SWIGGY BUSINESS CASE STUDY

**Some important insights**

1. There is **37 Days** with more than 20% of deviation out of 366 days which is 10.1% of whole year.
2. Maximum ±20 Deviations occurs in **April Month** and Minimum in **May month**.
3. Trendline of ±20 Deviation from January to December (overall year) is going **downwards(linear)**.
4. **59.5%(Approx.)** deviations of whole year happened in **first 4 months**, no unusual deviations in May and apart from November with 3 deviations from June to December there was just 2 deviation count per month.

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| S.no | Date | Deviation in Orders | Reason of Deviation |
| 1. | **1/10/2019** | **45%(Negative)** | * Drop of **49%** in overall traffic in which Facebook, youtube and twitter plays the major role with **95%,49% and 49%** drop in traffic but others source show **15%** better traffic than last week. * But Overall conversion hike of **7%** in which L2M, M2O, C2P, P2O individually shows hike of **3%, 1%, 2%, 1%** as compared to last week due to **7.8%** increment of Average cost for two and decline of **2.1%** in payment success rate as compare to last week and **6.9%** increase in out-of-stock items.   **Hypothesis: The main factor of orders drop Is drop in online traffic and certain factor have some minor effects like drop in Payment success rate, increase in out-of-stock items etc.** |
| 2. | **1/17/2019** | **106% (Positive)** | * There is Increase in overall Traffic by **110%** due to exponentially hike of **1980%** in facebook traffic but there is **6% decline in traffic from others source** as compare to last week**.** * There is drop of conversion in **L2M, M2C, C2P by 2%, 1%, 1%** as compared to last week even after increase in traffic, data shows even 1% hike in Restaurant serves which is **3600(Approx.)**, **3%** hike in payments success rate, **13.6%** and **3.7%** drop in Avg. packing and delivery charges and cost for two is also drop by **8.5%** as compared to last week.   **Hypothesis: Facebook is the major contributor of overall hike in orders.** |
| 3. | **1/21/2019** | **23%(Positive)** | * Traffic increased by **5%** in all 4 sources. * P2O declined **2%** as compared to last week. * As per the supporting data, success rate of Payment decreased by **2%**, Avg. discount is same as last week, Avg. delivery charges increased by **11.1%** as compared to last week.   **Hypothesis: Overall increased traffic brings the conversion but increased delivery charges declined the Success rate of payment. (As per point 2& 3)** |
| 4. | **1/22/2019** | **85%(Positive)** | * The conversion is **5%** better than last week. There Is drop in M2C and C2P by **5%** and **2%** due to Count of Restaurant decreased by 24196 * There are some fluctuations in traffic sources, traffic from **twitter increased by 747%**, facebook by **77%**. Traffic from Youtube and Others sources decreased by **65% and 60%**. * There are some conditions which is in favor of M2C, C2P conversion i.e. Avg. discount increased by **1%**, Out of stock item drop by **8.5%,** avg. packing charges and delivery charges decreased by **10.5%** and **3.5%(approx..)**. Due to this Success ratio of P2O increased by **3%** as compared to last week.   **Hypothesis: Traffic from Twitter is the main factor of increased traffic which leads to 85% better conversion, customers not able to find their favorite restaurant which leads to discard the process in between.** |
| 5. | **1/29/2019** | **72%(Negative)** | * Data shows **40%** less overall traffic due to drop of **40% and 88%** in facebook and twitter and **52%** less conversion than last week. There is **55%** decline in L2M and **5%** decline in P2O. * and as per the supporting data there is a massive drop in active restaurant count serving on platform by **108238(28%)** as compare to last week. * The Avg discount decreased by **5.56%**, Avg packing charges increased by **29.4%** leads to **5%** drop in P2O.   **Hypothesis: Decline of traffic and active restaurant on application directly affects the conversion and Decrease in Out-of-stock items per restaurant by 36.4%, decrease in Avg. delivery charges by 10.7% manages success rate of payment is same as last week.** |
| 6. | **1/31/2019** | **20%(Positive)** | * Traffic across all sources is increase by **1%**, **5.9%** hike in avg. discount, Avg. Packing charges and delivery charges decrease by **5.2% and 16.6%**, avg. cost for two decreased by **7.6%** Hence. conversion change is **19%** better than last week. * There is **3%** decline which is **10995** in counts of restaurants. Out-of-stock items increased by **12%** as compared to last week. Hence, there is a **1%** of declination in C2P flow of traffic. |
| 7. | **2/5/2019** | **115%(Positive)** | * Surprisingly flow of traffic is same as last week.   The count of restaurants increased by **49%** which is **134205** more restaurants as compare to last week. Hence, the conversion is also increased by **115%**.   * Traffic flow in L2M increased by **123%** where M2C and C2P decreased by **3%** and **2%** due to Delivery charges increased by **12%**.   **Let’s take an example: if active restaurant is 10 and out of stock items per restaurant is 31 then total out of stock items are 310 and if we double the number of active restaurants by 20 and decrease the out-of-stock items to 30 then now 600 items are out of stock on application. (This is the reason of drop in M2C)** |
| 8. | **2/19/2019** | **56%(Negative)** | * There is **4%** decrease in traffic from all 4 sources as compare to last week and **54%** drop in conversion due to increase in Avg Packing and Delivery charges by **11.7% and 16%** as compared to last week. * **There is a drop 57% in M2C conversion due to there is a drop of 7.68% in total out of stock items on application as compare to last week.** |
| 9. | **2/26/2019** | **120%(Positive)** | * There is **2%** hike in all traffic sources, **116%** hike in overall conversion, specifically **145%** hike in M2C due to increase in Avg. images per restaurant by **14.2%** and **5.8%** of decrease in out of cart items as compared to last week. * There is minor drop of **5%, 3% and 5%** in L2M, C2P and P2O as well.   **Hypothesis: The major factor of positive deviation 56% drop of business last week.** |
| 10. | **2/28/2019** | **22%(Positive)** | * There is **8%** hike in all sources of traffic and **13%** hike in overall conversion in which there is **6%, 3% and 7%** hike in L2M, M2C and P2O conversion due to **2%** increase in restaurant count which is **9267**, **14.7%** decrease in out of cart items, **5%** increase in Avg discount, **3.8%** drop in avg. delivery charges, **5.5%** increase in Avg. images per restaurant as compare to last week. * There is **4%** drop in C2P due to packaging charges is same even after there is hike in traffic but there is **3%** drop in delivery charges as compare to last week. |
| 11. | **3/2/2019** | **38%(Negative)** | * All four sources of traffic increase by **8%,** even after that conversion is **42%** declined and C2P conversion drop by **49%.** * There are multiple reasons for this decline, firstly there is a decline of **1.58%** in restaurant count which is nearly **5820**, **12.75%** increase in total items which are out-of-stock as compare to last week. One major contributor is Delivery charges **increased by** **100% and lastly, average order for two increased by 11%(Approx.).**   **Hypothesis: There is drop in sales because of increase in delivery charges and hike in out-of-stock items. It happens majorly in unexpected weather conditions.** |
| 12. | **3/9/2019** | **102%(Positive)** | * There is **102%** hike in overall conversion and **112%** hike in C2P. The **38%** drop on 3/2/2019(same day last week) plays the major role on Order and overall conversion hike. The reason for hike in C2P is mainly the **50%** decline in delivery fees as compared to last week. * On the other side, drop in **1%, 1%, 3%** in L2M, M2C, P2O due to Avg. Discount reduced by **5.5%**, Avg packing charges increased by **16.7%** and number of images per restaurant decreased by **22.5%** which eventually affect the purchase decision of customer. * Rest, Traffic is same as last week. |
| 13. | **3/19/2019** | **46%(Negative)** | * There is **47%** decline in conversion and **53%** in P20 due to **28.57%** decline in success rate of payment and increase in Avg. packaging charges by **5.26%** as compared to last week. Overall traffic has a hike of **2%.**   **Hypothesis: Payment failure rate is noticeably high which directly effects the order conversion. It happens on incidence like technical failure in UPI, wallets or with payment gateway and other incidences like Internet, electricity or bank server failure in one or more cities.** |
| 14. | **3/24/2019** | **22%(Positive)** | * There is **6%** increase in all sources of traffic, some significant increase of **2%, 5%, 2%, 5%** in L2M, M2C, C2P, P2O. * There are certain factors which affects the order conversion positively like there is **2%** hike which is **6550** more Active Restaurant count, there is decline in Avg. packing and delivery charges by **9%** and **10.3%.** Avg. cost of two decrease by **8.3%** and Images of Dishes per restaurant increase by **17.6%** as compared to last week. |
| 15. | **3/26/2019** | **78%(Positive)** | * Conversion is **83%** better than last week and there is a noticeable hike in **P2O conversion** of **121%** due to noticeable decline in payment success rate of **65%** on **3/19/2019** last week. * There is 5% decline in traffic from every source. There is decline in L2M, M2C, C2P conversion of **7% 5%, 5%.** There are certain factors involved like **10%(Approx)** hike in Out-of-stock items, Avg. discount decreased by **10.5%** as compared to last week. |
| 16. | **4/4/2019** | **52%(Negative)** | * There is decline in M2C, C2P, P2O conversion by **49%, 8%, 8%,** conversion rate is drop by **53%** as compared to last week due to Drop in Avg. discount by **41%,** Avg.packing charges increase by **16.6%,** and there is a drop in Payment success rate by **1%(Approx.)** * There is **3%** hike in every source of traffic. |
| 17. | **4/11/2019** | **92%(Positive)** | * Conversion in **107%** better than last week, there is **94%, 9% and 3%** hike in M2C, C2P, P2O due to certain factors like Out-of-stock items decreased by **2.9%**, Avg. packing and delivery charges decreased by **9.5% and 13.8%**, Avg. discount increased by **80%** as compared to last week. * There is **7%** drop in all sources of traffic, **6%** drop in L2M due to drop in Active restaurants count on application by **3%** which is 11691(approx.) as compared to last week. |
| 18. | **4/12/2019** | **27%(Negative)** | * Conversion in **20%** lower than last week and there is **7%, 5%, 4%, 4%** drop in L2M, M2C, C2P, P2O. * There are certain factors responsible for this, traffic is decreased by **9%** from all four sources, Avg. discount drop by **5.5%**, images of dishes per restaurant decrease by **11.1%.** Avg. Packing and delivery charges is same as last week. |
| 19. | **4/14/2019** | **28%(Positive)** | * There is **8%** increase in every source of traffic and **9%** better overall conversion as compare the last week. **12.9%** increase in avg images per restaurant as compare to last week. * There is a **4%, 3%, 4%, 6%** hike in L2M, M2C, C2P, P2O conversion as compare to last week. |
| 20. | **4/18/2019** | **73%(Positive)** | * There is **11%** hike in all sources of traffic, **57%** better overall conversion and **73%** hike in M2C as compare to last week due to certain factors which is **9.8%** decrease in out-of-stock items and **61%(approx.)** hike in Avg. Discount and approx. **6%** drop in Avg cost for two as compare to last week. * There is **4%, 4% and 2%** drop in L2M, C2P and P2O due to drop of **1%** in active restaurant count which is **5472**, **12%** increase in delivery charges. Payment success rate is same as last week but the traffic increased by **11%** is the reason for drop for P2O. |
| 21. | **4/19/2019** | **25%(Positive)** | * There is **7%** increase in all traffic sources and **16%** better overall conversion as compared to last week due to hike in Avg. Discount is **5.8%**, there is **3.5%** and **2.5%** drop in Avg. packaging and delivery charges and **12.5%** more images in menu per restaurant as compare to last week. * There is **27%** drop on **4/12/2019** this is the main factor for positive deviation but the supporting data shows there is **5%** drop in restaurant count which shows **21265** less restaurant active and **15.5%** items are more out-of-stock as compare to last week. |
| 22. | **4/25/2019** | **39%(Negative)** | * There is **39%** drop in overall conversion as compare to last week. But there is no change in any traffic source. * There is **43%** and **5%** drop in M2C and C2P due to drop by **41.3%** in avg. discount, **5.2%** hike in Avg. cost for two and **5%** less avg. images per restaurant on menu as compare to last week. |
| 23. | **6/20/2019** | **54%(Negative)** | * There is **53%** drop in every traffic source,**3%** drop in overall conversion as compare to last week. * There is **2% 7% and 15%** drop in L2M, C2P and P2O due to **7%** drop in active restaurant count which is **26645** as compared to last week, packing charges increase by **11.7%, 1%** drop in payment success rate as compare to last week. |
| 24. | **6/27/2019** | **115%(Positive)** | * There is **119%** increase in all traffic sources due to **9.7%** drop in avg. cost of two, **10.5%** drop in packing charges, **11.7%** hike in Avg. discount and **4.3%** less items out of stock as compared to last week. * There is **2%** drop in overall conversion, **6% and 7%** drop in M2C and P2O due to **8%** less images per restaurant and **20%** increase in delivery charges as compare to last week. Payment success rate is same as last week. |
| 25. | **7/16/2019** | **63%(Negative)** | * There is **10%** drop in every source of traffic and **59%** drop in overall conversion as compared to last week. * There is **60% and 1%** drop in L2M and C2P delivery charges increased by **11.1%, 18%** increase in Avg. cost of two, |
| 26. | **7/23/2019** | **135%(Positive)** | * There is **128%** hike in overall conversion, **3%** hike in all sources of traffic and **137%** increase in L2M conversion as compare to last week due to **1%** hike in active restaurant count on application which is **2620(approx.)**, **15.2%** drop in out-of-stock items, **11.7%** increase in avg. discount, **16.6%** drop in Avg cost of two. * There is a drop of **7%** in P2O conversion due to **2.1%** drop in Payment success rate, **3%** hike in C2P due to **10% and 16.7%** drop in packaging and delivery charges and no change In M2C. |
| 27. | **8/11/2019** | **54%(Negative)** | * There is no change in traffic but there is **54% and 9%** drop in C2P and P2O conversion due to hike of **31.8%** in Avg. packing charges, **7.3%** hike in Avg. cost of two and **20.5%** decrease in Avg. images of dishes per restaurant as compared to last week. * There is **7% and 1%** hike in L2M and M2C conversion due to hike of **5.5%** in Avg discount and **4%** less items out-of-stock this day as compared to last week. |
| 28. | **8/18/2019** | **107%(Positive)** | * There is **3%** hike in all sources of traffic and **100%** better conversion as compared to last week. There is a hike of **1%, 98% and 5%** in M2C, C2P and P2O conversion due to **31%** drop in packaging charges, **29%** hike in avg. Images per restaurants, **4%** drop in Avg. cost for two. * There is a drop of **5%** in L2M conversion due to **10.5%** drop in avg discount   **Hypothesis: M2C conversion was better if out-of-stock items was not increase by 13.7% and P2O conversion better if there was no drop in Payment Success rate by 1%.** |
| 29. | **9/14/2019** | **54%(Negative)** | * There is **5%** drop in all traffic sources, **51%** drop in Overall conversion due to **56%** drop in M2C due to **88%** increase in out-of-stock items and increase of **22.2% and 15.4%(Approx.)** in Avg. packaging and delivery charges. * There is a hike in L2M and C2P of **5% and 4%** due to there is minor drop in restaurant count of **399** as compared to last week and avg. images per restaurant is also drop by **5.4%**. There is no change in Avg. discount given by the restaurant. |
| 30. | **9/21/2019** | **112%(Positive)** | * There is **114%** hike in overall conversion because of the drop of **54%** in orders on **9/14/2019**. All Traffic sources is decreased by 1% so there is no role of traffic in hike. * There is **4%** drop in Active restaurant count which is **18155, 44.7%** drop in out-of-stock items, **9% and 16.6%** drop in avg. packing and delivery charges, **1.6%** drop in avg. cost of two, **11.4%** less avg. images per restaurant and **2.15%** drop in payment success rate. * There is hike of **130%** and **1%** in M2C and P2O, drop of **4%** in L2M and C2P. |
| 31. | **10/9/2019** | **22%(Positive)** | * There is **4%** drop in all source of traffic and hike of **7%, 1%, 9%, 7%** in L2M, M2C, C2P, P2O due to **13.3%** hike in Avg. images of dishes per restaurant, **3.6%** drop of Avg. cost of two * There are no significant changes in Restaurant count, out-of-stock items, Avg. discount and packaging charges as compare to last week. There is **3.2%(approx.)** drop in payment success rate. |
| 32. | **10/21/2019** | **32%(Positive)** | * There is **9%** increase in all traffic source and hike of **2%, 7%, 4%, 6%** in L2M, M2C, C2P, P2O due to **5.5%** hike in Avg. discount, drop of **4.5%** in out-of-stock items and **traffic was the major contributing factor of this positive deviation**. * There is a drop of **5%** in restaurant count, **4.7%** hike in avg. packaging charges, **20%** hike in Avg. delivery charges, and **1%** drop in payment success rate. |
| 33. | **11/9/2019** | **26%(Positive)** | * There is **7%** increase in every source of traffic and **18%** increase in overall conversion in which **6%, 5%, 6%** hike in M2C, C2P, P2O due to increase in payment success rate by **2.2%**, drop of **10%** in Avg. delivery charges and Avg. discount increase by **5.5%**. * There is **1%** drop in L2M due to **6%** drop in restaurant count which is **23938**, **14%** increase in out-of-stock items as compared to last week   **Hypothesis: order conversion in positive due to increase in traffic even after there is increase in out-of-cart items and Avg. packaging charges and decrease in restaurant count and Avg. images per restaurant.** |
| 34. | **11/17/2019** | **57%(Negative)** | * There is **7%** drop in all sources of traffic, **54%** drop in overall conversion which we can further divide as **1%** and **58%** drop in L2M and M2C due to **4%** drop in restaurant count which is **16100(Approx.)**, drastically increase in out-of-stock items by **216%, 10%** hike in Avg. packing charges as compared to last week. * There is **7% and 3%** hike in C2P and P2O conversion due to drop of **10%** in delivery charges and decrease in avg. cost of two by **1.4%** and increase in Payment success rate by **3.76%**.   **Hypothesis: Drastically increase in out-of-stock items and restaurant count is main factors of drop in orders.** |
| 35. | **11/24/2019** | **135%(Positive)** | * There is **124%** hike in overall conversion which we can further divide as drastically hike in M2C by **150%** due to **69%** drop in out-of-stock items and **2%** increase in restaurant counts which is **7000(approx..)** as compared to last week. * There is **5%** hike in all sources of traffic but drop of **1%, 8% and 2%** in L2M, C2P and P2O due to **the ratio of serving restaurants is not increased in same proportion as traffic increases** and images of dishes per restaurant decrease by **2.6%.** * Avg. packaging and delivery charges, Avg. discount and Payment success rate is same as last week even after the increase in traffic.   **Hypothesis: Due to drop in out-of-stock items and increase in active restaurants as compared to last week there is an unexpected positive deviation.** |
| 36. | **12/1/2019** | **21%(Positive)** | * There is **1%** increase in traffic and **20%** increase in overall conversion, hike of **4%, 1%, 6%, 7%** in L2M, M2C, C2P, P2O conversion due to **2%** increase in active restaurant count which is **9600(Approx.), 18.2%** decrease in Avg. packing charges, **5.4%** increase in Avg. images per restaurant as compared to last week. * There is **5.2%** drop in Avg. discount, **9.6%** hike in Avg. cost of two and **3.1%** drop in payment success rate. |
| 37. | **12/22/2019** | **21%(Positive)** | * There is no change in all sources of traffic. There is hike of **5%, 11%, 4%** in L2M, M2C and P2O but no changes in C2P conversion as compared to last week. * There is **4.5%** decrease in out-of-stock items, **14.3% and 7.4%** drop in Avg. packing and delivery charges, **21.9%** increase in Avg. dish images per restaurant, **11.8%** hike in Avg. cost of two and **1.1%** hike in payment success rate as compare to last week. |

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