Business Case: Swiggy

Introduction

Swiggy is one of the largest food ecommerce platforms in the country. Every day more than 1 million users are transacting on the platform. Let's say you are growth and strategy analyst of Swiggy, and you need to generate insight on company's performance in 2019. For this, you are going to use 'Funnel Case Study Data' workbook which has 3 work sheets. You can find the details of the sheets below.

Q.1 - Identify date of highs and lows in the orders with respect to same day last week.

Ans – In below table I shown fluctuation which is more than 20% and less than -20%.
As this tolerance rang given in question.

Refer Excel – Ans Sheet 1

Date	Listing	Overall conversion	Order Change with respect to same day last week
10-01-2019	10641496	6%	-45%
17-01-2019	22368860	6%	106%
21-01-2019	22151687	7%	23%
22-01-2019	37570998	6%	85%
29-01-2019	22368860	3%	-72%
31-01-2019	20848646	6%	20%
05-02-2019	22368860	6%	115%
19-02-2019	21934513	3%	-56%
26-02-2019	22368860	6%	120%
28-02-2019	22586034	6%	22%
02-03-2019	46685340	2%	-38%
09-03-2019	46685340	4%	102%
19-03-2019	21934513	3%	-46%
24-03-2019	45338648	4%	22%
26-03-2019	20848646	6%	78%
04-04-2019	22151687	3%	-52%
11-04-2019	20631473	6%	92%
12-04-2019	20631473	6%	-27%
14-04-2019	46685340	4%	28%
18-04-2019	22803207	9%	73%
19-04-2019	22151687	6%	25%
25-04-2019	22803207	6%	-39%
20-06-2019	10207150	6%	-54%
27-06-2019	22368860	6%	115%
16-07-2019	20631473	2%	-63%
23-07-2019	21282993	6%	135%
11-08-2019	43991955	2%	-54%
18-08-2019	45338648	3%	107%
14-09-2019	44440853	2%	-54%
21-09-2019	43991955	3%	112%
09-10-2019	20631473	7%	22%
21-10-2019	22803207	6%	32%
09-11-2019	45787545	4%	26%
17-11-2019	43991955	2%	-57%
24-11-2019	46236443	4%	135%
01-12-2019	46685340	4%	21%
22-12-2019	43094160	4%	21%

Highest order change date –

Highest order change	Highest order Date
135%	24-11-2019
135%	23-07-2019

Lowest order change date –

Lowest order change	Lowest order Date
-72%	29-01-2019

Q.2 - Check if there is change in traffic as compared to same day last week, if there is change in traffic, identify the source of traffic change using Channel wise traffic sheet.

Ans –

In below table it shows change in traffic as compared to same day last week.

Date	Day	Listing	Change in traffic	Reason
10-01-2019	Thursday	10641496	-49%	Facebook by -95%, youtube & twitter by -50%
17-01-2019	Thursday	22368860	110%	Recoverd by last week same day traffic loss in facebook, youtube, twitter
22-01-2019	Tuesday	37570998	77%	Twitter by 628% & facebook by 70%
29-01-2019	Tuesday	22368860	-40%	Fluctuation come to average rang from last week same day
20-06-2019	Thursday	10207150	-53%	From overall source traffic decrease by -50%
27-06-2019	Thursday	22368860	119%	Recovered all traffic which we loss on last week same day

- By analysing the above table, it can be observed that if there is a change in traffic percentage (positive or negative) on a specific date, a opposite change is also reflected in the traffic percentage on the same day of the following week.
- Why next week same day is inversely proportional to current day?
  So, the reason could be if on current date traffic is decrease by 50% compared to last week same day, it means due to some issue half traffic didn't came to platform.
- Till next week same day, Issue got solved Platform got there traffic again which they loss in last week.
- So, in next week same day traffic change will be 100%. And that's why current day is inversely proportional to next week same day.

Change in traffic from each source (Facebook, YouTube, Twitter, Other)

Refer excel sheet – Ans Sheet 1

A.

10-01-2019	Thursday	10641496	-49%
17-01-2019	Thursday	22368860	110%

Date – 10-01-2019.

	Avg. facebook	Avg. youtube	Avg. twitter	Avg. Other
Average on Thu	7546035	5709196	2325969	5563971
Same day	387156	2873204	1170564	6210572
Change in percentage	-95%	-50%	-50%	12%

As per above table –

On an average traffic on platform, there is good decrease in Facebook, YouTube, Twitter compared to average traffic.

- Facebook = Decrease by 95%
- YouTube = Decrease by 50%
- Twitter = Decrease by 50%
- Other = Increase by 12%

Date – 17-01-2019.

	Avg. faceboo	Avg. youtube	Avg. twitter	Avg. Other
Average on Thu	7546035	5709196	2325969	5563971
Same day	8052789	6039592	2460574	5815903
Change in percentage	7%	6%	6%	5%

As per above table –

- There is no such fluctuation in any of the source but in traffic change it showing 110% increase.
- It is because whatever traffic Facebook, YouTube, Twitter loss on 10-01-2019. They gain all that traffic on 17-01-2019.
- Therefore, its showing 110% increase.

B.

22-01-2019	Tuesday	37570998	77%
29-01-2019	Tuesday	22368860	-40%

Date – 22-01-2019.

	Avg. faceboo	Avg. youtube	Avg. twitter	Avg. Other
Average on Tue	7946579	5806815	2724245	5596192
Same day	13525559	2028833	19827367	2189238
Change in percentage	70%	-65%	628%	-61%

As per above table –

- Twitter showing hug increase in traffic 628% as compared to average.
- Facebook increase by 70%.
- YouTube & Other decrease by -65%, -61%.

Date – 29-01-2019.

	Avg. faceboo	Avg. youtube	Avg. twitter	Avg. Other
Average on Tue	7946579	5806815	2724245	5596192
Same day	8052789	6039592	2460574	5815903
Change in percentage	1%	4%	-10%	4%

As per above table –

- There is no such fluctuation in any of the source but in traffic change it showing -40% Decrease.
- Because on 22-01-2019 due to some external factor Sources gain 77% compared to average traffic.
- Now current day overall traffic come towards average traffic.
- Therefore, its showing -40% Decrease.

C.

20-06-2019	Thursday	10207150	-53%
27-06-2019	Thursday	22368860	119%

Date – 20-06-2019.

	Avg. faceboo	Avg. youtube	Avg. twitter	Avg. Other
Average on Thu	7546035	5709196	2325969	5563971
Same day	3674574	2755930	1122786	2653859
Change in percentage	-51%	-52%	-52%	-52%

As per above table –

- All sources are decrease by -52%

Date – 27-06-2019.

	Avg. faceboo	Avg. youtube	Avg. twitter	Avg. Other
Average on Thu	7546035	5709196	2325969	5563971
Same day	8052789	6039592	2460574	5815903
Change in percentage	7%	6%	6%	5%

As per above table –

- There is no such fluctuation in any of the source but in traffic change it showing 119% Increase.
- Because on 20-06-2019 due to some reason it decreases by -53% as compared to average.
- On current date (27-06-2019) its recovered and come to average area.

Q.3 - Identify which one of the conversions is fluctuating, create hypotheses on what could be the possibility for fluctuation in conversions, Validate the hypotheses using Supporting data.

Ans –

Refer excel sheet – Ans Sheet 2 (for better understanding)

Below table content conversion which has high fluctuation							
Date	Days	Conversion change %	L2M	M2C	C2P	P2O	Reason
29-01-2019	Tuesday	-52%	12%	42%	72%	80%	Decrease in count of restaurant by -30%
05-02-2019	Tuesday	115%	26%	40%	71%	80%	Recovered by last week same day
19-02-2019	Tuesday	-54%	26%	17%	77%	85%	Minor change in packaging and image and also same external reason
26-02-2019	Tuesday	116%	24%	41%	74%	81%	Recovered by last week same day
02-03-2019	Saturday	-42%	21%	34%	33%	81%	Increase in Delivery charge by 100%
09-03-2019	Saturday	102%	21%	34%	71%	79%	Recovered by last week same day
19-03-2019	Tuesday	-47%	26%	42%	76%	39%	Success rate of payment is decrease by 30%
26-03-2019	Tuesday	87%	24%	40%	72%	85%	Recovered by last week same day
04-04-2019	Thursday	-53%	26%	20%	69%	78%	Discount decrease by -45%
11-04-2019	Thursday	107%	25%	39%	76%	80%	Recovered by last week same day
18-04-2019	Thursday	57%	24%	67%	73%	79%	Discount increse by 60%
25-04-2019	Thursday	-39%	25%	38%	69%	84%	Discount came to normal rang campared to last week
16-07-2019	Tuesday	-59%	10%	40%	73%	84%	Avg cost for two increased by 23%
23-07-2019	Tuesday	128%	24%	40%	75%	78%	Recovered by last week same day
11-08-2019	Sunday	-54%	22%	33%	33%	74%	Packaging charge increase by 45%
18-08-2019	Sunday	100%	21%	33%	65%	78%	Recovered by last week same day
14-09-2019	Saturday	-51%	21%	15%	67%	74%	Out of stock iteam increased by 80%
21-09-2019	Saturday	114%	20%	34%	65%	75%	Recovered by last week same day
17-11-2019	Sunday	-54%	21%	14%	71%	77%	Out of stock iteam increased by 220%
24-11-2019	Sunday	124%	21%	34%	66%	76%	Recovered by last week same day

This above table has Positive and Negative conversion rate, and funnel break into 4 parts which is L2M, M2C, C2P, P2O.

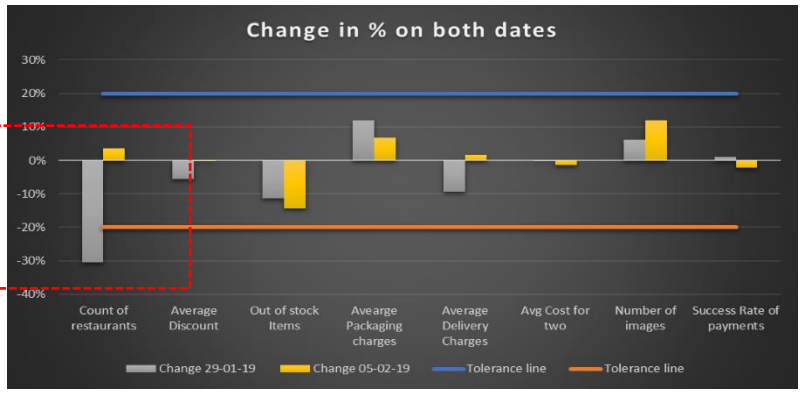
- First, I will see conversion change %, then go to funnel break down to identify in which part of funnel the issue occurred.
- After that I will see what Is the reason behind, with the help of supporting data.

A.

Let's have a look in each date and identify the reason, at a time I will take two dates to compared.

Date	Days	Conversion change %	L2M	M2C	C2P	P2O
29-01-2019	Tuesday	-52%	12%	42%	72%	80%
Average Conversation			24%	38%	71%	81%
05-02-2019	Tuesday	115%	26%	40%	71%	80%

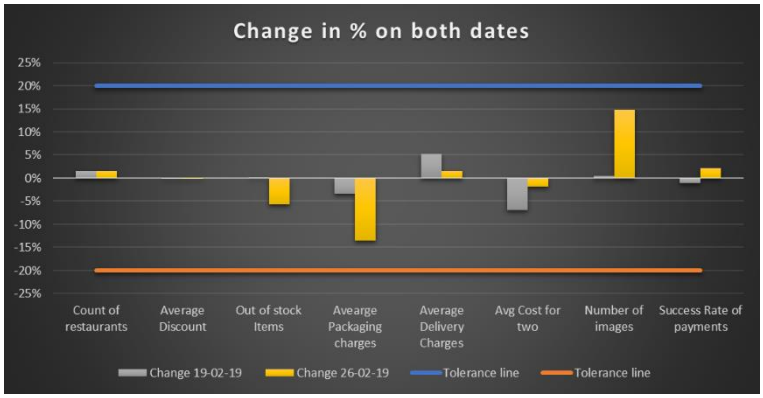
- **On 29-01-2019, By analysing above table,** we get to know the issue occurs in L2M funnel.
- **On 05-02-2019, this date showing 115% conversion change,** but it's recovered from last week same day fluctuation.



- Orange line and blue line is tolerance line +-20%.
- **The reason behind change in L2M**, as you see the above chart we get to know count of restaurant crossed orange tolerance line.
- Due to decrease in count of restaurants L2M decrease till 12%.

B.

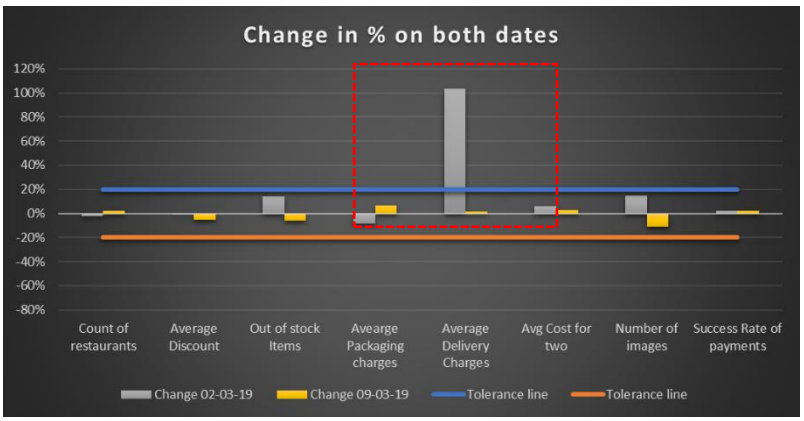
Date	Days	Conversion change %	L2M	M2C	C2P	P2O
19-02-2019	Tuesday	-54%	26%	17%	77%	85%
Average Conversation			24%	38%	71%	81%
26-02-2019	Tuesday	116%	24%	41%	74%	81%



- **On 19-02-2019 conversion change is -54%,** as per above table its clear there is issue in M2C funnel.
- **On 26-02-2019 conversion change is 116%,** it's just a recovery week recovered from last week same day drop.
- **Reason behind change in M2C traffic**, as per above chart all reasons are under tolerance line.
- It means there is external reason behind the drop, it may be customer got good discount, less delivery time etc on competitors' platform.

C.

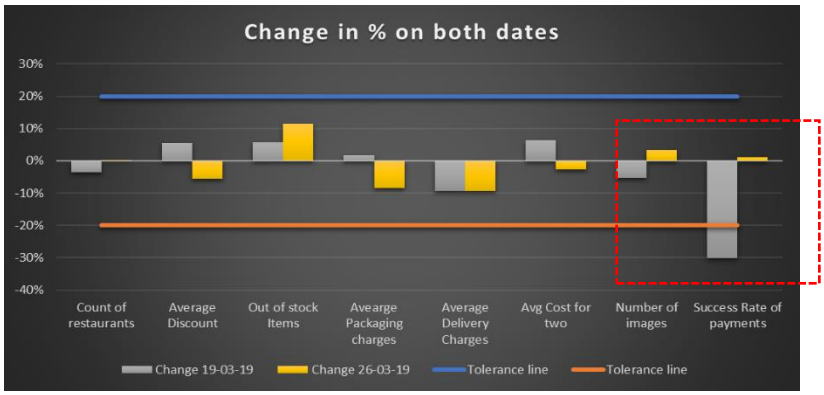
Date	Days	Conversion change %	L2M	M2C	C2P	P2O
02-03-2019	Saturday	-42%	21%	34%	33%	81%
Average Conversation			24%	38%	71%	81%
09-03-2019	Saturday	102%	21%	34%	71%	79%



- **On 02-03-2019 conversion change is -42%,** As per above table its look like there is change in C2P.
- **On 09-03-2019 conversion change is 102%,** it's just a recovery week recovered from last week same day drop.
- **Reason behind change in C2P traffic,** as per above chart "average delivery charges" crossed tolerance line.
- So, the reason is due to increase in delivery charge by 100% most of the customer leave the platform.

D.

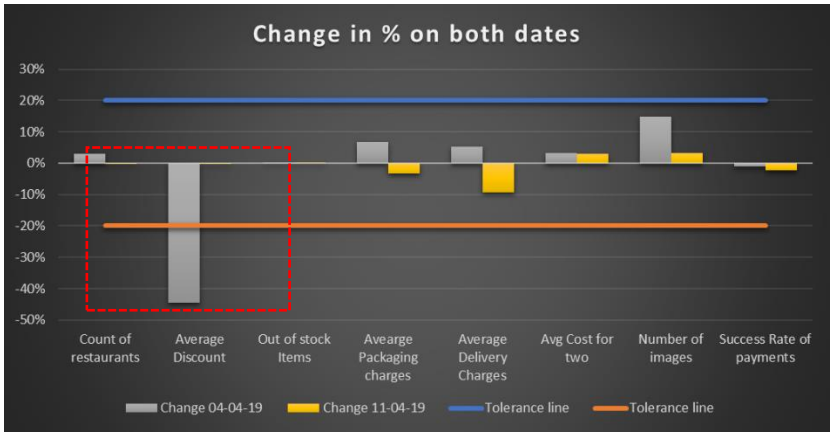
Date	Days	Conversion change %	L2M	M2C	C2P	P2O
19-03-2019	Tuesday	-47%	26%	42%	76%	39%
Average Conversation			24%	38%	71%	81%
26-03-2019	Tuesday	87%	24%	40%	72%	85%



- **On 19-03-2019 conversion change is -47%,** As per above table its look like there is change in P2O.
- **On 26-03-2019 conversion change is 87%,** it's just a recovery week recovered from last week same day drop.
- **Reason behind change in P2O traffic,** as per above chart "Success Rate of Payments" crossed tolerance line.
- Decrease in Success Rate of Payments by 30%, Reason behind may be Bank Server down, Issue in app while payment, Limited payment option etc.

E.

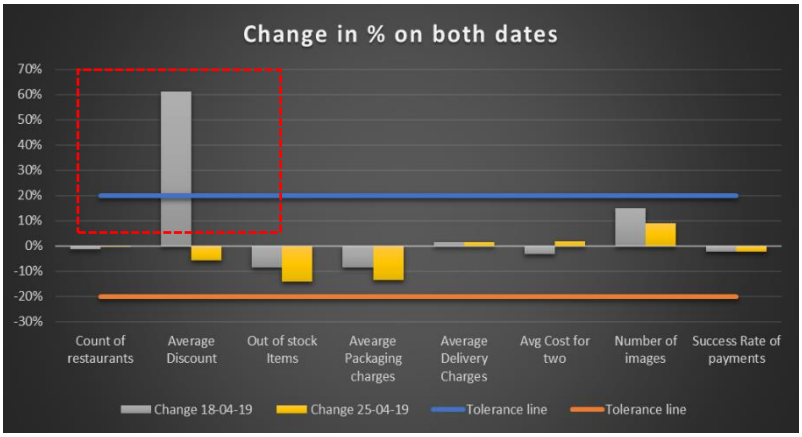
Date	Days	Conversion change %	L2M	M2C	C2P	P2O
04-04-2019	Thursday	-53%	26%	20%	69%	78%
Average Conversation			24%	38%	71%	81%
11-04-2019	Thursday	107%	25%	39%	76%	80%



- **On 04-04-2019 conversion change is -53%,** As per above table its look like there is change in M2C.
- **On 11-04-2019 conversion change is 107%,** it's just a recovery week recovered from last week same day drop.
- **Reason behind change in M2C traffic,** as per above chart "Average Discount" crossed tolerance line.
- So, the reason behind change in M2C is "Average Discount" decrease by 45%.

F.

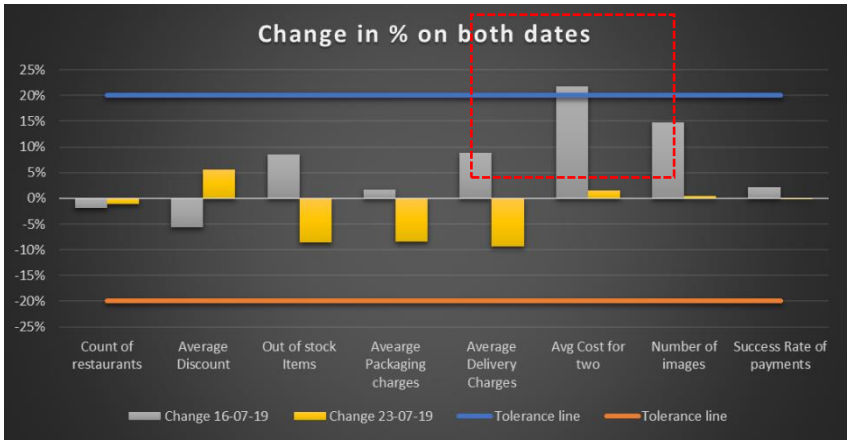
Date	Days	Conversion change %	L2M	M2C	C2P	P2O
18-04-2019	Thursday	57%	24%	67%	73%	79%
Average Conversation			24%	38%	71%	81%
25-04-2019	Thursday	-39%	25%	38%	69%	84%



- **On 18-04-2019 conversion change is 57%,** As per above table its look like there is change in M2C.
- **On 25-04-2019 conversion change is -39%,** it's just come to average range from last week same day Increase.
- **Reason behind change in M2C traffic,** as per above chart "Average Discount" crossed tolerance line.
- So, due to increase in "Average Discount" by 60%. M2C is increase by 67%.

G.

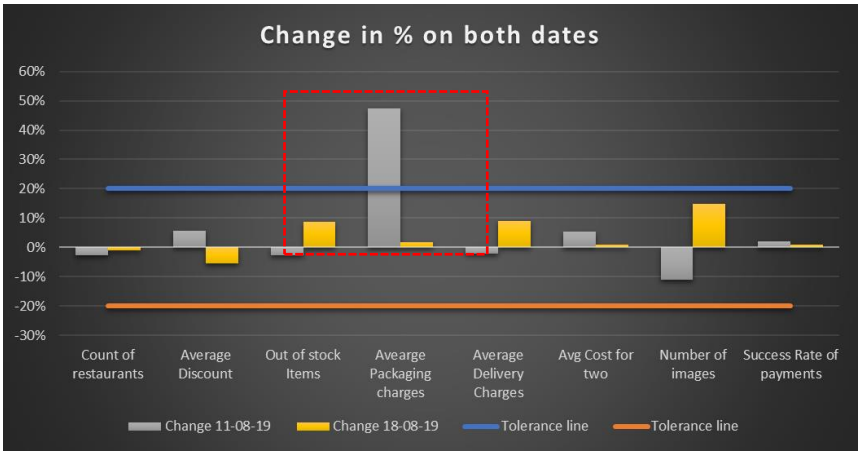
Date	Days	Conversion change %	L2M	M2C	C2P	P2O
16-07-2019	Tuesday	-59%	10%	40%	73%	84%
Average Conversation			24%	38%	71%	81%
23-07-2019	Tuesday	128%	24%	40%	75%	78%



- **On 16-07-2019 conversion change is -59%,** As per above table its look like there is change in L2M.
- **On 23-07-2019 conversion change is 128%,** it's just a recovery week recovered from last week same day drop.
- **Reason behind change in L2M traffic,** as per above chart **"Average cost for two"** crossed tolerance line.
- So, due to change in **"Aver cost for two"** by 23% that's why there is change in conversion by 59%.

H.

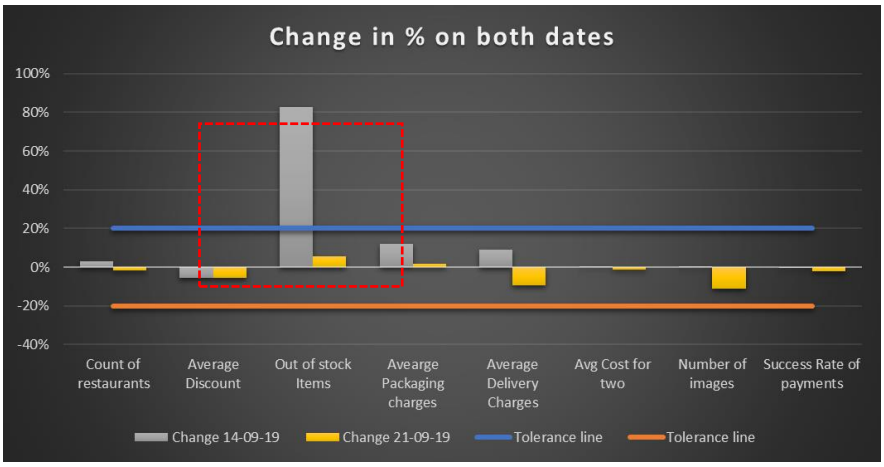
Date	Days	Conversion change %	L2M	M2C	C2P	P2O
11-08-2019	Sunday	-54%	22%	33%	33%	74%
Average Conversation			24%	38%	71%	81%
18-08-2019	Sunday	100%	21%	33%	65%	78%



- **On 11-08-2019 conversion change is -54%,** As per above table its look like there is change in C2P.
- **On 18-08-2019 conversion change is 100%,** it's just a recovery week recovered from last week same day drop.
- **Reason behind change in C2P traffic,** as per above chart **"Average Packaging charges"** crossed tolerance line.
- So, due to change in **"Average packaging charges"** by 45%. C2P is decrease by 33% from average.

I.

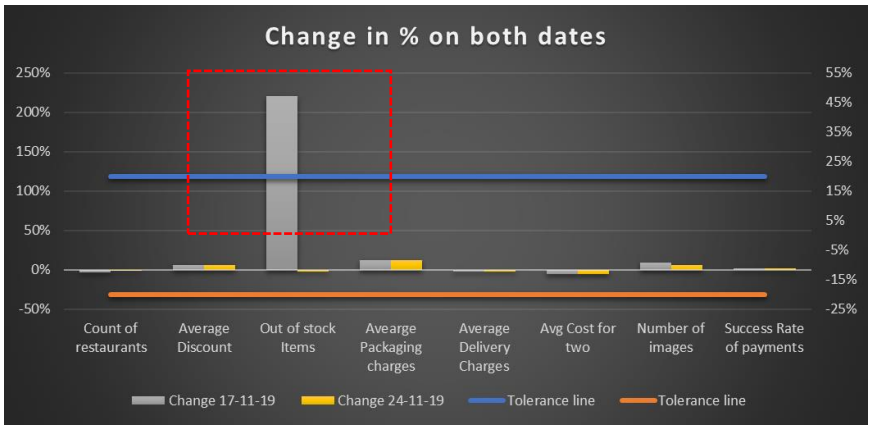
Date	Days	Conversion change %	L2M	M2C	C2P	P2O
14-09-2019	Saturday	-51%	21%	15%	67%	74%
Average Conversation			24%	38%	71%	81%
21-09-2019	Saturday	114%	20%	34%	65%	75%



- **On 14-09-2019 conversion change is -51%,** As per above table its look like there is change in M2C.
- **On 21-09-2019 conversion change is 114%,** it's just a recovery week recovered from last week same day drop.
- **Reason behind change in M2C traffic,** as per above chart **"Out of Stock Items"** crossed tolerance line.
- So, due to change in **"Out of Stock Items"** by 80%. M2C decrease to 15% from 38% average.

J.

Date	Days	Conversion change %	L2M	M2C	C2P	P2O
17-11-2019	Sunday	-54%	21%	14%	71%	77%
Average Conversation			24%	38%	71%	81%
24-11-2019	Sunday	124%	21%	34%	66%	76%



- **On 17-11-2019 conversion change is -54%,** As per above table its look like there is change in M2C.
- **On 24-11-2019 conversion change is 124%,** it's just a recovery week recovered from last week same day drop.
- **Reason behind change in M2C traffic,** as per above chart **"Out of Stock Items"** crossed tolerance line.
- So, due to change in **"Out of Stock Items"** by 210%. M2C decrease to 14% from 38% average.

CONCLUTION

As per above study/analysis, Reason which is affecting overall conversion ratio is **Count of restaurant, Average discount, out of stock, Average packaging charge, Average delivery charge, Average cost for two, Number of images, Success rate of payments.** Out of stock and Average discount are two main reasons behind decrease in overall conversion, we should more focus on these two points to sustain the overall conversion ratio.

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