

Centre Count

77

City Count

51

Total Order Quantity

120M

Total Revenue

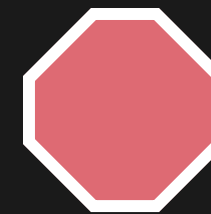
\$31.92bn

Total Discounted Value

4.02bn

Overall Discount %

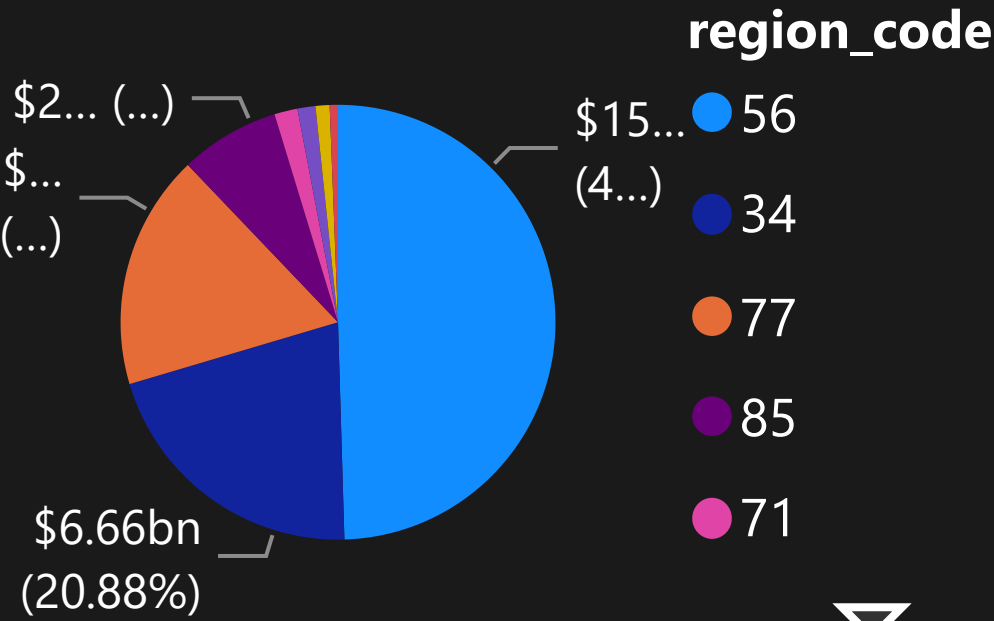
11.19%



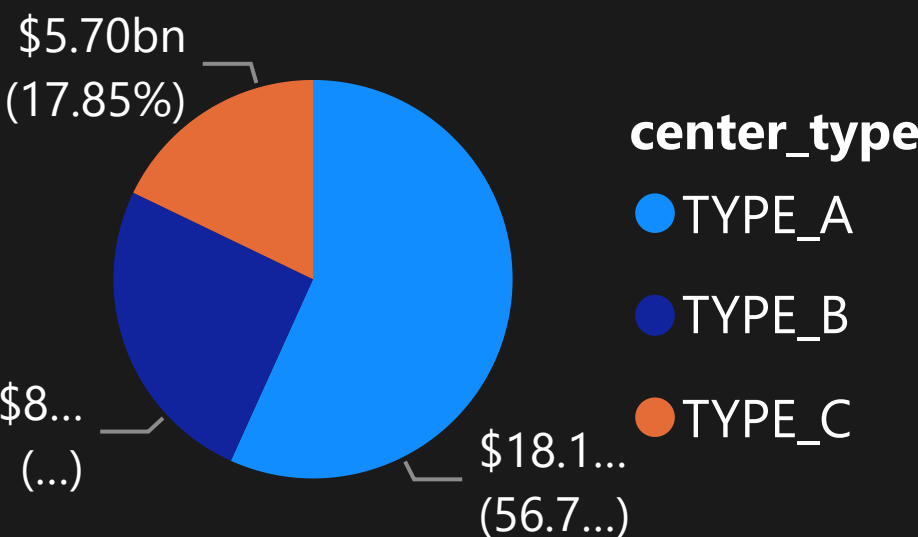
Year

- ☐ First Year
- ☐ Second Year
- ☐ Third Year

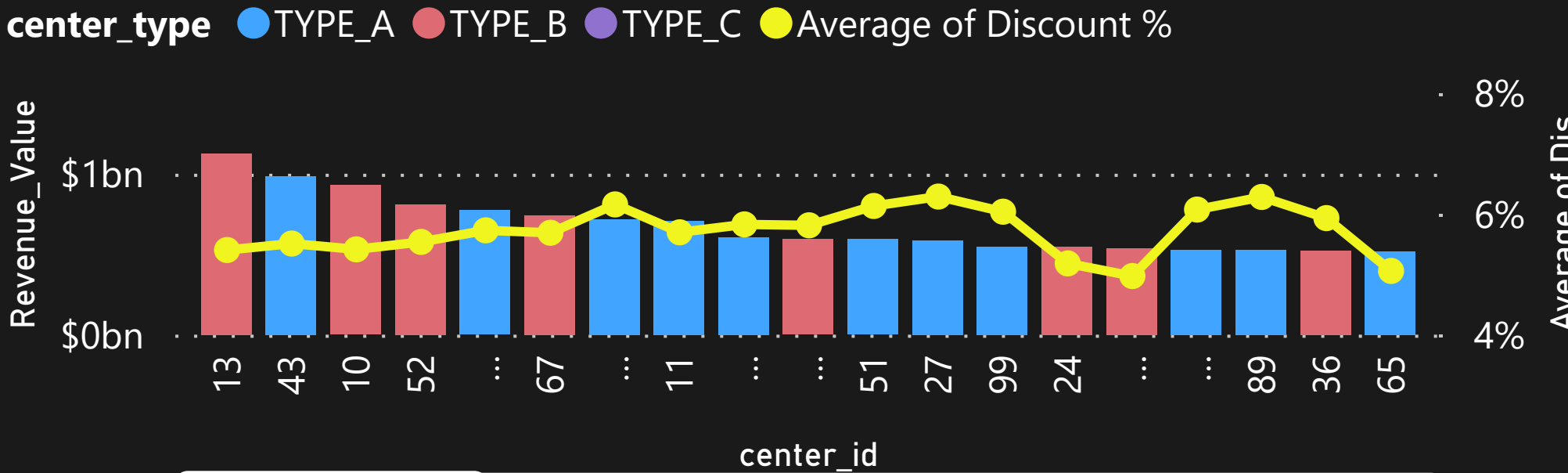
Regionwise Revenue



Centertype vs Revenue



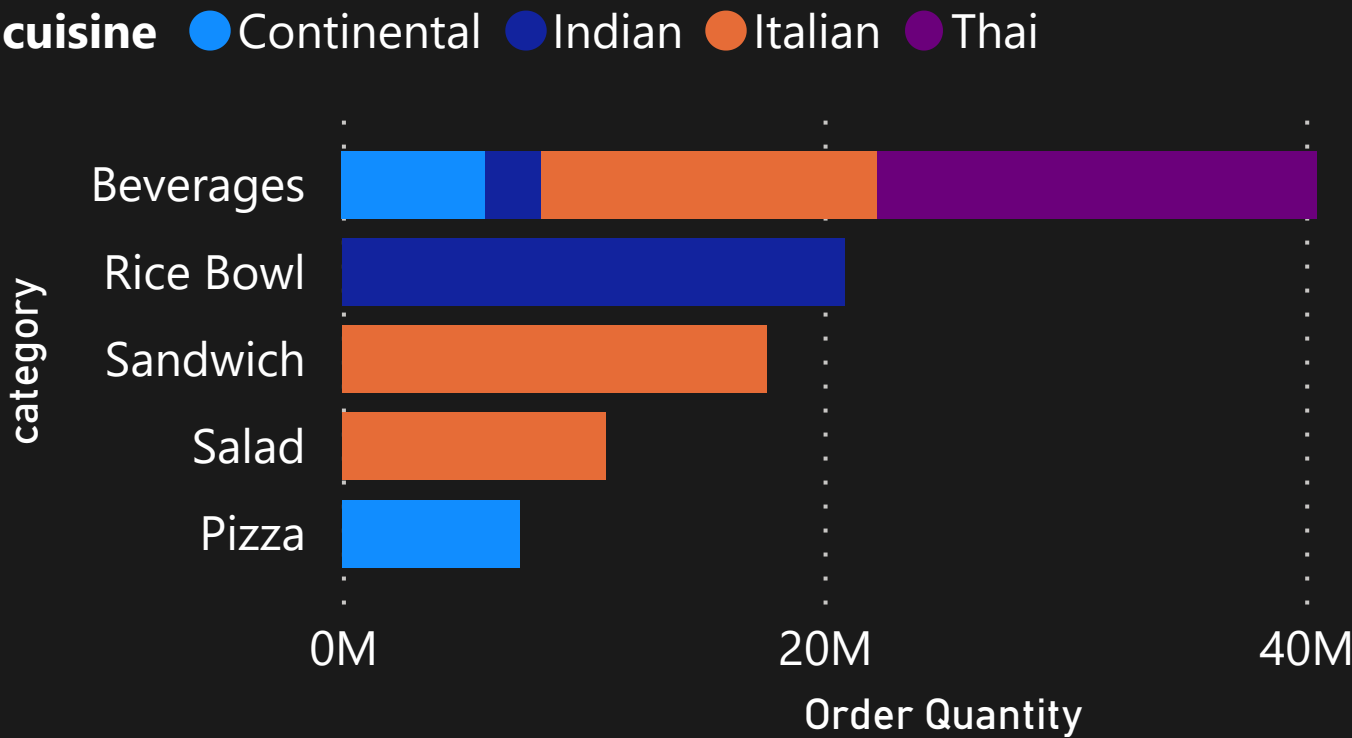
Centerwise Revenue



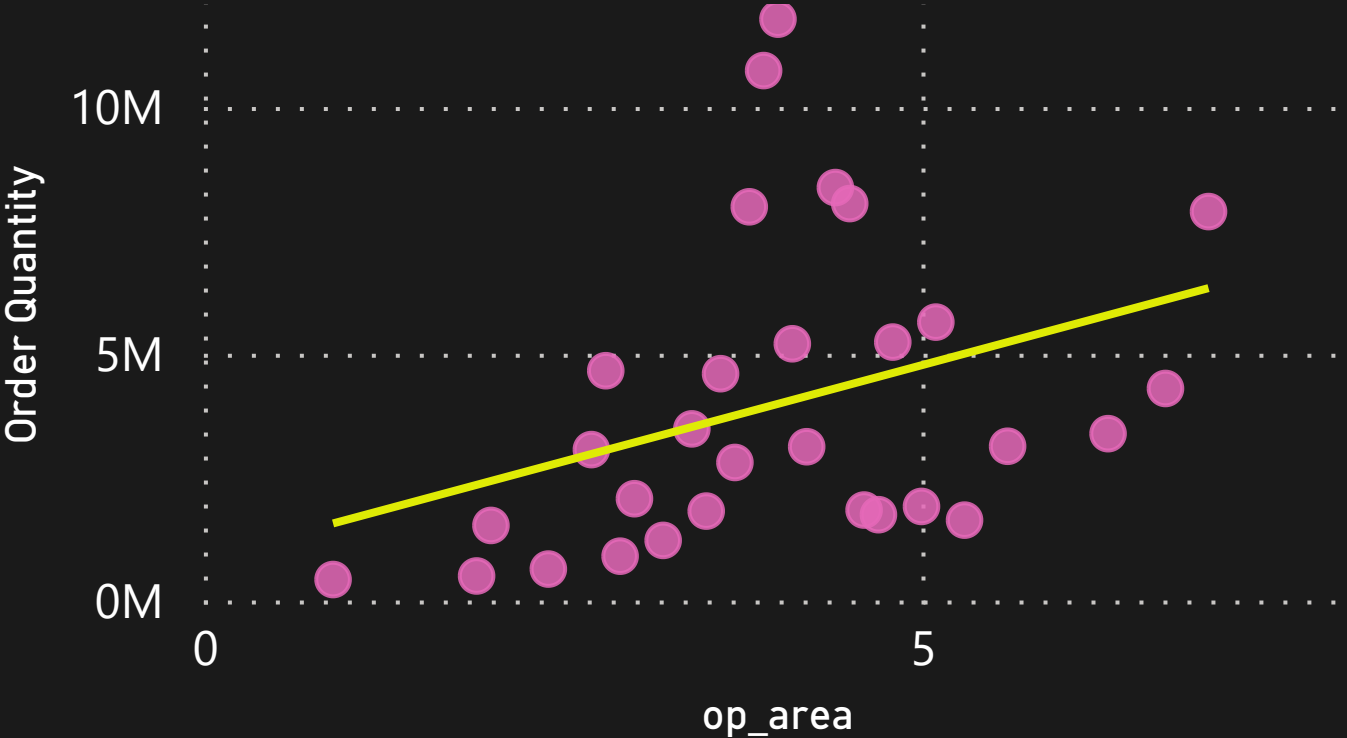
category

- ☐ Beverages
- ☐ Biryani
- ☐ Desert
- ☐ Extras
- ☐ Fish
- ☐ Other Snacks
- ☐ Pasta
- ☐ Pizza
- ☐ Rice Bowl
- ☐ Salad
- ☐ Sandwich
- ☐ Seafood
- ☐ Soup
- ☐ Starters

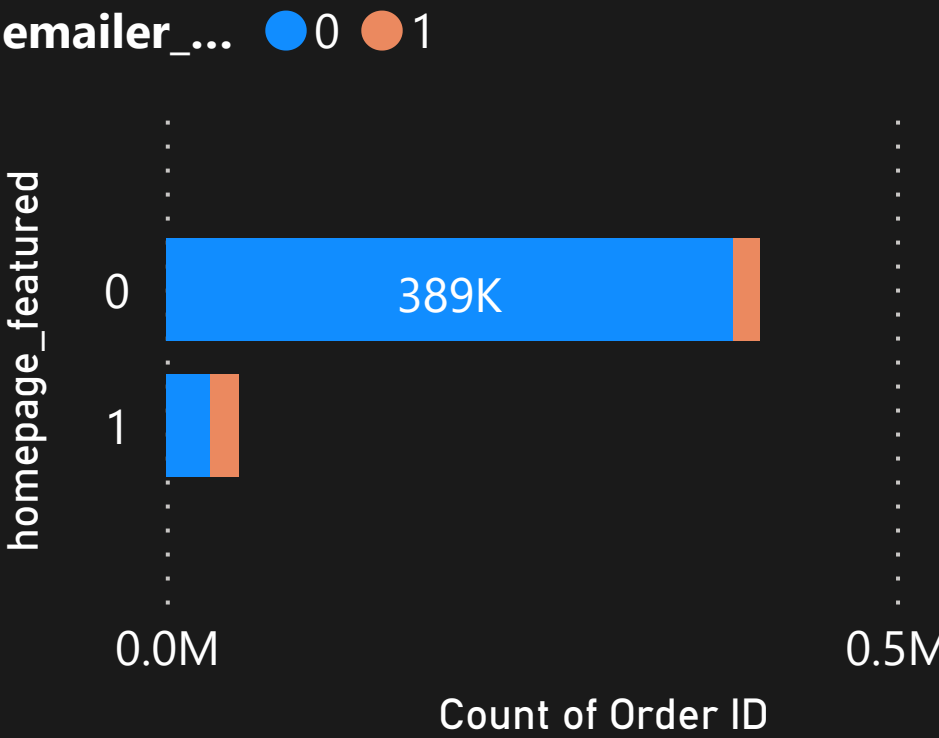
Top 5 selling categories



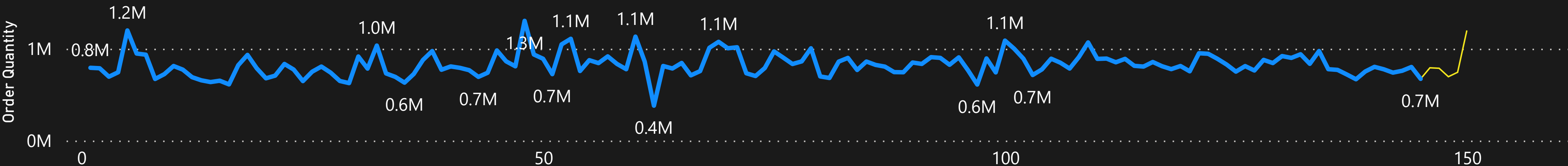
Order Quantity vs OP_area



Homepage & Emailer for promotion

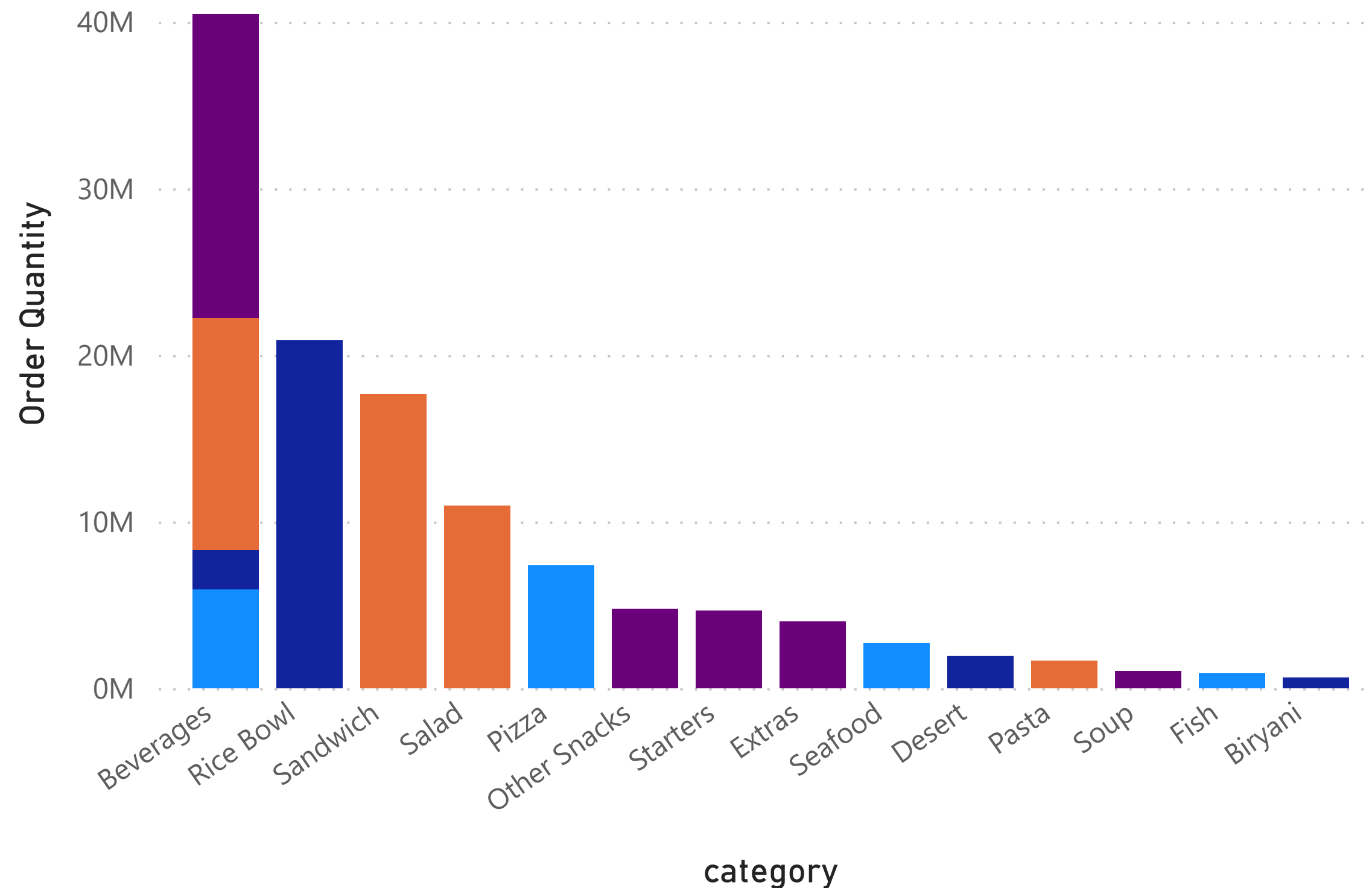


Forecasted Weekly Quantity



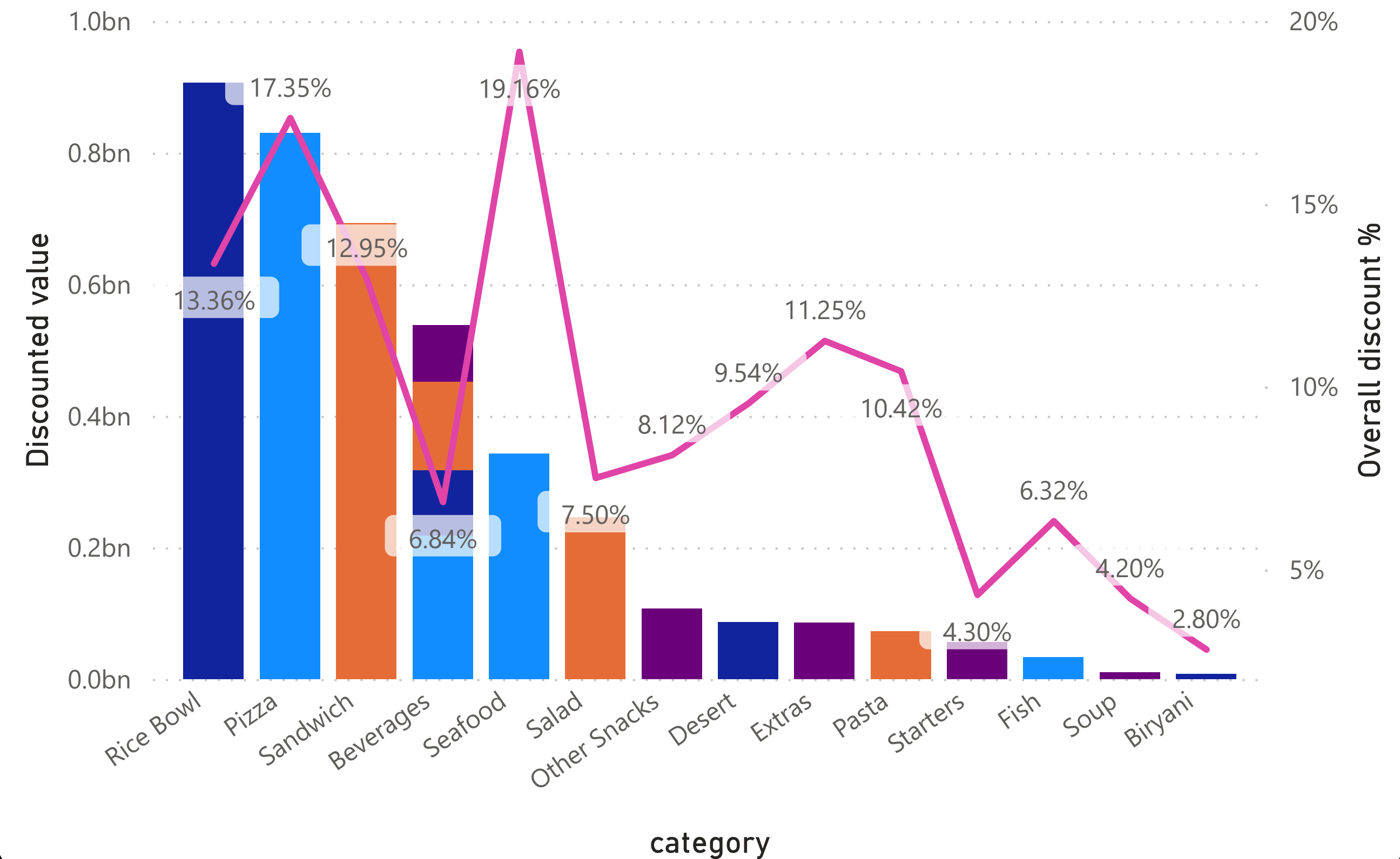
Orders by category and cuisine

cuisine Continental Indian Italian Thai



DV and Overall discount % by category and cuisine

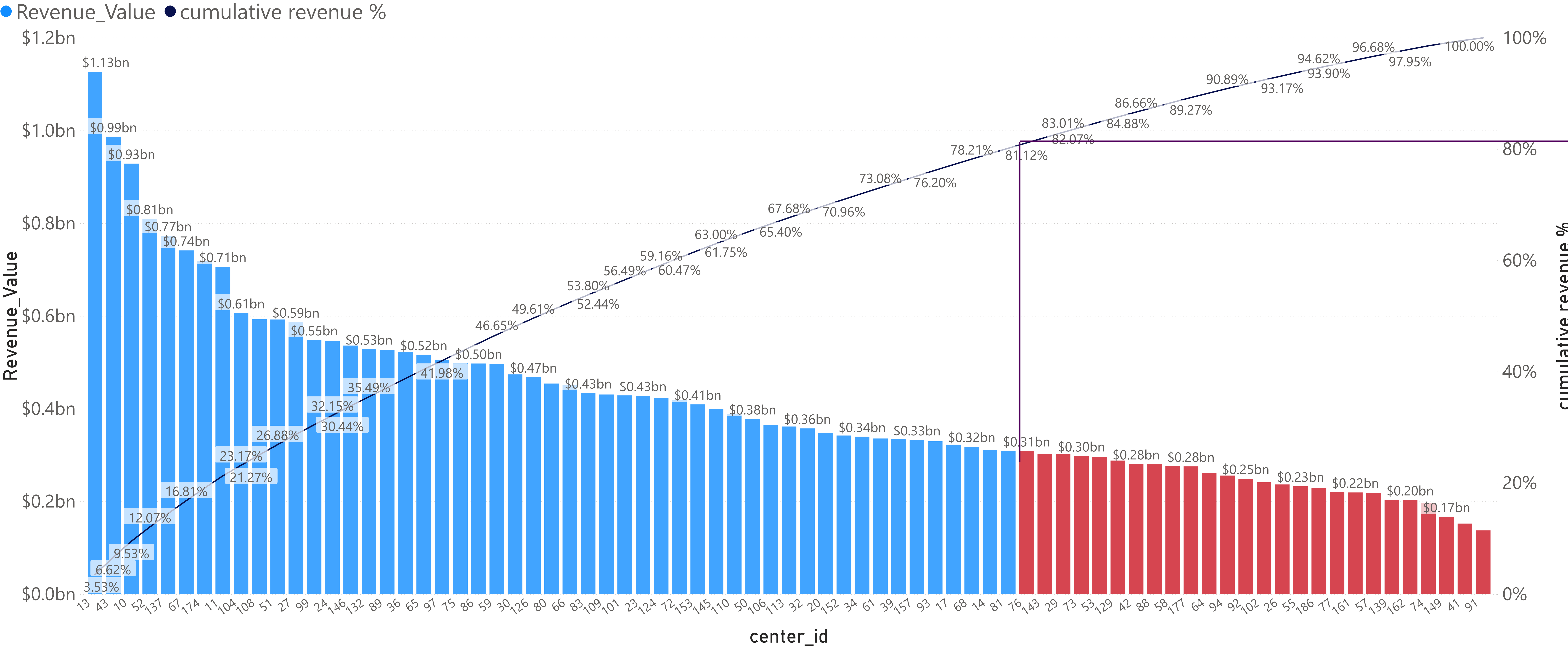
cuisine Continental Indian Italian Thai Overall discount %



Insights:

- **Region 56** contributes almost 50 % of total orders.
- Categorywise **Beverages** had the highest order quantity while **Biryani** had the lowest order quantity.
- Cuisine **Italian** had the highest total Order Quantity followed by Thai, Indian, and Continental.
- **Rice Bowl** category has the highest discounted value while **soup, Biryani** has the lowest discounted value.
- **Seafood** is giving the highest discount of 19.16%.
- **Continental** had the highest average discounted value followed by Italian, Indian, and Thai.

Pareto chart



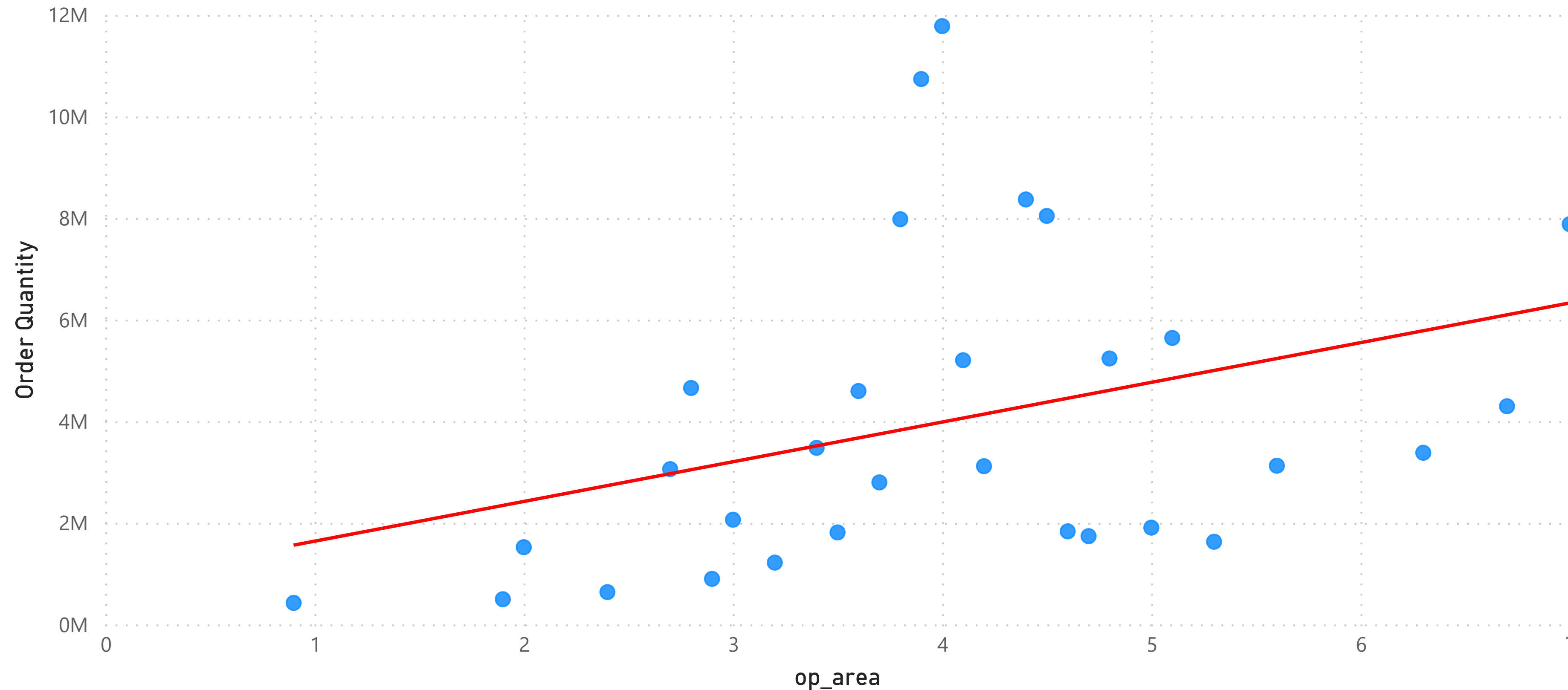
Insights:

From the Pareto chart, we can see that out of the total 77 centers 80% of total revenue is coming from **51 centers** (around 67% of total centers).

So it's clear that fulfillment centers are **not following the 80-20 principle** as 80 % of total revenue is from **67% of total centers**.

That means each center is contributing to total revenue & we have to focus on all these centers to increase profits & revenue.

Order Quantity by op_area



Total Order Quantity

120M

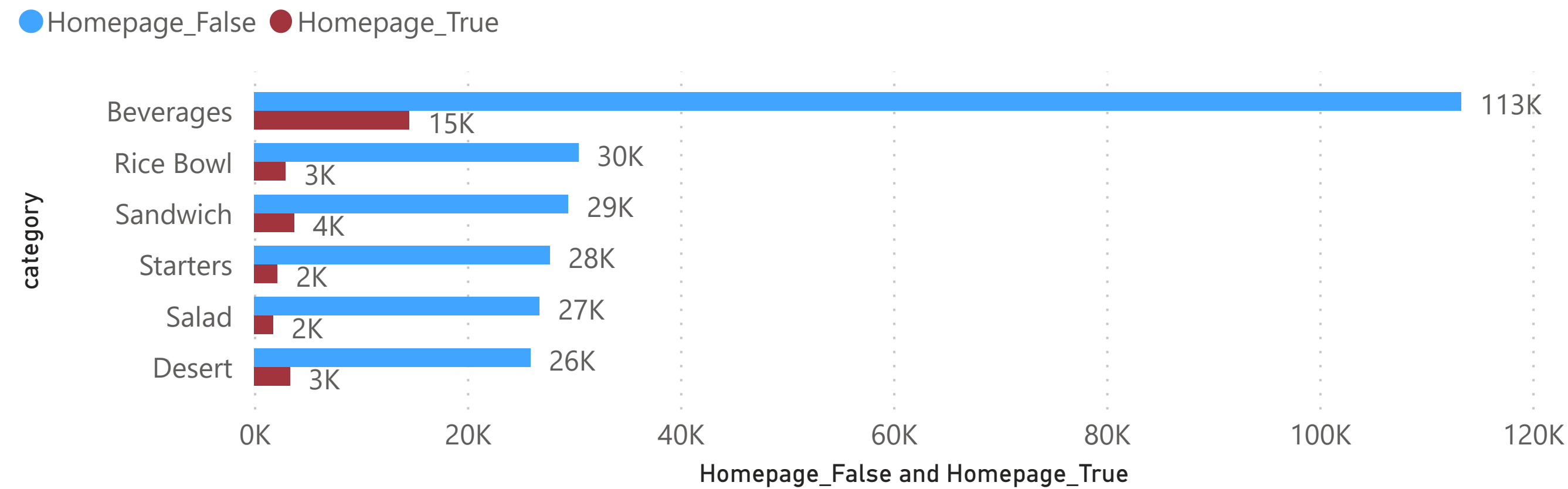
Orders for op_area between
3-5

82M

Insights:

- From the above Scatter plot, it is clear that there is a **positive correlation** between order quantity & operational area.
- We see that when op_area is less than 3 or greater than 5 number of orders is very less because for distinct places ordering time will be more so customers prefer to order from the center which is delivered in the shortest time possible.
- Out of a total number of orders(120 Million), **82 Million** are from centers that have an operational **area between 3-5** which contributes to almost **68.3%** of total orders.

Order placed by homepage promotion



Total Order Placed

456.55K

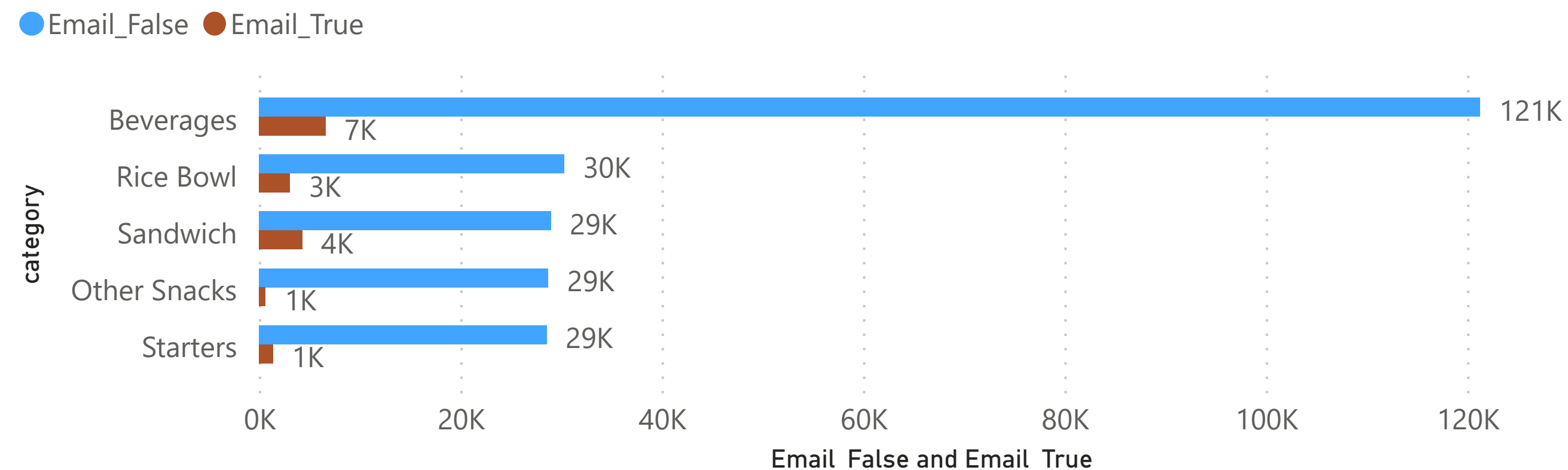
Order placed by Homepage Promotion

49.86K

Order placed without Homepage Promotion

406.69K

Order placed by Email promotion



Order placed by Email Promotion

37.05K

Order placed without Email Promotion

419.50K

Insights:

- From the above values, we can see that emails & homepage promotion are **not so effective** because out of total orders placed **92% are without any promotion** it can be due to mouth publicity or those stores are quite famous while **only 8%** of total orders are **due to email/Homepage promotion**.
- As we don't have any data about how many promotional emails are sent & out of total how many are converted to orders.
- So we can conclude that most orders are placed without any kind of promotion.