# Swiggy 2019 Performance and Conversion Rate Fluctuation Analysis

## Introduction

This document analyzes Swiggy's overall performance over the year 2019, specializing in fluctuations in order volumes, visitors resources, and conversion costs at numerous tiers of the purchaser journey. Additionally, we check out the impact of transport costs, promotions, and external factors that contributed to adjustments in Swiggy’s overall performance.

We look at:

Order volume fluctuations (highs and lows)

Traffic modifications from exceptional assets

Conversion rate fluctuations damaged down into the following key funnel tiers:

L2M: Listing to Menu

M2C: Menu to Cart

C2P: Cart to Payment

P2O: Payment to Order

The impact of shipping costs on usual overall performance

Hypotheses concerning viable motives for fluctuations

Validation of those hypotheses using assisting information

### Section 1: Order Volume Fluctuations

#### Highs

Several spikes in order volumes had been observed in the course of the 12 months. Key dates and feasible motives are:

17-01-2019 ( +105.95%):

Possible Reason: This spike may be attributed to a brand new year advertising or campaign that drove substantial site visitors and order conversions.

Hypothesis: Promotional campaigns normally see higher traction all through January as consumers are much more likely to interact after the vacation season.

05-02-2019 ( +114.77%):

Possible Reason: Likely pushed by a huge promotional occasion or marketing campaign including a festival-associated discount.

Hypothesis: Festivals in India, like the begin of the Holi season, commonly see a upward thrust in orders due to promotional gives, social gatherings, and elevated meals delivery call for.

26-02-2019 (+120.04%):

Possible Reason: A continuation of earlier a success campaigns or new confined-time offers.

Hypothesis: A second phase of competition promotions or sustained social media campaigns likely contributed to this peak.

09-03-2019 ( +102.02%):

Possible Reason: A weekend effect combined with viable promotions aimed toward boosting weekend orders.

Hypothesis: Swiggy regularly stories higher orders on weekends. A properly-focused campaign or discounts on Saturday/Sunday deliveries likely amplified the increase.

24-11-2019 ( +135.48%):

Possible Reason: The spike aligns with the Indian festive season (Diwali), wherein food orders commonly surge due to gatherings and celebrations.

Hypothesis: Festive celebrations coupled with exceptional festival reductions could have pushed the peak.

#### Lows

Several sharp declines in order volumes were also referred to:

29-01-2019 (-71.71%):

Possible Reason: A technical issue, operational failure, or unseasonably terrible weather may also have decreased orders.

Hypothesis: A large drop may be because of competition jogging competitive promotions or outages in Swiggy's services.

19-02-2019 (-55.84%):

Possible Reason: Customer dissatisfaction or market opposition, possibly with a competitor like Zomato launching a marketing campaign.

Hypothesis: A competing platform could have added disruptive gives main to order diversion faraway from Swiggy.

Sixteen-07-2019 (-63.08%):

Possible Reason: July is regularly an off-top length, and the drop ought to reflect seasonal slumps in food shipping or climate influences.

Hypothesis: Unfavorable weather conditions (e.G., monsoons) may want to have brought about lower transport orders in certain regions.

### Summary of Order Volume Fluctuations

Order spikes and declines are closely tied to:

Promotions and reductions: High-extent spikes regularly coincide with centered advertising and excursion campaigns.

External elements: Declines are usually related to operational troubles, seasonal climate modifications, or increased opposition.

## Section 2: Traffic Source Fluctuations

#### Key Dates for Traffic Fluctuations

17-01-2019 ( +110.20%):

Facebook visitors multiplied by using 1979.99%: A successful Facebook marketing campaign led to a extensive raise in site visitors.

Hypothesis: Facebook-pushed campaigns, in particular involving movies or unique promotions, likely accounted for this surge.

27-06-2019 ( +119.15%):

All visitors resources confirmed a marked growth: A nicely-coordinated multi-channel campaign might have driven this peak.

Hypothesis: A unified advertising and marketing effort across social media systems, email, and influencer partnerships contributed to this uptick.

29-01-2019 (-40.46%):

Twitter traffic declined by using -87.59%: Despite a positive soar in YouTube site visitors ( 197.69%), the large drop in different channels (particularly Twitter) pulled average visitors down.

Hypothesis: A decline in engagement on one channel (Twitter) cannot always be compensated by increases on any other, highlighting the significance of balanced channel performance.

#### Summary of Traffic Source Fluctuations

Facebook’s role in driving site visitors is super, particularly while excessive-spend campaigns are deployed.

Twitter’s volatility indicates a want to stability promotional recognition across all channels, ensuring no unmarried platform dictates typical site visitors tendencies.

## Section 3: Conversion Rate Fluctuations

We similarly tested the conversion costs at diverse stages of the purchaser funnel to identify bottlenecks or tremendous drivers:

L2M (Listing to Menu)

Spike on 05-02-2019 (+26.25%): This indicates clients have been greater interested in exploring restaurant menus at some stage in the advertising duration.

Drop on 29-01-2019 (-52.48%): A capacity lower in eating place range or technical problems could have discouraged customers from intending beyond the list degree.

M2C (Menu to Cart)

Spike on 26-03-2019 (+40.00%): A promotional occasion probable expanded the wide variety of users including objects to their cart.

Drop on 19-02-2019 (-16.80%): Delivery prices, availability of preferred gadgets, or unclear pricing ought to have decreased conversions.

C2P (Cart to Payment)

Spike on 05-02-2019 (+70.81%): Promotional gives which includes unfastened delivery or reductions on total order value likely encouraged customers to proceed to price.

Drop on 11-08-2019 (-32.64%): A sharp decline may replicate price gateway problems or worries over transport expenses.

P2O (Payment to Order)

Spike on 22-10-2019 (+86.10%): Customers who reached the price degree had been particularly encouraged to finish the order due to promotions or restricted-time offers.

Drop on 17-11-2019 (-77.22%): Delivery delays, poor service reviews, or higher-than-anticipated transport fees may also have deterred customers from finishing their orders.

#### Impact of Delivery Charges on Conversion Rates

From the dataset, it’s clean that shipping costs play a vast function in conversion charge fluctuations, specifically at some stage in the final P2O (Payment to Order) level:

High Delivery Charges: Dates with spikes in delivery costs (e.G., 19-02-2019, 14-09-2019) correlate with decrease P2O charges, confirming purchaser sensitivity to accelerated costs.

Low or Waived Delivery Charges: On dates with reduced transport expenses (e.G., 05-02-2019, 26-03-2019), P2O costs noticed considerable enhancements.

### Section 4: Hypotheses and Validation

Based at the statistics, several hypotheses can be proposed to provide an explanation for fluctuations in overall performance:

Hypothesis 1: Promotional Campaigns Drive Order Spikes

Supporting Data: Peaks so as volumes on dates like 05-02-2019 and 09-03-2019 align with multiplied social media visitors and focused promotions. These promotions also boosted L2M and P2O conversion rates.

Hypothesis 2: Delivery Charges Affect Conversion Rates

Supporting Data: Conversion charge drops, in particular in P2O, are strongly connected to spikes in shipping expenses (e.G., 19-02-2019). When delivery costs had been reduced or waived, conversion rates surged (e.G., 05-02-2019).

Hypothesis 3: External Factors Cause Declines

Supporting Data: Large order drops on dates like 29-01-2019 (-71.71%) probably stem from operational troubles or opposition, as supported by using lower visitors and bad fluctuations in M2C and C2P quotes.

## Conclusion

Swiggy’s 2019 performance suggests a clear correlation between promotions, social media engagement, and order volumes. While successful campaigns pressure order spikes and high conversions, operational elements which includes delivery expenses and external opposition result in considerable drops in overall performance.

## Recommendations:

Focus on regular promotional efforts: Targeted reductions and social media campaigns have to be frequently timed with weekend and festive occasions.

Monitor shipping fees: Given the clean effect on conversions, shipping charges should be dynamically adjusted based totally on client conduct.

Enhance operational efficiency: Reducing out-of-inventory items and ensuring easy price gateways will assist limit cart abandonment.