

Freshco Hypermarket Caspstone Project Analysis and Observations

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* 1. Market Analysis by Order Level

Order distribution at slot and delivery area level.

* As we can clearly identify from the above chart, HSR layout amongst the given areas have the highest orders placed followed by ITI layout and Harlur. This can be prominent because of various reasons such as, Demographic diversity, Geographical settlements, buying power of a customer etc.
* This is significant when we dive into the picture above, Morning slot consist higher number of orders and late-night slot being the lowest.

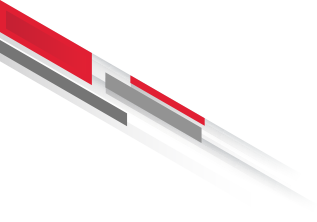
Therefore, we can believe that freshco hypermarket have good amount of market presence in the mentioned areas and the population is aware of the availability of online delivery process.

Areas having highest increase in monthly orders (from Jan to Sep) in absolute orders

* Buying pattern of customers is majorly influenced by the time as the as the changing weather conditions lead to opting for online marketplace for product transactions. In this case, SEPTEMBER month have seen highest orders followed by JULY & AUGUST.

To be very precise, these are the months of heavy rains in India which certainly push people to rely upon online modes of goods transactions.

* HSR layout, ITI layout and Harlur regions have contributed extensively in terms of order placing here.

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Delivery charges as a percentage of product amount at slot and month level

* As we can witness through the above bar chart, Delivery charges are on higher side in late night slot wherein lesser in the afternoon slot. This is majorly due to the overtime costs of the delivery agents and due to odd hours supply requirements.
* February month is greatly influenced by the higher delivery costs in comparison to any other months.
* March month is the lowest in delivery charges as per the data, and this is majorly because of the closure of financial year and to yield the profits as much as possible through burning the yearly stock.

Discount as a percentage of product amount at slot and month level

* Discount plays a vital role in attracting customers to adopt the system to such an extent that, the product manufacture or the service provider makes most out of this approach because incremental orders.

Here in this freshco hypermarket case scenario, significant amount of discount have been provided in the night shift and cumulatively AUGUST month is proved to be the month of highest discounts in all slots surpassing the 20% of the total product amount.

Discount as a percentage of product amount at drop area and slot level.

According to the above chart and given data, we can observe that Jayanagar achieved highest discount, standing at more than 30% of product amount in the evening slot.

* In addition to the previous observation, the areas like Bilekahalli & Harlur have achieved considerable amount of discounts in every slots.
* Also, in this case scenario, it is evident that late night slot sums up with the lowest discount rate in all the regions mentioned.
* Afternoon slot is the most customer centric slot as per the data, since it has contributed extensively to majorly all the areas with higher discount rates.
  1. Market Analysis by Completion Rate (USD Million)

Completion rate at slot vs day of the week (Sunday to Saturday) level

* The major observation in this case scenario is, completion rate is higher in late night slot on Wednesday and Saturday but relatively lesser in other days of the week.
* Morning and Afternoon slots are consistent in completing the orders in all the days.

Completion rate at drop area level

* As per the given data set, drop geo areas such as Whitefield and Cox Town are majorly impacted areas of delivery as the delivery percentage is certainly zero.

There can be several factors leading to the failure of delivery such as distance from the source, Higher delivery charges, Delivery time span and also the infrastructure of those areas.

Completion rate at number of products ordered level

* The very basic yet the major observation in this case is, greater the products ordered level, higher the completion rate.

As we can analyze the pattern, orders consisting higher number of orders have completion rate of 100% whereas, the orders with fewer number of products have low completion rate.

* Overall completion rate here stands at 99.63% which gives the blueprint of service rendered is on the right track and by providing few offers there is a possibility of capturing greater marketplace.

Analysis on the pattern observed in the completion rate

The crucial part of any analysis is to identify the areas which are odds and evens for any said business entity. Certainly, the patter as per the given statements can be formulated as,  
  
> In the positive front, Completion rate predominantly very high in the afternoon slot V/s comparatively lower in the late-night slot and this signifies the negative front of business and the key area to more focus upon.  
  
2. Areas such as white field and Cox Town have less reach and completion rate as the success percentage is 0%.  
  
3.Interestingly, major contributors where the number of orders are high, HSR Layout, ITI Layout & Harlur and has 99% of completion rate than other areas that have 100% of completion rate.

4.There is a equal proportion of completion rate amongst most of the areas against the count of orders being placed except zero delivery areas as mentioned above.

* 1. Market Analysis by Customer Level

Completion rate at source level

In the customer level analysis, we have the prime key through which any organization aspires to attract customers by inculcating various tools and techniques. Majorly this penetrates through online marketing along with few conventional sources of advertisement.

* Here we can clearly observe that, completion rate is higher through organic source (99.63%) and have captured good amounts of customers leaving other sources behind.
* Most important thing to be noticed here is the inefficiency of conventional offline campaign, where it has contributed the least in the process of capturing customers onboard at (99.44%)

LTV for every customer

It refers to the total revenue generated per customer. Usually this number is defined across various time period such as 3 month LTV, 6 month LTV or 12 months LTV.

As per the data given, we can assume that the buying behavior is depends upon the earning capacity of an individual and the capacity of placing orders with large numbers of products.

We could have ascertained the LTV,if we would have had the data of revenue generated through individual customer quarterly or half yearly.

* Here 6600/- is the highest LTV of customers listed.

Aggregated LTV at customer acquisition source level

* Aggregated LTV based on the data available at customer acquisition source level, Snapchat played a vital role in fetching customers to freshco hypermarket, whereas the Instagram is underperforming as the LTV is significantly low in this case.

Aggregated LTV at acquisition month level

* Aggregated LTV based on the data available at customer acquisition month level, May month has the highest LTV and September month has the low LTV.

Average Revenue(Product amount after discount) per order at different customer acquisition source level

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Facebook** | **Google** | **Instagram** | **Offline Campaign** | **Organic** | **Snapchat** |
| **858976.0** | **1831956.0** | **838265.0** | **933051.0** | **2161368.0** | **871070.0** |

* To begin with, we have a data where the acquisitions sources have various implications on different parameters of the business.

Here the highest of average revenue being generated through GOOGLE which is cumulatively higher than that of other sources mentioned and also we can observe, Instagram has the less revenue amongst all the available sources. This is certain that demographics is prominent as most of the customers who are placing orders are not from Instagram where the most of the young community actively use the same platform for most of the things. Therefore, we can presume that the adults and old age customers are actively participating in this case.

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **January** | **February** | **March** | **April** | **May** | **June** | **July** | **August** | **Sep** |
| **532070.0** | **556234.0** | **708340.0** | **857257.0** | **937973.0** | **912287.0** | **899412.0** | **905596.0** | **1185517.0** |

Average Revenue(Product amount after discount) per order at acquisition month level

* When we observe through the perspective of months, September month has the highest revenue whereas the January month is least in terms of generating revenue.

Pattern In Order Rating Across Slots, Number of Items Placed, Delivery Charges, Discount.

* Order ratings are on higher sides in the morning slot and the lower in late night.
* As identified earlier, order ratings are higher when the number of products in single order is high and are almost rate 5 and the remaining orders consisting of less products have average ratings.
* Here in this case, average order rating is less when the delivery charges are high. For example : if the cost is > 110
* There are instances where customers choose not rate anything towards the delivery. However average order rating stands at 4.85

**Average of Order Rating Across Discount : 4.85**

* 1. Market Analysis by Delivery

Average overall delivery time at month and delivery area level.

* Overall delivery time at month level and delivery area level, we can legitimate that the February month I having lowest delivery time against the may month which is highest time consumed month to deliver orders.
* One more observation that can proved to be the strength of geographical competency, is HSR Layout is consistently lower in delivery time in all the respective months.

Average overall delivery time at month and weekday/weekend level.

This clear picture which can provide us the insights about the overall delivery time at month and weekday/weekend level.

* Overall delivery time is the highest in the month of may for both the week days and the weekends and the least in the month of September.
* April and May months are which elevates high time to deliver the orders.
* January and February months have less delivery time during weekend as compared to weekdays.

Average overall delivery time at slot level

Primary observation in this analysis of delivery time at slot level,

* First one being, Average delivery time consumed to complete the order delivery is high in the Morning, Afternoon and Evening slots (25 minutes)
* Secondly, late night slot proved to be the more efficient slot with the least time taking to deliver the orders. This is not accidental but the fact, as the number of orders are less and delivery charges are high, therefore customer choose avoid ordering items in this slot and whosoever place orders receives in less time span.

Pattern in delivery charges with Slot or Delivery area

* The basic pattern which is extensively clear in this case of freshco hypermarket scenario that, HSR Layout, ITI Layout and Harlur are among the top 3 areas having higher delivery charges in following slots, Morning, Afternoon and Evening.

Pattern in delivery time and delivery area.

Most basic observation that is significant in any business is that the performance of an overall techniques and procedures being inculcated:

* The areas which have had taken significant amount of time for the order to get delivered are Mahadevapura & Brookfield.

In the case of Mahadevapura, delivery agent have taken high time to reach the store. Therefore, the overall time got severely impacted from the perspective of delivery timing which is cumulatively > 2Hrs.

1. driver restraint challenge and opportunities of freshco hypermarket
   1. Driver, Restraint, Challenge and Opportunities Analysis

DROC of freshco hypermarket



Market Driver Analysis

* Increasing Demand in HSR,ITI Layout & Harlur
* Advancements in Advertisement campaigns and Techniques through various Customer Acquisition sources etc
* Reliability

Market Restraint Analysis

* Geographical Diversity
* Infrastructure and Accessibility
* Economic Uncertainty:
* Skill Shortages(Demographical)

Market Opportunity

* Expanding Applications To Enhance User-friendly Interface
* Better Transportation Facility Would Lead To Increased Delivery Rate
* Seasonal Discounts and Perks.

Market Challenges

* Intense Competition
* Environmental Calamities
* Technological Obsolescence
* Quality Assurance and Compliance
* Supply Chain Disruptions