Report Title: Data Analysis Report for Freshco Hypermarket Home Delivery Service

Summary**:**

This Executive Summary provides a brief overview of comprehensive data analysis conducted on Freshco Hypermarket’s Home Delivery Services. The analysis comprises various aspects, including order distribution, completion rate, customer lifetime value, and delivery efficiency.

# Key Findings and their Analysis

# Order Level Analysis:

* The order distribution analysis revealed distinct patterns across time slot and delivery area, **aiding in strategic planning for resource allocation.**
* Monthly order **increases from Jan to Sep** were highest in specific delivery area **suggesting opportunities for targeted marketing or service enhancements**.
* Delivery charges and discounts, calculated as percentage of product amount, displayed variation at both slot and month levels, **offering insights for pricing strategy adjustments.**

* Discount analysis at drop areas and slots highlighted potential areas for **targeted promotional campaigns.**

# Completion Rate Analysis:

* Completion rates varied significantly across time slots and day of the week **indicating potential optimization opportunities for delivery schedules**.
* Drop area-level completion rate showcased disparities, **guiding efforts to enhance service quality in most of the regions.**
* The correlation between completion rate and the number of products ordered provided value **insights into the customer behaviour**.
* **Patterns observed in completion rates shed light on potential factor influencing customer satisfaction**-
  + During Weekends, Completion rates are higher than the weekdays despite any slots.
  + Completion rate is the highest in HSR Layout because the Freshco Hypermarket is in HSR Layout itself hence the delivery time is less, so there is need focus on Delivery strategies in other areas which is affecting completion rate.
  + In the orders having more no. of products level, the completion rate is almost high.

# Customer Level Analysis:

* Completion rate at source level indicated variation in customer satisfaction based on acquisitions channels like Facebook, Google, Offline Campaign, Instagram, Organic, Snapchat. **guiding targeted marketing strategies** (must focus on where completion rate is less.)
* Customer lifetime value calculation provided insights into the **long-term revenue potential of individual customers.**
* Aggregated LTV analysis at source (**Google and Organic**) and acquisition month levels identified **high value customer segments for focused retention efforts.**

* Average revenue per order varied across customer acquisition sources and acquisition month, **offering opportunities for tailored marketing campaigns.**

(must focus on Offline Campaigns, Instagram and Google).

* Patterns in order rating across different factors provided actionable insights for enhancing customer experiences: -
  + The first pattern that I noticed is the Order rating is highest during Afternoon time and it is lowest during late night.
  + The second pattern that I observed is that as the number of products level increased, Order rating gets decreased.

# Delivery Level Analysis:

* Average Overall delivery times exhibited variations at the month, delivery area, and weekday/weekend levels, **highlighting areas for operational improvements**.
* Patterns in delivery times concerning time slots and delivery areas suggested **opportunities for optimization.**
* Investigation into delivery charges patterns revealed potential **adjustments based on time slots or delivery areas.**

# Conclusion:

The analysis provides a comprehensive understanding of Freshco Hypermarket’s home delivery service, offering actionable insights **to improve order fulfilment, enhance completion rate and optimize customer experience.**

**Strategic adjustments in pricing, delivery schedules, and marketing efforts** can contribute to increased **customer satisfaction and long-term profitability.**

# Recommendations:

* Implement targeted marketing campaigns in areas with high monthly order increases.
* Optimize delivery schedules based on completion rate at different time slots and days of the week.
* Design promotional activities in drop area with lower completion rate to improve service quality.
* Focus on high value customer segments identified through aggregated LTV analysis for personalized retention strategies.
* Continuously monitor and adapt pricing strategies based on delivery charge and discount pattern.