**REPORT**

**ON**

**Business Case: Swiggy**

**By**

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| **Sr No.** | **Date** | **Deviation % (only > +20% & -20% included)** | **Reason &Hypothesis of Deviation** |
| 1 | 1/10/2019 | 45% negative | Total traffic decreased by 48.96% compared to the same day last week. Facebook traffic saw a dramatic drop of 94.84%, while YouTube and Twitter each dropped by 48.96 and other sources increased by 14.57%.  Overall conversation hike of 7%in which L2M, M2C, C2P, P2O shows like 2%, 2%, 1%, 1% respectively due to 7.8% increment of avg cost for two and decline of 2.1% in payment success rate as compare to last week and 6.9% increase in out-of-stock items.  **Hypothesis**: The significant decline in traffic from Facebook, YouTube, and Twitter could be due to changes in social media algorithmsThe increase in traffic from other sources suggests a successful pivot to alternative channels like SEO, email marketing, or direct traffic. |
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| 2. | 1/17/2019 | 106% positive | The conversion rate decreased by 2% compared to last week, possibly due to checkout process or user experience issues. In overall traffic increase of 110% due to hike of 1980% in facebook but Other factors contributed -6% of the decrease, while the number of restaurants contributed 1%. Average discounts, out of stock items per restaurant, packaging charges, and delivery charges contributed 16% of the increase. The success rate of payments played a significant role in the increase in orders.  **Hypothesis** :-On 1/17/2019, orders and traffic increased significantly due to successful promotional activities, increased customer engagement, and operational enhancements like improved inventory management and payment processing systems, contributing to 91% of observed changes. |
| 3. | 1/21/2019 | 23% positive | All four sources saw a 5% increase in traffic. P2O decreased by 2% over the previous week. According to the supporting statistics, the average delivery charge went up by 11.1% from the previous week, the average discount remained the same, and the success rate of payments dropped by 2%. The hypothesis states that while overall traffic growth increases conversion, the success rate of payments is decreased by higher delivery costs. (In accordance with points 2 and 3) |
| 4 | 1/22/2019 | 85% positive | Twitter experiencing a dramatic surge (+747%) and becoming the dominant traffic source, while Facebook (-23%) and Youtube (-65%) witnessed substantial decreases, possibly due to changes in marketing strategies or user preferences. Despite the increase in Twitter traffic, the overall traffic decreased by 23%, possibly indicating a decrease in user engagement across platforms. The decrease in the number of restaurants (-5.94%) may have contributed to the decline in overall orders (-15%), despite operational improvements such as reduced packaging and delivery charges. However, the slight increase in conversion rate (+7%) suggests potential optimization of the ordering process or targeting of more qualified traffic, countering the overall decrease in orders. |
| 5 | 1/29/2019 | 72% negative | Overall order change is decrease 72% from the last week due to youTube experienced a significant increase (197.69%) in traffic compared to the same day last week, while Facebook (-40.46%) and Twitter (-87.59%) witnessed declines. And also avg price per packaging Is also increased to 29.41% could affect the image of restaurant also. |
| 6 | 5/2/2019 | 115% positive | Overall changes in the order is around 115% positive as compared to the last week was around 72% negative there is a huge changes from the last week due to conversation change from the last week and could be possible reason is 49% change in count of restaurant and 7.5% around decrease in number of image per restaurant .  **Hypothesis:-** On January 29th, 2019, YouTube traffic increased by 197.69% compared to the previous week, although this trend didn't continue into February 5th, 2019. Packaging charges decreased by 4.55%, and delivery charges increased by 12.00% on February 5th, 2019, compared to the same day last week. |
| 7 | 19/2/2019 | 56% negative | As there is the change of 54% negative change in conversation and 4% negative change in traffic it could affect the overall order change. Because we see it that there is a 10.26% decline because of the out of stock in the restaurant an 11.76% and 16.00% changes increase in the average packaging and avg delivery charges from the last week that affect the overall conversation |
| 8 | 2/26/2019 | 120% positive | The overall conversion rate increased significantly by 116% compared to the same day last week. There was a decrease of 5.71% in the out-of-stock items per restaurant, possibly contributing to higher availability and thus higher orders. A decrease of 10.53% in average packaging charges might have made the total cost more attractive to customers. An improvement of 3.26% in the payment success rate indicates fewer transaction failures, leading to higher completed orders. |
| 9 | 2/28/2019 | 22% Positive | There is overall 22% changes in order changes out ot this 16% changes is in conversion . there is significant change of 16.68% decreased in out of stock in restaurant and 5.56% changes in average discount increased. |
| 10 | 3/2/2019 | 38% negative | The total traffic increased by 8.33% compared to the same day last week. Each traffic source showed a similar increase of approximately 8.33%, indicating a consistent growth across all channels.The overall conversion rate decreased significantly by 42% compared to the same day last week.  There was an increase of 14.29% in the out-of-stock items per restaurant, potentially leading to fewer available items for purchase. A significant increase of 100% in average delivery charges could have deterred customers from completing their purchases. |
| 11 | 3/9/2019 | 102% positive | The overall conversion rate increased significantly by 102% compared to the same day last week.There was a decrease of 17.50% in the out-of-stock items per restaurant, possibly contributing to higher availability and thus higher orders.  An increase of 16.67% in average packaging charges might have had a minor impact on the overall cost. A significant decrease of 50% in average delivery charges could have made the total cost more attractive to customers. A decrease of 22.50% in the number of images per restaurant might have slightly impact.  **Hypothesis**: The increase in the number of restaurants (4.52%) provided customers with more choices, thereby enhancing the overall conversion rate. Adjustments in packaging charges and the average cost for two influenced customer purchasing behavior, contributing to higher conversions. |
| 12 | 3/19/2019 | 46% negative | The overall conversion rate decreased significantly by 47% compared to the same day last week. While the initial conversion stages (L2M, M2C, and C2P) showed strong performance, the final stage (P2O) had a significant drop, which may be the primary reason for the overall conversion decrease.  There was an increase of 23.33% in the out-of-stock items per restaurant, potentially leading to fewer available items for purchase. An increase of 5.26% in average packaging charges might have had a minor impact on the overall cost. A significant decrease of 28.57% in the payment success rate indicates more transaction failures, which could have contributed to the drop in conversions.  **Hypothesis**: The increase in traffic (2%) is attributed to consistent engagement across social media platforms like Facebook, YouTube, Twitter, and others. The decrease in the number of images per restaurant (15.38%) might have reduced customer engagement, affecting conversions. |
| 13 | 3/26/2019 | 78% positive | The overall conversion rate increased significantly by 87% compared to the same day last week. Each traffic source showed a similar decrease of approximately 4.95%, indicating a uniform decline across all channels.  The number of restaurants increased by 4.05%.The average discount offered decreased by 10.53%. There was an increase of 5.41% in the out-of-stock items per restaurant. Average packaging charges can be decreased by 10%. |
| 14 | 4/4/2019 | 52% Negative | The overall conversion rate decreased significantly by 53% compared to the same day last week. The decreases in each stage of the conversion funnel contributed to the overall conversion rate decline. The average discount offered decreased significantly by 41.18%. There was an increase of 16.67% in average packaging charges. An increase of 17.65% in the number of images per restaurant might have improved engagement.  **Hypothesis**: Despite a slight increase in traffic (+3.03%), the significant decrease in the overall conversion rate (-53%) suggests issues in user engagement or website usabilityhe increase in the number of images per restaurant (+17.65%) suggests efforts to enhance visual content and engagement |
| 15 | 4/11/2019 | 92% Positive | here is a significant increase in orders (+92%) compared to the same day last week, driven by a substantial increase in traffic (+7%) Despite the increase in traffic, the overall conversion rate decreased slightly (-7%).  Success rate of payments remained high at 91%, indicating stable payment processing. There was a decrease in the count of restaurants compared to the previous week (-2.88%).  **Hypothesis**: The changes in restaurant-related metrics could influence overall conversion rates and order volumes. Possible reasons include: Decrease in the count of restaurants (-2.88%) leading to reduced variety and availability, potentially impacting user engagement and conversion rates.  Changes in average discount, packaging charges, or delivery charges affecting user perception of value and purchase decisions. |
| 16 | 4/12/2019 | 27% Negative | There is a significant decrease in orders (-27%) compared to the same day last week, accompanied by a decrease in both traffic (-9%) and overall conversion (-20%).All traffic sources experienced a uniform decrease of approximately 8.65% compared to the previous week. There was an increase in the count of restaurants compared to the previous week (+4.60%), potentially contributing to increased variety and availability for users. |
| 17 | 4/14/2019 | 28% Positive | Sunday experienced significant improvements in orders (+28%) and overall conversion rate (+19%) compared to the same day last week.Traffic also increased (+8%), indicating higher user engagement or acquisition. There was a slight decrease in the count of restaurants compared to the previous week (-1.76%), potentially impacting user options and engagement.  Hypotheses:- The increase in orders (+28%) and overall conversion rate (+19%) on Sunday compared to the previous week could be attributed to: Successful marketing campaigns or promotions attracting more visitors and converting them into customers. |
| 18 | 4/18/2019 | 73% Positive | Thursday experienced significant improvements in orders (+73%) and overall conversion rate (+57%) compared to the same day last week.  Traffic also increased (+11%), indicating higher user engagement or acquisition. There was a slight decrease in the count of restaurants compared to the previous week (-1.39%), potentially impacting user options and engagement.  **Hypothesis:-**  Successful marketing initiatives, promotions, or partnerships driving higher traffic and conversion.Enhanced user experience, streamlined checkout processes, or personalized recommendations leading to improved conversion rates. |
| 19 | 4/19/2019 | 25% Positive | Overall change in order is around 25% as in change in overall conversion around 16%.  Changes in out of stock in restaurant increased by 21.88% and images change of restaurant is around 12% |
| 20 | 4/25/2019 | 39% Negative | Thursday experienced a significant decrease in orders (-39%) and overall conversion rate (-39%) compared to the same day last week, despite stable traffic.There was an increase in the count of restaurants compared to the previous week (+1.12%), potentially offering more options for users.Other restaurant-related metrics experienced changes compared to the previous week, including average discount, out of stock items, etc. |
| 21 | 6/20/20199 | 54% Negative | Thursday experienced a significant decrease in orders (-54%), traffic (-53%), and overall conversion rate (-3%) compared to the same day last week.  Average Packaging Charges: Decreased by 16.67% compared to the same day last week.  Average Delivery Charges: Increased by 12% compared to the same day last week**. Number of Images per Restaurant**: Increased by 22.58% compared to the same day last week. |
| 22 | 6/27/2019 | 115% Positive | The significant increase in traffic across all channels (+19.15%) suggests successful marketing efforts or promotional campaigns targeting various platforms, including Facebook, YouTube, Twitter, and other sources. Changes in restaurant-related metrics may have contributed to the observed fluctuations. For example, the significant increase in the average discount (+61.76%) could attract more customers but may also impact the perceived value of the service. Additionally, changes in out-of-stock items (-22.58%) and packaging charges (-62.50%) could influence user satisfaction and purchase decisions. However, the decrease in the number of images per restaurant (-18.37%) could impact user engagement and decision-making, as visual content plays a crucial role in the online food ordering experience. |
| 23 | 7/16/2019 | 63% Negative | Compared to previous week, there has been a 10% decrease in traffic from all sources and a 59% decrease in total conversion.  L2M and C2P have decreased by 60% and 1%, respectively. Delivery fees went up by 11.1%, while the average cost of two jumped by 18%. |
| 24 | 7/23/2019 | 135% Positive | Compared to the previous week, there has been a 128% increase in overall conversion, a 3% increase in all traffic sources, and a 137% increase in L2M conversion. These increases are attributable to a 1% increase in the number of active restaurants on the application, which is currently 2620 (approximately), a 15.2% decrease in out-of-stock items, an 11.7% increase in average discount, and a 16.6% decrease in the average cost of two.  P2O conversion is down 7% as a result of a 2.1% decline in payment success rate, C2P conversion is up 3% as a result of a 10% and 16.7% decrease in packaging and shipping costs, and M2C conversion is unchanged. |
| 25 | 8/11/2019 | 54% Negative | Traffic has not changed, although there has been a 54% increase. 9% fall in C2P and P2O conversion, respectively, as a result of increases in average package costs of 31.8%, average cost of two increases of 7.3%, and average dish images per restaurant of 20.5% less than the previous week.  Because there is a 5.5% increase in the average discount and 4% fewer out-of-stock products today than there were last week, there is a 7% and 1% increase in L2M and M2C conversion, respectively. |
| 27 | 8/18/2019 | 107% Positive | Comparing this week to previous, there has been a 3% increase in traffic from all sources and a 100% improvement in conversion. A rise of 1%, 98%, and 5% in M2C, C2P, and P2O conversion may be attributed to a 31% decrease in packing costs, a 29% increase in average images per restaurant, and a 4% decrease in average cost for two restaurants. The 10.5% decline in the average discount causes a 5% decrease in L2M conversion.  Hypothesis: If out-of-stock products did not grow by 13.7% and P20 conversion did not increase, M2C conversion would be better would have been preferable if the Payment Success rate hadn't dropped by 1%. |
| 28. | 9/14/2019 | 54% Negative | All traffic sources have decreased by 5%, overall conversion has decreased by 51% as a result of a 56% decline in M2C sales, an 88% increase in out-of-stock inventory, and increases in average packaging and shipping costs of around 22.2% and 15.4%, respectively. Due to a little decrease in the number of restaurants (399) from the previous week and average, there has been an increase in L2M and C2P of 5% and 4%, respectively. image per restaurant have decreased by 5.4% as well. The average discount that the restaurant offers remains unchanged. |
| 29 | 9/21/2019 | 112% Positive | Due to the 54% decrease in orders on September 14, 2019, there has been a 114% increase in total conversion. Every source of traffic has dropped by 1%, thus there isn't the hike's impact of traffic. 18155 active restaurants are down 4%, out-of-stock products are down 44.7%, average packaging and delivery costs are down 9% and 16.6%, average cost of two is down 1.6%, average number of images per restaurant is down 11.4%, and the payment success rate is down 2.15%. M2C and P20 have increased by 130% and 1%, respectively, whereas L2M and C2P have decreased by 4%. |
| 30 | 10/9/2019 | 22% Positive | There is an increase and a 4% decrease in all traffic sources. in L2M, M2C, C2P, and P2O of 7%, 1%, 9%, and 7% as a result of average dish images per restaurant increased by 13.3%, but average cost of two plates decreased by 3.6%. Comparing this week to previous, there have been no appreciable changes in the number of restaurants, out-of-stock goods, average discount, or packing costs. There is an approximate 3.2% decline in payment success rate. |
| 31 | 10/21/2019 | 32% Positive | There is 9% increase in all traffic sources and hike of 2%, 7%, 4%, 6% in L2M, M2C, C2P, P20 respectively due to 5.5% hike in Avg. discount, drop of 4.5% in out-of-stock items and traffic was the major contributing factor of this positive deviation.  There is a drop of 5% in restaurant count, 4.7% hike in avg, packaging charges, 20% hike in Avg. delivery charges, and 1% drop in payment success rate. |
| 32 | 11/9/2019 | 26% Positive | There has been an increase of 7% in all traffic sources and an overall gain of 18% in conversion. hikes of 6%, 5%, and 6% in M2C, C2P, and P2O, respectively, as a result of a 2.2% improvement in payment success rates, a 10% decrease in average delivery costs, and a 5.5% increase in average discounts.  Due to a 6% decrease in the number of restaurants, or 23938, and a 14% rise in out-of-stock products over the previous week, there has been a 1% loss in L2M.  **Hypothesis:-** states that despite an increase in out-of-cart products, an average fee for packing, a decline in the number of restaurants and the average number of photos per restaurant, there is a positive order conversion owing to the rise in traffic. |
| 33 | 11/17/2019 | 57% Negative | There is a 7% decrease in traffic from all sources, 54% decline in total conversion, which we can further split into 1% and 58% drops in L2M and M2C due to a 4% (approximately) decrease in the number of restaurants, a sharp rise in out-of-stock products of 216%, and a 10% increase in average packing costs over the previous week. The boost in C2P and P20 is 7% and 3%, respectively.  **Hypothesis**:- conversion as a result of a 10% decrease in delivery fees, a 1.4% drop in the average cost of two, and a 3.76% rise in the payment success rate. I  Theory: The primary causes of the decline in orders are the sharp rise in out-of-stock products and the number of restaurants. |
| 34 | 11/24/2019 | 135% Positive | Here, there has been a 124% rise in total conversion, which can be further broken down as a dramatic 150% gain in M2C because of a 69% decrease in out-of-stock products and a 2% increase in restaurant counts, which are now at 7000 (approximately) compared to the previous week. All traffic sources have climbed by 5%, while L2M, C2P, and P20 have reduced by 1%, 8%, and 2%, respectively. This is because the ratio of restaurants serving customers has not increased in line with traffic growth, and the number of images per restaurant has dropped by 2.6%. Even with the increase in traffic, the average delivery and packing costs, average discount, and payment success percentage remain unchanged from the previous week.  Hypothesis: As a result of a decline in out-of-stock merchandise and a rise in open eateries as compared to the last ek there is an unexpected positive deviation. |
| 35 | 12/1/2019 | 21% Positive | The number of active restaurants has increased by 2% to 9600 (approximately), average packaging charges have decreased by 18.2%, and average images per restaurant have increased by 5.4% from the previous week. These factors have resulted in a 1% increase in traffic and a 20% increase in overall conversion, as well as hikes of 4%, 1%, 6%, and 7% in L2M, M2C, C2P, and P2O conversion, respectively.  The average discount is down 5.2%, the average cost of two is up 9.6%, and the payment success percentage is down 3.1%. |
| 36 | 12/22/2019 | 21% Positive | Not one single source of traffic has changed. There has been no change in C2P conversion from the previous week, however there has been an increase of 5%, 11%, and 4% in L2M, M2C, and P20, respectively.  Comparing this week to previous, there has been a 4.5% decrease in out-of-stock products, a 14.3% and 7.4% drop in average shipping and delivery charges, a 21.9% rise in average dish images per restaurant, an 11.8% increase in average cost of two, and a 1.1% increase in payment success rate. |
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**Chart for the data of sessional detail and channel wise traffic**

As we see the difference from the chart that there Is difference of weekdays and weekend is around 70% . As compare with the weekday 30% out of them order on he day of weekend as it might be the possible reason of outing, partying or maybe gathering or maybe the sessional event can also reason for increasing the demand on the weekends.

**Overall Trends:**

1. **Listing and Menu**: The total number of listings and menu items follows a consistent pattern, with higher values on weekdays and lower values on weekends.
2. **Payments and Orders**: Both payments and orders follow a similar pattern, with higher values on weekdays and lower values on weekends, indicating higher transaction volume and economic activity during the week.

**Channel wise traffic:-**

**Weekdays Trends:**

1. **Facebook**: Weekday traffic from Facebook is consistently high, indicating that it is a significant source of traffic during the week.
2. **Youtube**: Similarly, weekday traffic from Youtube is also consistently high, suggesting that it is another significant source of traffic during weekdays.
3. **Twitter**: Traffic from Twitter shows a moderate level of activity during weekdays compared to Facebook and Youtube.
4. **Others**: Traffic from other sources on weekdays contributes to the overall traffic, but it is relatively lower compared to Facebook and Youtube.
5. **Total Traffic**: The total traffic during weekdays is generally high, with significant contributions from Facebook and Youtube.

**Weekends Trends:**

1. **Facebook**: Weekend traffic from Facebook decreases compared to weekdays, indicating a drop in user activity on weekends.
2. **Youtube**: Weekend traffic from Youtube also decreases compared to weekdays, similar to the trend observed with Facebook.
3. **Twitter**: Traffic from Twitter on weekends follows a similar pattern to Facebook and Youtube, with a decrease compared to weekdays.
4. **Others**: Traffic from other sources also decreases on weekends, contributing to the overall decrease in total traffic.
5. **Total Traffic**: The total traffic on weekends is lower compared to weekdays, with decreases observed across all platforms.

**Overall Trends:**

1. **Facebook and Youtube**: Both Facebook and Youtube are significant contributors to overall traffic, with consistent activity observed during weekdays.
2. **Twitter and Others**: While Twitter and other sources also contribute to overall traffic, their contribution is relatively lower compared to Facebook and Youtube.
3. **Weekdays vs. Weekends**: Weekdays generally experience higher traffic compared to weekends across all platforms, indicating higher user engagement and activity during the week.

**Conversion rate**

**Weekdays:**

* Overall conversion rate: 15.48549849%

**Weekends:**

* Overall conversion rate: 3.828426577%

**Grand Total:**

* Overall conversion rate: 19.31392507%

This data indicates that the overall conversion rate is higher on weekdays compared to weekends. If we look at the grand total, which includes both weekdays and weekends, we see that the overall conversion rate is a combination of the conversion rates from both time periods

**Session wise detail**

Channel wise details

As we compare from the above chart with session details and channel wise traffic most number of order come from online platform on the weekday rather than weekend this data show the major change between this two data.

However people still prefering from the online channel like from facebook and twitter this is the platoform from where the got to know about the detail about the different restaurant.

**Important insights**

There is 36 days with more than 20% of deviation out of 366 days which is 10.1% whole year.

Maximum +/- 20% deviation Is in April month and minimum in May month.

Trendline of +/- 20% deviation from Jan to Dec is going downwARDS.

59.5% deviation of whole year occurred in first 4 month. E.g from january ro April, with no usual deviation in May and aprt from November where occurred 3 deviation from june to december there was just 2 deviation count per month.

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