**Order Level Analysis Report**

**Introduction:**

Order level analysis helps us to get an insight about overall order status within a specific area and for a specific period of time slot.

The data between 01-01-2021 and 30-09-2021 has been given to calculate the same.

**Summary:**

1. Maximum number of orders placed in the afternoon slot.
2. HSR Layout has the maximum number of orders.
3. Delivery charges are usually high for late night orders.
4. Maximum discounts are given in the month of August.

**1.    Identify order distribution at slot and delivery area level**

1)Maximum number of orders are delivered to HSR layout because maximum number of pick up points are in HSR layout.

2)Maximum number of orders placed in the afternoon slot.

3)Orders less than 30 are coloured red and orders greater than 30 are coloured green.

**2. Identify the areas having highest increase in monthly orders (from Jan to Sep) in absolute orders.**

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| 1 ) Top five areas with highest monthly orders are: |  |
| * HSR Layout -15657 |  |
| * ITI Layout - 3946 |  |
| * Harlur - 1309 * Bommanahalli – MicoLayout – 551 * Kudlu - 518 |  |
| 2 ) There are 14 areas with a single order.  3 ) The data is sorted in the decreasing trend so that it indicates highest number of orders first. |  |

**3.    Calculate delivery charges as a percentage of product amount at slot and month level.**

1) Delivery charges are usually high for late night orders.

2) In the month of February the delivery charges for late night orders are at its peak & is 17%.

3)In the month of September the delivery charges are usually low.

**4.    Calculate discount as a percentage of product amount at slot and month level.**

1) Maximum discounts are given in the month of August as it is the festive season.

2)Least discounts are given in the months of January to April, i.e., 1%.

**5.    Calculate discount as a percentage of product amount at drop area and slot level**

1)The cells in red colour indicates discount greater than 5% and this could affect the companies revenue.

2)The cells with green colour indicates no discount and is 0%.

3)The cells with yellow colour indicates discount between 1% & 5%.

4) least discount is given for late night orders and highest discount is given to orders placed during night slot.

**Some of the strategies and best practices to improve orders:**

1.Using latest technology for our product / Service

2.Targeted Marketing & Email Marketing

3.Optimize the checkout process

4. Social Media engagement & collaboration with Influencers

5.Search Engine Optimization (SEO)

6.Special offers and discounts

7.Referral programs

8.Educational content, attractive ads

**Completion Rate Analysis Report**

**Introduction:**

Completion rate analysis helps us to get an insight about overall successful / unsuccessful order status within a specific area and for a specific period of time.

**Summary:**

1. According to month, May and July has maximum successful orders with maximum numbers of orders.
2. There are 100% completion rate on Sunday evenings and Wednesday Nights.
3. For the areas Cux town and Whitefield there aren't any successful orders and hence the completion rate is zero.
4. In the month of September , an area called Devarachikkanahalli has 100% completion rate.

**6. Identify Completion rate at slot vs day of the week (Sunday to Saturday) level. Can you spot some pattern in the data?**

1)There are 100% completion rate on Sunday evenings and Wednesday Nights.

2)On sundays maximum of the orders have been successfully delivered compared to other days.

3) On an average 99.55% of orders have been successfully delivered.

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| **7. Calculate completion rate at drop area level.** |
| 1)For the areas Cux town and Whitefield there aren't any successful orders |
| 2)Bellandur ETV has 50% completion rate. |
| 3)Except Bellandur ETV, Cox Town, Domlur, EGL, Indiranagar, Marathahalli, Viveknagar, Whitefield all other areas have 100% completion rate. |
| **8.  Completion rate at number of products ordered level. For this first you need to create a column having number of product against every order.** |

1) Cells with dark red colour has low completion rate compared to other orders.

2)In the month of September , an area called Devarachikkanahalli has 100% completion rate.

**9.    Give analysis on any pattern you observe in the completion rate.**

1)According to areas, Pattandur has maximum successful orders.

2)According to month, May and July has maximum successful orders with maximum numbers of orders.

3)For the areas Cux town and Whitefield there aren't any successful orders

4)HSR layout has the maximum orders and even the maximum successful orders.

**Some of the strategies and best practices to improve completion rate:**

1.Focusing on transparency, efficiency, and customer satisfaction

2.Accurate product descriptions & clear policies and terms

3.Easier returns and refunds process

4.Customer support & proactive communication:

5.Efficient order processing & realistic shipping estimates

6.Offering order tracking

7.Quality Control and efficient management

8.Efficient employee training

**Customer Level Analysis**

**Introduction:**

Customer level analysis helps us to get an insight about overall revenue generated by the customers who got acquired through different sources within a time slot

**Summary:**

1. Customers who got acquired through Instagram and offline campaign have low completion rate compared to other sources.
2. 17 Customers have zero LTV.
3. The highest number of acquisitions are through organic platform.
4. The customer acquisition is literally in the decreasing trend from January to September, except during the months of April and May.
5. Revenue generated through Organic source is highest and revenue through Instagram has the lowest.
6. Delivery charges for the orders placed during late night are usually high compared to other slots .

**10.    Identify Completion rate at source level.**

1)Customers who got acquired through Instagram and offline campaign have low completion rate compared to other sources.

2)And this Low completion rate through Instagram could be because many of them just try it out by watching the ads and see whether it takes an order or not and then cancels it.

3)During Offline campaigns many of them orders because the marketing people insists them to do and then cancels the order.

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| **11.    Calculate LTV for every customer.** |
| 1)As LTV refers to the total revenue generated per customer, the cells in red colour have low LTV i.e., Less than 500. |
| 2)Cells in Green colour have greater LTV Compared to other customers. |
| 3) 17 Customers have zero LTV.  5)2949 (excluding customers with zero LTV)Customers have LTV less than 500.  6)5065 Customers have LTV 500 and more. |
| **12.    Calculate aggregated LTV at customer acquisition source level. Refer to aggregated LTV example.** |

1)The highest number of acquisitions are through organic platform.

2)Aggregate LTV from snapchat stands high and the least is from instagram

**13.    Calculate aggregated  LTV at acquisition month level. Refer to aggregated LTV example.**

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| 1) The customer acquisition is literally in the decreasing trend from January to September, except during the months of April and May. |
| 2)Highest number of customer acquisitions are in the month of January and the least is in the month of September. |
| 3)As the maximum number of customers got acquired during of January, sum of LTV is also highest. |
| 4) Here Users acquired and sum of LTV during that month are directly proportional to each other.  5)Aggregate LTV is aslo low for the months June to September. i.e., Less than 350 |

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| **14.    What is the average Revenue(Product amount after discount) per order at different customer acquisition source level?**  1)Revenue generated through Google Source is highest and revenue through Instagram has the lowest.  **15.    What is the average Revenue(Product amount after discount) per order at acquisition month level?**  1)As number of acquisitions are high during the month of January, revenue generated is also high.  2)As number of acquisitions are low during the month of September, revenue generated is also Low.  **16.    Is there any pattern in order rating across slots, number of items placed, delivery charges, discount. For example, there might be an insight from the data that orders placed during late night are generally rated high. While orders placed in early morning are not rated high. OR orders having more than 5 items are generally rated high.**  1)Delivery charges for the orders placed during late night are usually high compared to other slots .  2)Discount given is generally less for the orders placed during late nights.  3)Maximum discount for the orders are given during evening time.  4)Maximum number of orders are placed in the afternoon as many working employees order during that time and also discount provided is almost equivalent to evening slot and is max too.  5)Delivery charges are least in the morning and also the number of orders placed is second highest.  **Some of the strategies and best practices to improve customer experience:**  1.User-Friendly website & responsive customer support  2.Detailed Product Information & transparent pricing  3.Order tracking, order confirmation and updates  4.Community engagement by loyalty programs  5.Easy returns and refunds  6.Post-purchase surveys  7.Educational content  8.Cashbacks and surprise vouchers  **Delivery Level Analysis** |

**Introduction:**

Delivery level analysis helps us to get an insight about overall delivery time, delivery charges etc within given drop area and for a specific slot of time.

**Summary:**

1. On an average orders placed during the month of May are usually delivered late.
2. Weekday orders are delivered earlier compared to weekend orders.
3. Orders in the month of February are delivered with the least time taken.
4. Orders delivered to ITI layout has the lowest delivery charges.
5. Orders delivered to Brookfield has the highest delivery charges and are late night orders.
6. On an average many of the orders delivered early are in the late night.

**17.    Calculate average overall delivery time at month and delivery area level.** . 1)Cells in red colours indicates late delivery i.e., more than 30 minutes and maximum of the orders have been delivered late.

. 2) On an average orders to Mahadevapura, Brookfield and Pattandur are delivered very late.

. 3) On an average orders placed during the month of May are usually delivered late.

**18.    Calculate average overall delivery time at month and weekday/weekend level. You might need to create a column which will tag every date to either weekday or weekend.**

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| 1)In the month of May Orders are usually delivered late. This could be because of summer holidays and heavy traffic. |
| 2)Orders in the month of July are delivered with the least time taken. |
| 3)Weekday orders are delivered earlier compared to weekend orders. |

**19.    Calculate average overall delivery time at slot level. Refer to the definition of slot.**

1)Orders during late night are usually delivered early because of low traffic.

2)Orders during afternoon are usually delivered late compared to other slots because of heavy traffic and customer demand.

3)Even though the average delivery time of the orders kept during the month of May are high, the late night orders are usually delivered early.

**20.    Do you see any pattern in delivery charges with slot or delivery area.**

1)With maximum number of orders HSR Brookefield has maximum average delivery charges.

2)The orders delivered to Bellandur ETV and Binnypet have zero delivery charges.

3)Orders delivered to Brookfield has the highest delivery charges and are late night orders.

4)Top 3 areas with highest delivery charges are: Brookfield,CV Raman Nagar , Frazer town and all the orders are late night orders.

5) Orders delivered to ITI layout has the lowest delivery charges.

**21.    Do you see any pattern in delivery time and delivery area. If yes then find out logical reason.**

**Yes,**

1) On an average many of the orders delivered early are in the late night.

2) There are very few Morning orders.

3)Top 5 areas with delayed deliveries are:

a)Mahadevapura

b)Brookefield

c)Vimanapura

d)Pattandur

e)CV Raman Nagar

And the reasons for this could be :

1)Traffic and transportation issues

2)Route optimization issues

3)Weather conditions

4)Supply chain challenges

**Some of the strategies and best practices to improve delivery performance:**

1)Optimizing delivery routes

2)Investing in technology and utilizing data analytics

3)Improving warehouse efficiency

4)Training and supporting delivery personnel

5)Enhancing communication

6)Collaboration with reliable partners

7)Implementinng quality control processes

8)Offer flexible delivery options