***REPORT***

Order Level Analysis Report

**Introduction:**

Order level analysis helps in getting Order distribution at slot and delivery area level. Helps in identifying the areas having highest increase in monthly orders.

**Questions And Answers:**

**1. Order distribution at slot and delivery area level:**

1. Maximum number of orders are delivered to HSR layout because maximum number of pick-up points are in HSR layout.
2. Maximum number of orders placed in the afternoon slot.

**2. Areas having highest increase in monthly orders (from Jan to Sep) in absolute orders.**

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| 1. Top five areas with highest monthly orders are: |
| 1. HSR Layout 2. ITI Layout 3. Harlur 4. Bomannahali – MicoLayout 5. Kudlu |
| 1. There are 14 areas with a single order. |

**3. Delivery charges as a percentage of product amount at slot and month level.**

1. Delivery charges are usually high for late night orders.
2. In the month of February, the delivery charges for late night orders are at its peak.
3. In the month of September, the delivery charges are usually low.

**4. Discount as a percentage of product amount at slot and month level.**

1. Maximum discounts are given in the month of August as it is the festive season.
2. Least discounts are given in the months of January to April, i.e., 1%.

**5. Discount as a percentage of product amount at drop area and slot level.**

1. On an average 3% discount is given for all the orders.
2. Least discount is given for late night orders and highest discount is given to orders placed during night slot.

Completion Rate Analysis Report

**Introduction:**

Completion rate analysis helps us to get an insight about overall successful/ unsuccessful order status within a specific area and for a specific period.

**Questions And Answers:**

**6. Completion rate at slot vs day of the week (Sunday to Saturday) level.**

1. There are 100% completion rate on Sunday evenings and Wednesday late nights.
2. On Sunday’s, maximum of the orders has been successfully delivered compared to other days.
3. On an average 99.55% of orders have been successfully delivered.

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| **7. Completion rate at drop area level.** |
| 1. For the areas Cox town and Whitefield there aren't any successful orders and hence the completion rate is zero. 2. Bellandur ETV has 50% completion rate. 3. Except Bellandur ETV, Cox Town, Domlur, EGL, Indiranagar, Marathahalli, Viveknagar, Whitefield all other areas have 100% completion rate. |
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| **8.  Completion rate at number of products ordered level.** |

In the month of September, an area called Devarachikkanahalli has 100% completion rate.

**9.    Analysis on any pattern observe in the completion rate.**

1. According to areas, Pattandur has maximum successful orders.
2. According to month, May and July has maximum successful orders with maximum numbers of orders.
3. For the areas Cox town and Whitefield there aren't any successful orders and hence the completion rate is zero.
4. HSR layout has the maximum orders and even the maximum successful orders.

Customer Level Analysis Report

**Introduction:**

Customer level analysis helps us to get an insight about overall revenue generated by the customers who got acquired through different platforms within a specific period.

**Questions And Answers:**

**10.   Completion rate at source level.**

1. Customers who got acquired through Instagram and offline campaign have low completion rate compared to other sources.
2. And this Low completion rate through Instagram could be because many of them just try it out by watching the ads and see whether it takes an order or not and then cancels it.
3. During Offline campaigns many of them orders because the marketing people insists them to do and then cancels the order.

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| **11.    LTV for every customer.** |
| 1. 17 Customers have zero LTV. 2. 2949 (excluding customers with zero LTV) Customers have LTV less than 500. 3. 5065 Customers have LTV 500 and more. |
| **12.   Aggregated LTV at customer acquisition source level.** |

1. The highest number of acquisitions are through organic platform.
2. Aggregate LTV from snapchat stands high and the least is from Instagram

**13.    Aggregated LTV at acquisition month level.**

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| 1. The customer acquisition is literally in the decreasing trend from January to September, except during the months of April and May. |
| 1. Highest number of customer acquisitions are in the month of January and the least is in the month of September. |
| 1. As the maximum number of customers got acquired during of January, sum of LTV is also highest. |
| 1. Here Users acquired and summed of LTV during that month are directly proportional to each other. 2. Aggregate LTV is also low for the months June to September. i.e., Less than 350 |

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| **14. Average Revenue (Product amount after discount) per order at different customer acquisition source level.**   1. Revenue generated through Organic source is highest and revenue through Instagram has the lowest.   **15.  Average Revenue (Product amount after discount) per order at acquisition month level.**   1. As number of acquisitions are high during the month of January, revenue generated is also high. 2. As number of acquisitions are low during the month of September, revenue generated is also Low.   **16. Pattern in order rating across slots, number of items placed, delivery charges, discount.**   1. Delivery charges for the orders placed during late night are usually high compared to other slots. 2. Discount given is generally less for the orders placed during late nights. 3. Maximum discount for the orders is given during evening time. 4. Maximum number of orders are placed in the afternoon as many working employees order during that time and discount provided is almost equivalent to evening slot and is max too. 5. Delivery charges are least in the morning and the number of orders placed ranks 2nd for the same.     Delivery Level Analysis Report  **Introduction:**  Delivery level analysis helps us to get an insight about overall delivery time, delivery charges etc. within a specific area and for a specific period.  **Questions And Answers:**  **17.    Average overall delivery time at month and delivery area level.**   1. On an average order to Mahadevapura, Brookfield and Pattandur are delivered very late. 2. On an average order placed during the month of May are usually delivered late.   **18.   Average overall delivery time at month and weekday/weekend level.**   |  | | --- | | 1. In the month of May Orders are usually delivered late. This could be because of summer holidays and heavy traffic. | | 1. Orders in the month of February are delivered with the least time taken. | | 1. Weekday orders are delivered earlier compared to weekend orders. |   **19.   Average overall delivery time at slot level.**   1. Orders during late night are usually delivered early because of low traffic. 2. Orders during afternoon are usually delivered late compared to other slots because of heavy traffic and customer demand. 3. Even though the average delivery time of the orders kept during the month of May are high, the late-night orders are usually delivered early.   **20.    Pattern in delivery charges with slot or delivery area.**   1. With maximum number of orders HSR layout has maximum average delivery charges. 2. The orders delivered to Bellandur ETV and Binnypet have zero delivery charges. 3. Orders delivered to Brookfield has the highest delivery charges and are late night orders. 4. Top 3 areas with highest delivery charges are: Brookfield, CV Raman Nagar, Frazer town and all the orders are late night orders. 5. Orders delivered to ITI layout has the lowest delivery charges.   **21.   Pattern in delivery time and delivery area.**  1) On an average many of the orders delivered early are in the late night.  2) There are very few Morning orders.  3)Top 5 areas with delayed deliveries are:   1. Mahadevapura 2. Brookefield 3. Vimanapura 4. Pattandur 5. CV Raman Nagar   And the reasons for this could be:   1. Traffic and transportation issues 2. Route optimization issues 3. Weather conditions 4. Supply chain challenges |