



# CraftMyPlate

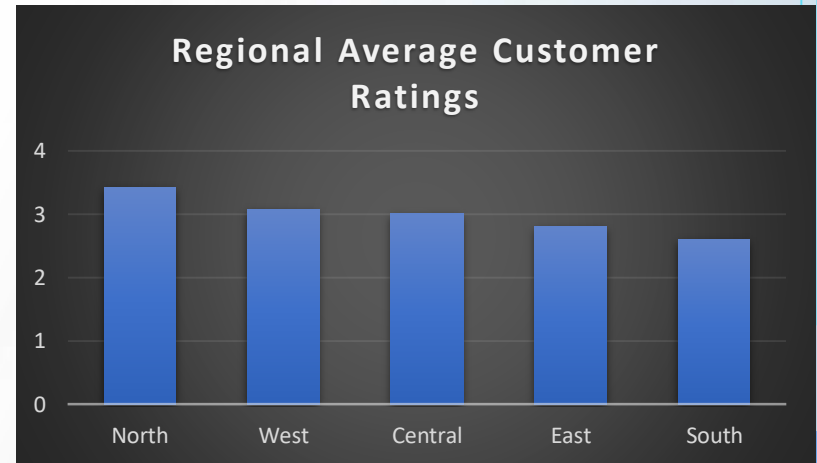
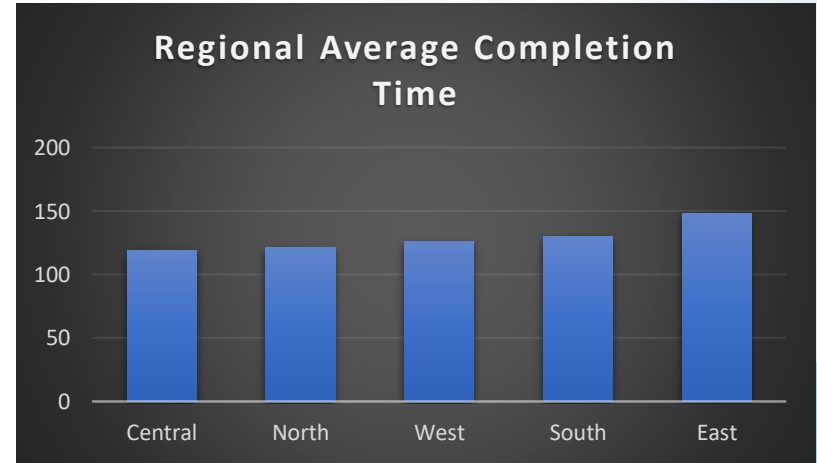
## Analysis Report

Data Analysis, Competitor Benchmarking, and  
Actionable Strategies

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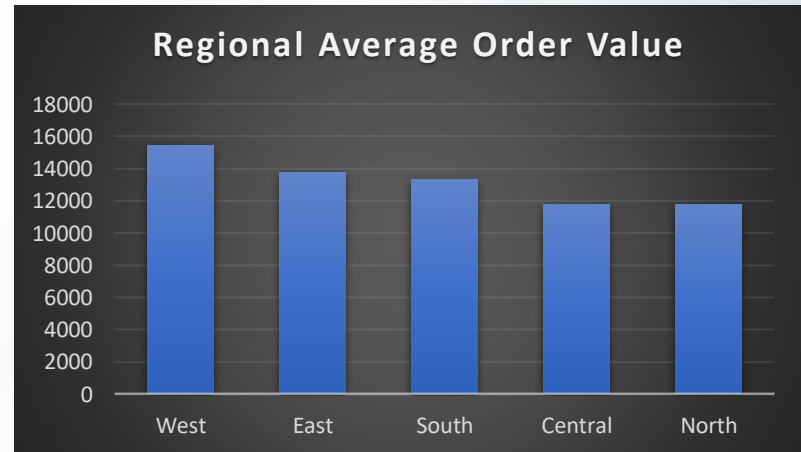
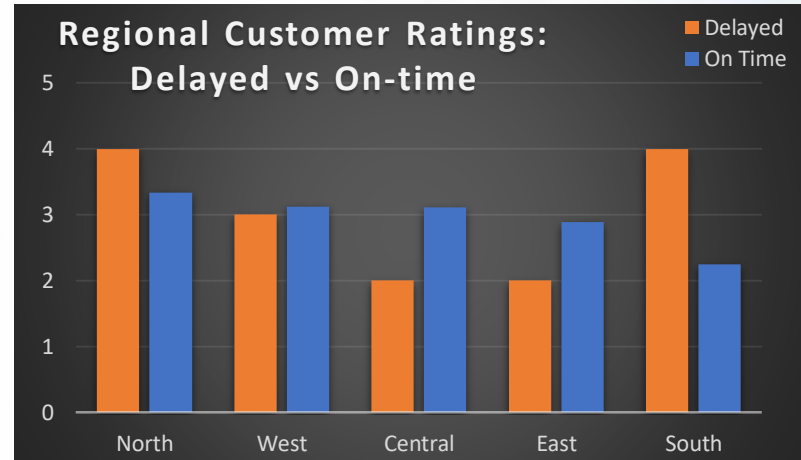
# Data Analysis Highlights

- **Completion Time:** Central region performs best with the lowest average completion time of 119 minutes while East region needs to be focused upon.
- **Customer Ratings:** North region excels with an average rating of 3.4, while South lags at 2.6



# Data Analysis Highlights

- **Delays:** North and South regions have the highest percentage of delayed orders.
- **Revenue Contribution:** East and West regions account for 44% of total order value.



# Root Cause Analysis

## Key Issues

### High Delays:

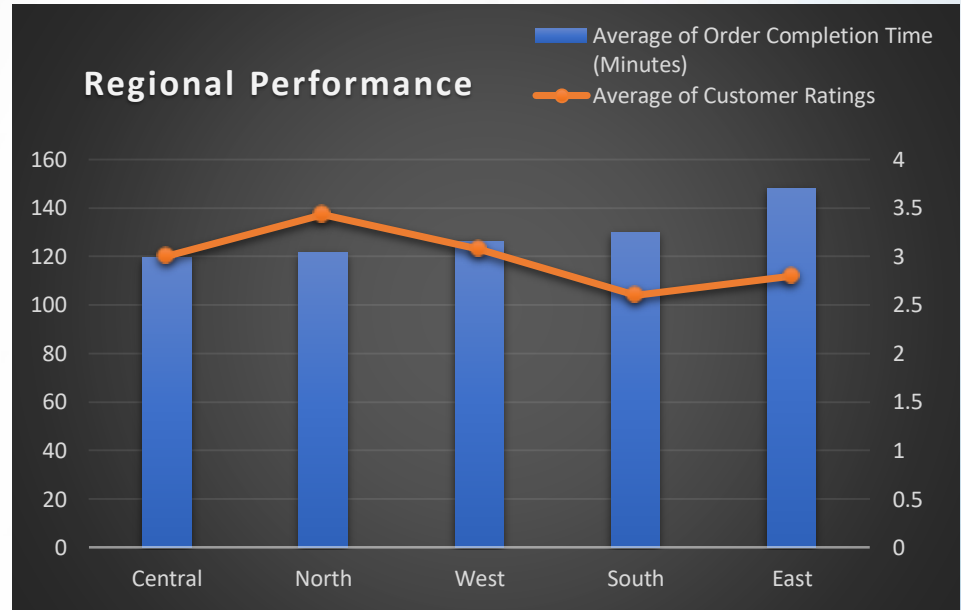
Root Cause: Inefficient logistics and lack of optimized delivery in the North and South regions.

### Low Customer Ratings:

Root Cause: Delayed deliveries and Inconsistent customer experiences.

### High Completion Time in some regions:

Root Cause: Operational delays, possibility of Staff shortages in South and East regions.



# Actionable Strategies

## **Minimize Order Completion Time and Improve Delivery Accuracy :**

Optimize delivery operations and make sure to deliver on-time by real-time tracking, selecting efficient routes and increasing staffs during peak hours.

## **Enhance Food Quality and Services :**

Quality checks before departure and after arrival of the delivery (ensuring customer satisfaction), proper guidance and training to the staffs.

## **Enhance Customer Experience and Engagement:**

Taking customer's post-meal feedback through quick questions (giving us ways to improve and making customer feel valued) and introducing loyalty program.

# Competitor Analysis

(CraftMyPlate vs. Swiggy Bulk Orders, Zomato Catering, yumEATS)

## **Ease of Ordering and Reach:**

Swiggy and Zomato lead with their existing technology and network. CraftMyPlate needs to expand its technology integration and network.

## **Customization:**

Zomato offers superior customization options. CraftMyPlate is also doing good but can expand its offerings.

## **Regional Coverage:**

CraftMyPlate has limited area coverage compared to Swiggy and Zomato. yumEATS competes with CraftMyPlate in the same region with similar offerings.

## **Customer Ratings:**

CraftMyPlate competes well with the three but needs consistent quality and timely deliveries to match Zomato's higher ratings.

# Areas of Improvement

## **Logistics and Network Expansion:**

Improve the existing logistics and network to reduce delayed deliveries in certain regions like North and South region.

## **Regional Coverage Expansion:**

Expand to more tier-1 and tier-2 cities by partnering with local vendors.

## **Customer loyalty programs and marketing & Branding:**

- In-app offers and discounts (like festive and combo)
- Coupons by partnering with e-commerce platforms
- Exclusive deals to loyal customers
- Referral schemes
- Increase digital marketing through social media and influencers (like discount on their gatherings in exchange of promotion)

# Thanks

**Do you have any questions?**

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