%, decrease in Average delivery charges by 10.7% manages success rate of payments is same as last week.** |
| 6. | 1/31/2019 | 20% (Positive) | * Traffic across all sources increased by 1%,5.9% hike in Average discount, Average Packing charges, and delivery charges decreased by 5.2% and 16.6%, and Average cost for two decreased by 7.6% Hence conversion change is 19% better than last week. * There is a 3% decline which is 10995 in counts of restaurants. Out-of-stock items increased by 12% as compared to last week. Hence, there is a 1% of declination in the C2P flow of traffic. |
| 7. | 2/5/2019 | 115% (Positive) | * Surprisingly flow of traffic is same as last week. * The count of restaurants increased by 49% which is 134205 more restaurants as compared to last week. Hence, the conversion is also increased by 115%. * Traffic flow in L2M increased by 123% where M2C and C2P decreased by 3% and 2% due to Delivery charges increased by 12%.   **Let’s take an example: If the active restaurant is 10 and out-of-stock items per restaurant is 31 the total out-of-stock items are 310 and if we double the no. of active restaurants by 20 and** **decrease the out-of-stock items to 30 then now 600 items are out of stock on application. (This is the reason of the drop in M2C).** |
| 8. | 2/19/2019 | 56% (Negative) | * There is a 4% decrease in traffic from all 4 sources as compare to last week. * 54% drop in conversion due to an increase in Average Packing and Delivery charge by 11.7% and 16% as compared to last week. * There is a drop of 57% in M2C conversion due to there is a drop of 7.68% in total out-of-stock items on application as compared to last week. |
| 9. | 2/26/2019 | 120% (Positive) | * There is a 2% hike in all traffic sources. * 116% hike in overall conversion, specifically a 145% hike in M2C due to an increase in Average images per restaurant by 14.2% and 5.8% of decrease in out of cart items as compared to last week. * There is minor drop of 5%, 3% and 5% in L2M, C2P and P2O as well.   **Hypothesis: The major factor of positive deviation 56% drop in business last week.** |
| 10. | 2/28/2019 | 22% (Positive) | * There is an 8% hike in all sources of traffic. * 13% hike in overall conversion in which there is a 6%, 3%, and 7% hike in L2M, M2C, and P2O conversion due to a 2% increase in restaurant count which is 9267, 14.7% decrease in out of cart items, 5% increase in Average discount, 3.8% drop in average delivery charges, 5.5% increase in Average images per restaurant as compared to last week. * There is a 4% drop in C2P due to packaging charges is same even after there is hike in traffic but there is 3% drop in delivery charges as compare to last week. |
| 11. | 3/2/2019 | 38% (Negative) | * There is an 8% hike in all sources of traffic, even after that conversion is 42% declined and C2P conversion dropped by 49%. * There are multiple reasons for this decline, firstly there is a decline of 1.58% in restaurant count which is nearly 5820, 12.75% increase in total items which are out-of-stock as compare to last week. One major contributor is Delivery charges increased by 100% and lastly, the Average order for two increased by approximately 11%.   **Hypothesis: There is a drop in sales because of an increase in delivery charges and a hike in out-of-stock items. It happens mainly in unexpected weather conditions.** |
| 12. | 3/9/2019 | 102% (Positive) | * The flow of traffic is same as last week i.e. 0%. * There is a 102% hike in overall conversion and a 112% increase in C2P. A 38% drop last week significantly contributed to this rise. The main reason for the C2P hike is a 50% reduction in delivery fees compared to last week. * Drops of 1% in L2M, 1% in M2C, and 3% in P2O are due to a 5.5% reduction in average discounts, a 16.7% rise in packing charges, and a 22.5% decrease in the number of images per restaurant, affecting customer purchase decisions. |
| 13. | 3/19/2019 | 46% (Negative) | * There is a 2% hike in all sources of traffic. * Conversion has dropped by 47% and P2O by 53% due to a 28.57% decrease in success rate of payment and a 5.26% increase in average packaging charges compared to last week.   **Hypothesis: A high payment failure rate significantly impacts order conversion. This is due to technical issues with UPI, wallets, payment gateways, and disruptions like internet, electricity, or bank server failures in certain cities.** |
| 14. | 3/24/2019 | 22% (Positive) | * There is a 6% hike in all sources of traffic. * Overall conversion increased by 15%, with L2M up 2%, M2C up 5%, C2P up 2%, and P2O up 5% compared to last week. * Positive factors that affect the order conversion include a 2% increase (6550 more active restaurants), a 9% drop in average packing charges, a 10.3% drop in delivery charges, an 8.3% decrease in the average cost for two, and a 17.6% increase in dish images per restaurant compared to last week. |
| 15. | 3/26/2019 | 78% (Positive) | * There is a 5% decline in all sources of traffic. * Overall conversion is 83% higher than last week, with a 121% increase in P2O conversion, due to a 65% drop in payment success rate on 3/19/2019. * L2M, M2C, and C2P conversions have dropped by 7%, 5%, and 5%, respectively, due to a roughly 10% increase in out-of-stock items and a 10.5% decrease in average discounts compared to last week. |
| 16. | 4/4/2019 | 52% (Negative) | * There is a 3% hike in all sources of traffic. * The overall conversion rate dropped by 53%, M2C, C2P, and P2O conversions have declined by 49%, 8%, and 8%, respectively as compared to last week due to a 41% decrease in average discounts, a 16.6% increase in average packing charges, and a roughly 1% drop in payment success rate. |
| 17. | 4/11/2019 | 92% (Positive) | * There is a 7% drop in all sources of traffic, and L2M decreased by 6%, due to a 3% reduction in active restaurants on the application, which is approximately 11,691 fewer compared to last week. * Overall Conversion is 107% better than last week, there is 94%, 9%, and 3% hike in M2C, C2P, P2O. This improvement is due to a 2.9% decrease in out-of-stock items, a 9.5% drop in average packing charges, a 13.8% drop in delivery charges, and an 80% increase in average discounts compared to last week. |
| 18. | 4/12/2019 | 27% (Negative) | * Overall Conversion is **20%** lower than last week and there is a **7%, 5%, 4%, and 4%** drop in L2M, M2C, C2P, and P2O. * There are certain factors responsible for this, traffic decreased by 9% from all four sources, average discounts dropped by 5.5%, and images of dishes per restaurant decreased by 11.1%. Average packing and delivery charges remained the same as last week. |
| 19. | 4/14/2019 | 28% (Positive) | * There is an 8% increase in traffic from all sources and a 9% improvement in overall conversion compared to last week. 12.9% increase in the average number of images per restaurant as compare to last week. * There is a 4% increase in L2M conversion, a 3% increase in M2C conversion, a 4% increase in C2P conversion, and a 6% increase in P2O conversion compared to last week. |
| 20. | 4/18/2019 | 73% (Positive) | * There is an 11% hike in traffic from all sources, 57% better overall conversion, and a 73% increase in M2C compared to last week. Due to certain factors which is a 9.8% decrease in out-of-stock items, a roughly 61% increase in average discounts, and approximately a 6% drop in the average cost for two compared to last week. * There is a 4% drop in L2M, C2P, and P2O conversions, primarily due to a 1% decrease in active restaurant count (approximately 5472) and a 12% increase in delivery charges. Although the payment success rate remains the same as last week, the 11% increase in traffic has resulted in a drop in P2O conversions. |
| 21. | 4/19/2019 | 25% (Positive) | * There is a **7%** increase in all traffic sources and **16%** better overall conversion as compared to last week due to a hike in Average Discount is **5.8%**, there is a **3.5%** and **2.5%** drop in Average packaging and delivery charges and **12.5%** more images in menu per restaurant as compared to last week. * There is a **27%** drop on **4/12/2019** this is the main factor for positive deviation but the supporting data shows there is a **5%** drop in restaurant count which shows **21265** fewer restaurants active and **15.5%** items are more out-of-stock as compared to last week. |
| 22. | 4/25/2019 | 39% (Negative) | * The flow of traffic is same as last week i.e. 0%. However, there is a 39% drop in overall conversion as compared to last week. * M2C and C2P declines of 43% and 5% respectively, due to a drop of 41.3% in average discounts, a 5.2% increase in the average cost for two, and a 5% reduction in the average images per restaurant on the menu compared to last week. |
| 23. | 6/20/2019 | 54% (Negative) | * There is **53%** drop in all traffic source,**3%** drop in overall conversion as compare to last week. * L2M, C2P, and P2O declines of 2%, 7%, and 15% respectively. This drop is primarily due to a 7% decrease in the active restaurant count which is 26,645 compared to last week. 11.7% increase in packing charges and a 1% drop in payment success rate compared to last week. |
| 24. | 6/27/2019 | 115% (Positive) | * Traffic from all sources has increased by 119% due to a 9.7% decrease in the average cost for two, a 10.5% drop in packing charges, an 11.7% increase in average discounts, and a 4.3% reduction in out-of-stock items compared to last week. * Overall conversion has dropped by 2%, M2C and P2O decreasing by 6% and 7%, respectively. This decline is due to an 8% reduction in images per restaurant and a 20% increase in delivery charges compared to last week, while the payment success rate remains unchanged compared to last week. |
| 25. | 7/16/2019 | 63% (Negative) | * Traffic from all sources has decreased by 10%, and 59% drop in overall conversion compared to last week. * L2M and C2P is drop by 60% and 1%, respectively. Additionally, delivery charges have increased by 11.1%, and the average cost for two has risen by 18%. |
| 26. | 7/23/2019 | 135% (Positive) | * There is a 3% hike in all sources of traffic. * Overall conversion has increased by 128%, and L2M conversion is up by 137% compared to last week. This is due to a 1% increase in active restaurants on the app (approximately 2,620 more), a 15.2% decrease in out-of-stock items, an 11.7% increase in average discounts, and a 16.6% drop in the average cost for two. * P2O conversion has dropped by 7% due to a 2.1% decline in payment success rate. C2P has increased by 3% due to a 10% drop in packaging charges and a 16.7% drop in delivery charges. There has been no change in M2C. |
| 27. | 8/11/2019 | 54% (Negative) | * The flow of traffic is same as last week i.e. 0%. * C2P conversion has dropped by 54% and P2O by 9% due to a 31.8% increase in average packing charges, a 7.3% rise in the average cost for two, and a 20.5% reduction in the average number of dish images per restaurant compared to last week. * L2M conversion has increased by 7% and M2C by 1% due to a hike of 5.5% in average discounts and a 4% drop in out-of-stock items compared to the same day last week. |
| 28. | 8/18/2019 | 107% (Positive) | * There is a 3% hike in all sources of traffic. * **100%** better conversion as compared to last week. There is a hike of **1%, 98% and 5%** in M2C, C2P, and P2O conversion due to **31%** drop in packaging charges, a **29%** hike in Average Images per restaurant, **4%** drop in Average cost for two. * Drop of **5%** in L2M conversion due to **10.5%** drop in Average discount.   **Hypothesis: M2C conversion was better if out-of-stock items was not increase by 13.7% and P2O conversion better if there was no drop-in Payment Success rate by 1%.** |
| 29. | 9/14/2019 | 54% (Negative) | * There is a 5% drop in all traffic source as compared to last week. * Overall conversion dropped by 51% due to a 56% decline in M2C, and 88% increase in out-of-stock items, as well as approximately 22.2% and 15.4% increases in Average packaging and delivery charges respectively. * L2M and C2P have increased by 5% and 4% respectively, despite a slight decrease in restaurant count by 399 compared to last week and a 5.4% drop in Average images per restaurant. There has been no change in the Average discount offered by the restaurants. |
| 30. | 9/21/2019 | 112% (Positive) | * There is a 1% drop in all traffic source as compared to last week. * Overall conversion is increased by 114% due to a significant 54% decrease in orders as compared to last week i.e. 9/14/2019. There is hike of **130%** and **1%** in M2C and P2O, drop of **4%** in L2M and C2P. * Active restaurant count decreased by 4% (18155), out-of-stock items dropped by 44.7%, and there were reductions in average packing and delivery charges by 9% and 16.6% respectively. Average cost of two decreased by 1.6%, average images per restaurant dropped by 11.4%, and payment success rate decreased by 2.15%. |
| 31. | 10/9/2019 | 22% (Positive) | * There is a 4% drop in all traffic sources as compared to last week. * L2M, M2C, C2P, and P2O have increased by 7%, 1%, 9%, and 7% respectively. This rise is attributed to a 13.3% increase in average images of dishes per restaurant and a 3.6% drop in the average cost of two. * There are no significant changes in restaurant count, out-of-stock items, average discount, or packaging charges compared to last week. However, there has been approximately a 3.2% decrease in payment success rate. |
| 32. | 10/21/2019 | 32% (Positive) | * There is a 9% hike in all traffic sources compared to last week. * L2M, M2C, C2P, and P2O have increased by 2%, 7%, 4%, and 6% respectively due to a 5.5% increase in average discount, a 4.5% drop in out-of-stock items, and significant traffic contributing positively. * However, there is a 5% decrease in restaurant count, a 4.7% increase in average packaging charges, a 20% hike in average delivery charges, and a 1% drop in payment success rate. |
| 33. | 11/9/2019 | 26% (Positive) | * There is a 7% hike in all traffic sources compared to last week. * Overall conversion has increased by 18%, with M2C, C2P, and P2O seeing hikes of 6%, 5%, and 6% respectively. This improvement is due to a 2.2% increase in payment success rate, a 10% drop in average delivery charges, and a 5.5% increase in average discount. * However, L2M experienced a 1% drop due to a 6% decrease in restaurant count (23938) and a 14% increase in out-of-stock items compared to last week.   **Hypothesis: order conversion in positive due to increase in traffic even after there is increase in out-of-cart items and Avg. packaging charges and decrease in restaurant count and Avg. images per restaurant.** |
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