**Funnel Analysis Report**

* Here you can see so many highs and lows compared to same last week
* Also you can see so many highs in every weekend
* Here you can see more down’s in M2C (Cart/Menu) field as it mostly affects the payment to cart sections.
* This is the main cause in conversion.

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| --- | --- |
| **Date** | **Order Change with respect to same day last week** |
| 1/10/2019 | -45% |
| 1/24/2019 | -18% |
| 1/29/2019 | -72% |
| 2/19/2019 | -56% |
| 2/23/2019 | -18% |
| 3/2/2019 | -38% |
| 3/6/2019 | -17% |
| 3/15/2019 | -15% |
| 3/19/2019 | -46% |
| 3/27/2019 | -17% |
| 4/4/2019 | -52% |
| 4/12/2019 | -27% |
| 4/25/2019 | -39% |
| 4/28/2019 | -15% |
| 4/29/2019 | -17% |
| 5/4/2019 | -15% |
| 6/8/2019 | -20% |
| 6/20/2019 | -54% |
| 7/16/2019 | -63% |
| 7/17/2019 | -15% |
| 7/26/2019 | -16% |
| 8/8/2019 | -18% |
| 8/11/2019 | -54% |
| 8/27/2019 | -17% |
| 9/14/2019 | -54% |
| 9/16/2019 | -18% |
| 9/29/2019 | -17% |
| 10/2/2019 | -18% |
| 10/14/2019 | -20% |
| 10/28/2019 | -16% |
| 10/31/2019 | -18% |
| 11/6/2019 | -16% |
| 11/16/2019 | -16% |
| 11/17/2019 | -57% |
| 12/8/2019 | -18% |
| 12/15/2019 | -15% |
| 12/21/2019 | -16% |

* Here the dates with drop in orders compared to last week.
* It may cause due to the drop in any of the sessions (facebook, youtube, twitter, others).

|  |  |
| --- | --- |
| **Date** | **Order Change with respect to same day last week** |
| 1/17/2019 | 106% |
| 1/22/2019 | 85% |
| 2/5/2019 | 115% |
| 2/26/2019 | 120% |
| 3/9/2019 | 102% |
| 3/26/2019 | 78% |
| 4/11/2019 | 92% |
| 4/18/2019 | 73% |
| 6/27/2019 | 115% |
| 7/23/2019 | 135% |
| 8/18/2019 | 107% |
| 9/21/2019 | 112% |
| 11/24/2019 | 135% |

* Here you can see drastic increases in orders compared to last week.
* This is due to increase in any of the sessions (facebook, youtube, twitter, others).
* Here you can see the percentage change in order compared to last week.