**Business Case Study Report**

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| **Dates** | **Observation** | **Rationale** | **Supporting Data** | **Insights** |
| 1/10/2019  Thursday | Carts and Payment Sessions Down, while overall conversion rate doesn’t change. | Order change when compared to last week is at 55%,  Traffic change at 51%. | Facebook =387156  YouTube= 2873204 | Traffic reduced at Facebook and YouTube channel, while conversion rates didn’t fluctuate. |
| 1/22/2019  Tuesday | Listings, menu sessions are increased. | Orders compared to last week were up to 185%, traffic compared to last week was up to 177% | Facebook=13525559  Twitter= 19827367 | Facebook and Twitter traffic almost doubled. |
| 1/29/2019  Tuesday | Overall conversion rate at 3%; Menu carts and payments sessions down. | Orders compared to last week were down to 28%, conversion at 48% and traffic at 60%. | L2M = 12%  Count of restaurants = 274777 | Low count of restaurants, low options of choice, less L2M. |
| 2/19/2019  Tuesday | Overall conversion rate 3%, Carts and payment sessions down. | Orders down 44%, conversion at 46%, when compared to last week. | M2C =17%,  Orders = 620260 | Out of stock items at 35 |
| 3/2/2019  Saturday | Overall conversion rate = 2%,  Orders placed down while listings were high. | Overall conversion 58% when compared to last week. | C2P = 33%  Orders placed =  900972 | Highest delivery charge of the year = 56,  Average cost of two =399 |
| 3/19/2019  Tuesday | Overall conversion rate almost halves to 3% and orders change compared to last week also is at 53% | When looked at traffic and conversion parameters, P2O  is 39%, less than half of the common trend. | P2O =39%,  Overall Conversion/ Last week conversion = 53%  Total orders fell down below 10lakhs to 7lakh. | Success Rate of Payments was at 65% this day. Way low over regular trends. |
| 4/4/2019  Thursday | Overall conversion halved at 3%, 48% orders compared to last week, same with overall conversion. | L2M and M2C reduced. | L2M =26%  M2C= 20% | Lowest avg discount = 10%  Highest Cost for Two = 388 |
| 4/18/2019  Thursday | Overall conversion rate amongst the highest = 9%,  High number of cart sessions. | M2C one of the highest. | M2C = 67%, | Average discount highest = 29%,  Lower average cost for two = 364 |
| 6/20/2019 | 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 sessions and orders fell down, overall conversion rate amongst the lowest for the year. | Orders compared to the last week = 46%,  Conversion compared to last week = 46% | P2C = 33%,  Payments 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 sessions and orders fell down, overall conversion rate amongst the lowest for the year. | Overall conversion rate at 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 | Overall conversion rate = 2%,  Payments session down, orders placed reduced. | 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%. |
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**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.