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| Date showing highs and lows in orders compared to last week same day and reasons  **Swiggy Funnel Analysis Report** | | |
| Date | **Percent fluctuation** | **Reasons – Observations on funnel analysis** |
| 10th Jan, Thurs | Decrease 45% compared 3rd Jan, Thurs | Traffic has decreased drastically, via FB, Youtube and Twitter.  Conversion seems good. |
| 17th Jan, Thurs | Increase 106% compared 10th Jan, Thurs | Traffic is increased compared last week.  However, conversion rate is decreased by 2%.  C2P ratio is decreased, might be high packaging and delivery charges. |
| 21st Jan, Mon | Increase 23% compared 14th Jan, Mon | Slight increase in traffic.  Conversion has increased as of last week. C2P - avg. discount increased to 19%. |
| 22nd Jan, Tue | Increase 85% compared 15th Jan, Tue | Traffic is increased by 7% compared last week via FB, Twitter. Conversion also increased by 5%.  L2M – Discount is increased by 1% than before to 18% here. P2O – Payment success rate is increased by 3% than before to 94% here. |
| 29th Jan, Tue | Decrease 72% compared 22nd Jan, Tue | Traffic decreased by 40% via FB, Twitter.  Conversion is decreased by 52% L2M – Restaurant availability decreased drastically, also avg. discount is decreased by 1% than before to 17% |
| 5th Feb, Tue | Increase 115% compared 29th Jan, Tue | No increase in traffic.  However, conversion is drastically increased than last Tue. L2M – increased to 25% from 12% last week since availability of restaurants is hiked to 409k and also avg. discount is increased for a day. |
| 19th Feb, Tue | Decrease 56% compared 12th Feb, Tue | Traffic is decreased than earlier week by 4% via all 4 sources.  Conversion is also decreased by 54%.  M2C – dropped to 17% from 39% last week. |
| 26th Feb, Tue | Increase 120% compared 19th Feb, Tue | Traffic is increased by 2% than earlier week via all 4 sources.  M2C is contributing to 41% increase than earlier week, less out of stock items compared earlier week and no. of images also hiked by 5. |
| 2nd March, Sat | Decrease 38% compared 23rd Feb, Sat | Traffic is observed to be increased however,  Conversion is drastically decreased by 42%.  C2P is decreased to 33% from 65% last week, Delivery charges is to high avg. to Rs. 56 than last week. |
| 9th Mar, Sat | Increase 102% compared 2nd Mar, Sat | Traffic is observed to be same as last week, weekend also, while  Conversion is drastically hiked to 102% compared last week.  C2P has led to overall increase in conversion by 71%, there are comparatively less out of stock items than last week, also avg. cost for 2 is reduced due to which conversion has increased. |
| 19th Mar, Tue | Decrease 46% compared 12th Mar, Tue | Traffic is almost the same as of last week.  Conversion rate is however dropped intensely by 47%, further  P2O is lowered drastically leading to overall drop of conversion, since payment success rate has gone down. |
| 24th Mar, Sun | Increase 22% compared 17th Mar, Sun | Traffic is increased by 6%, via all 4 sources.  Conversion is also increased to 15% as of last week.  L2M – increased by 1% as of last week, there is increase in restaurant to 402K. M2C – No. of images is increased to 40 from 35 of last week. |
| 26th Mar, Tue | Increase 78% compared 19th Mar, Tue | Though traffic is dropped by 5% there is,  Conversion is increased drastically to 87% compared to last week. P2O ratio is increased to 85% from 13%, since payment success has increased and is stable as of last week. |
| 4th Apr, Thurs | Decrease 52% compared 28th Mar, Thurs | Traffic is increased however,  Conversion rate is dropped drastically by 53% compared last week.  M2C – packaging charges has increased.  P2O – Payment success rate is decreased by 1% as of last week. |
| 11th Apr, Thurs | Increase 92% compared 4th Apr, Thurs | Traffic is decreased by 7% via all 4 sources while  Conversion is drastically increased to 107%.  M2C – increased compared to last week, no. of images has decreased to 36 from 40 last week.  C2P – packaging and delivery charges are also less than last week. |
| 12th Apr, Fri | Decrease 12% compared 5th Apr, Fri | Traffic is dropped by 9%, via FB, Twitter and others, also  Conversion rate is fallen by 20%.  M2C – fallen to 38% from 41%, no. of images has reduced than last week.  L2M and P2O are also decreased. |
| 14th Apr, Sun | Increase 28% compared 7th Apr, Sun | Traffic is increased by 3%, via all 4 resources, also  Conversion rate is increased to 19%,  M2C – increase in ration due to increase in no. of images per restaurant, discount was also high on this day. |
| 18th Apr, Thurs | Increase 73% compared 11th Apr, Thurs | Traffic is increased by 11%, via all 4 resources.  Conversion is also drastically increased to 57% as of last week,  M2C ratio is heavily increased to 67% from 38% last week, less out of stock items, increased no. of images, also cost for avg. of two is less on the particular day. |
| 19th Apr, Fri | Increase 25% compared 12th Apr, Fri | Traffic is increased by 7% via all 4 resources, also  Conversion rate is increased by 16%.  L2M – discount is more.  M2C – no. of images is also increased.  C2P – Avg. delivery charges is less. |
| 25th Apr, Thurs | Decrease 39% compared 18th Apr, Thurs | Traffic is constant as of last week.  Conversion is drastically dropped by 39% compared last week.  M2C – Avg. out of stock items are less.  C2P – Avg. packaging charges is also less on 25th Apr. |
| 20th June, Thurs | Decrease 54% compared 13th June, Thurs | Traffic is heavily dropped by 53% as compared to last week via, all 4 resources i.e. FB, Twitter, Youtube and others.  Conversion is dropped by 3%.  C2P – is dropped since discount was gives less.  P2O – Packaging charges seems to be increased on this particular day. |
| 27th June, Thurs | Increase 115% compared 20th June, Thurs | Traffic is hugely increased to 119% via all 4 resources almost at same ratio.  Conversion is fallen though slightly around 2%.  P2O is dropped since payment might not be happening successfully due to heavy traffic. |
| 16th July, Tue | Decrease 63% compared 9th July, Tue | Traffic has decreased by 11% compared to last week via all 4 resources.  Conversion rate has also dropped badly by 59%,  L2M – ratio is dropped to 10%, availability of restaurant has reduced to 387 K from 400K previous week, so more discount was given but orders however got dropped. |
| 23rd July, Tue | Increase 135% compared 16th July, Tue | Traffic is slightly increased than last week Tuesday.  Conversion rate is increased hugely to 128%.  L2M – increase in no. of restaurants and also discount is given more.  P2C – avg. cost for 2 is more so more items might have been purchased. |
| 11th Aug, Sun | Decrease 54% compared 4th Aug, Sun | Traffic seems stable as of last week.  Conversion rate is hugely dropped by 54%.  C2P – decreased to 33%, there are very less number of images compared to last week, also cost for is very high this day.  P2C – High packaging charges. |
| 18th Aug, Sun | Increase 107% compared 11th Aug, Sun | Traffic seems slightly increased, while  Conversion is hugely increased to 100% than last week,  C2P – hugely increased, packaging time is very less on this day. |
| 14th Sept, Sat | Decrease 54% compared 7th Sept, Sat | Traffic is reduced via all resources.  Conversion rate is dropped to 51% badly.  M2C – ratio is decreased to 15%, there are many out of stock items to 64, also no. of images per restaurant is reduced.  P2O – both packaging and delivery charges have increased. |
| 21st Sept, Sat | Increase 112% compared 14th Sept, Sat | Traffic is dropped by 1% via all 4 resources, while  Conversion rate is drastically increased to 114% compared last week.  M2C – increased to 34%, out of stock item are less than last week, also avg. cost of two was dropped to Rs. 372. |
| 9th Oct, Wed | Increase 22% compared 2nd Oct, Wed | Traffic is dropped by 4% compared last week, however,  Conversion rate is increased by 27% as of previous week,  L2M – Not measure difference was in discount but it was stable.  C2P – No. of images was increased, also cost for 2 was reduced this day. |
| 21st Oct, Mon | Increase 32% compared 14th Oct, Mon | Traffic is increased by 9% compared last week via all 4 sources,  Conversion is also hugely increased,  L2M – There is hike is discount given. |
| 9th Nov, Sat | Increase 26% compared 2nd Nov, Sat | Traffic is increased via all 4 sources.  Conversion is also increased to 18% compared last week,  M2C – Cost for 2 is reduced to 368 rupees from 399 last week.  C2P – Delivery charges for the day was observed to be low.  P2O – Payment success rate was increased by 2% compared last week. |
| 17th Nov, Sun  Swiggy Funnel Analyss Report | Decrease 57% compared 10th Nov, Sun | Traffic was dropped by 7% compared last week via all 4 sources,  Conversion rate was also dropped by 54% which is huge,  M2C – conversion here is badly dropped to 14%, observed that out of items were more this particular day, also avg. cost for two was increased which might have led to drop in overall conversion and hence, orders. |
| 24th Nov, Sun | Increase 135% compared 17th Nov, Sun | Traffic is increased by 5% compared last week via all 4 sources,  Conversion is drastically increased to 124% as of last week,  M2C – Out of stock items were very less compared last week. |
| 1st Dec, Sun | Increase 21% compared 24th Nov, Sun |  |
| 22nd Dec, Sun | Increase 21% compared 15th Dec, Sun | Traffic was stable on 22nd as compared to last Sunday.  Conversion rate is increased to 21% which is huge as of last week,  M2C – it is observed no. of images is hiked as of last week.  C2P – also avg. delivery and packaging charges were less this day.  P2O – Payment success rate is also increased by 1% than previous Sunday. |