**Business Case Study Report**

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| **Dates** | **Observation** | **Rational** | **Supporting Data** | **Insights** |
| 1/10/2019  Thursday | Cart and payment session down, while overall conversation rate doesn’t change | Order change when compared to last week is at 55%,  Traffic change at 51%. | Facebook =  387156  YouTube =  2873204 | Traffics reduce by Facebook and YouTube, while overall conversation rate doesn’t fluctuate |
| 1/22/2019  Tuesday | Listing and Menu session increase | Orders compared to last week were up to 85%, traffic compared to last week was up to 77% | Facebook =  13525559  Twitter =  19827367 | Traffics is increased by Facebook and Twitter |
| 1/29/2019  Tuesday | Menu and Payment session down while overall Conversion Rate is 3% | Orders Compare to last week was 28% and conversion is 48% | L2M = 12%  Count of restaurants = 274777 | Low count of restaurants, less options of choices,  Low L2M |
| 2/5/2019  Tuesday | Cart and payment session increase while overall conversation rate doesn’t change | Orders compared to last week were up to 115%, traffic compared to last week was up to 28% | Facebook =  8052789  YouTube =  6039592 | Carts Order increase, so Conversion also increases |
| 2/19/2019  Tuesday | Cart and payment session down while overall conversation rate is 3% | Orders compare to last week was 44%  and conversion 46% | M2C =17%,  Orders = 620260 | Out of stock item at 35 |
| 3/2/2019  Saturday | Payment and Orders session down while overall conversion is only 2% | Overall conversion is 52% when compared to last week | C2P = 33%  Orders =  900972 | Out of stock at 40 and highest delivery charge is 56 |
| 3/19/2019  Tuesday | Orders session is down and overall conversion is only 3% | When looked at traffic and conversion parameters, P2O | Conversion = 2%  L2M = 26%  P2O is 36% | Success rate of payment is low 65% |
| 4/4/2019  Thursday | Payment and order sessions are down | Traffics are only 3%  And conversion is only 47% | M2C is low 20%  Average discount rate is 10% is also low | Lowest average discount 10%, highest cost for two 388 |
| 4/18/2019  Thursday | Highest overall conversion rate 9%, high number of cart session | M2C is amongst the highest | M2C = 67% | Average discount is highest 29%, Lowest discount for two is 364 |
| 6/20/2019  Thursday | Orders placed/ Orders last week and Traffic compared to last week both below 50%. | Channel wise traffic from all channels is reduced by around 50%. | Facebook=3674574  YouTube =2755930  Twitter = 1122786  Others= 2653859 | Such low traffic can be due to internet services being suspended in some areas because of govt. exams or Facebook being down. |
| 7/16/2019  Tuesday | Menu, carts, payments and order sessions fell below 50% of the normal trend. | Orders compared to the last week = 37%,  While overall conversion amongst the lowest at 2% | L2M = 10%  Overall conversion compared to last week = 41% | Average cost of two amongst the highest at 458 |
| 8/11/2019  Sunday | Payment and order session are low, overall conversion rate amongst the lowest for the year. | Orders compared to the last week = 46%,  Conversion compared to last week = 46% | P2C = 33%,  Payment session = 1033432  Orders placed =  765773 | Average packing charge was highest for the year at 29.  No change in success of payments. |
| 9/14/2019  Saturday | Payment and order session down and overall conversion is low amongst the year 2% | orders down to 46% when compared to last week | M2C is the fluctuation, at 15%,  P2O slightly deviated. | Out of stock items = 64, second highest for the year. |
| 11/17/2019  Sunday | Cart, payment and order session are down, Overall conversion rate = 2% | Orders compared to last week down to 43% | M2C fluctuated at 14% | Out of stock items highest for the year = 112 |
| 7/23/2019  11/24/2019  2/26/2019  2/5/2019  9/21/2019  4/11/2019  3/9/2019  8/18/2019  3/26/2019  4/18/2019 | These dates had the highest order change when compared to last week along with the highest conversion rate compared to last week. | The increase in sessions that lead to higher number of orders placed successfully. | Order change ranges from an increase by 235% to 173%, while conversion change ranges from 228% to 157% | When looked at the conversion parameters in detail, for all these dates C2P And P2O are above 65% and reach as high as 85%. |

**Other Insights**

* For restaurants offering average discount at 19%, Overall conversion rate, L2O and P20 is the highest.

* All the dates that ended with a 95 percent success rate of payments, proportionally received the highest number of orders, had the highest overall conversion percentage and likely, highest P2O rates

* Lower the average delivery charge, higher the overall conversion percentage.

* Weekend have highest number of orders in comparison of weekdays.