INSIGHTS OF BUSINESS CASE

List of dates having order drop and hike (above 20% and below -20%) as compared to the same day last week

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| Date | Hike/Drop | Day of the week | Possible Reason |
| 10-01-2019 | Drop (-45%) | Thursday | * 8% of payments were not successful(can be less technical issues and more options for payment) * Beginning of the year a lot of people tend to avoid unhealthy food * Less percentage of traffic from different platforms |
| 17-01-2019 | Hike (106%) | Thursday | * High percentage of traffic from different platforms * Average cost for two was less than last week |
| 21-01-2019 | Hike(23%) | Monday | * Possible reason is as monday is a working day hence traffic is less in non office hours which reduces the delivery time which can attract the customers to order more |
| 22-01-2019 | Hike(85%) | Tuesday | * Traffic engagement from different platforms are high * 94% successful payment |
| 29-01-2019 | Drop(-72%) | Tuesday | * 40 % less traffic from different platforms * Restaurant count and discount was below average |
| 05-02-2019 | Hike (115%) | Tuesday | * High number of restaurants were open |
| 19-02-2019 | Drop(-56%) | Tuesday | * 8% payment were not successful (which can be due to technical issue and less options for payment) |
| 26-02-2019 | Hike (120%) | Tuesday | * There is a pattern of hike and drop in Tuesday , people might order on alternate weeks. * 95% successful payments(which can be due to less technical issue and more options for payment) |
| 28-02-2019 | Hike(22%) | Thursday | * Might be due to Low average delivery charges |
| 02-03-2019 | Drop(-38%) | Saturday | * Less restaurants were open |
| 09-03-2019 | Hike(102%) | Saturday | * More number of restaurants were open |
| 19-03-2019 | Drop(-46%) | Tuesday | * Success rate of payment I only 65% * Time for festival of Navratri of “Basant” in which a lot of people do fast |
| 24-03-2019 | Hike(22%) | Sunday | * More no of restaurants available * Weekend |
| 26-03-2019 | Hike(78%) | Tuesday | * Low packaging and delivery charges |
| 04-04-2019 | Drop(-52%) | Thursday | * Very less discounts * Delivery charges are on a bit of high end of average |
| 11-04-2019 | Hike(92%) | Thursday | * Better discounts than previous week * Low delivery charges than previous week |
| 12-04-2019 | Drop(-27%) | Friday | * As there is hike on Thursday people might avoid eating daily and prefer to order on Sunday rather than on Friday as there is again hike on Sunday |
| 14-04-2019 | Hike(28%) | Sunday | * Weekend |
| 18-04-2019 | Hike(73%) | Thursday | * Very high discounts |
| 19-04-2019 | Hike(25%) | Friday | * Average cost for two is less than often |
| 25-04-2019 | Drop(-39%) | Thursday | * 9% of payments were not successful(can be less technical issues and more options for payment) |
| 20-06-2019 | Drop(-54%) | Thursday | * Drop of 53% in traffic from different platforms * Less discounts * Average price are high than usual * 9% payments were not success |
| 27-06-2019 | Hike(115%) | Thursday | * Hike of 119% in traffic from different platforms * Less packaging charge * Average cost for two are less than usual |
| 16-07-2019 | Drop(-63%) | Tuesday | * Average cost for two high than usual |
| 23-07-2019 | Hike(135%) | Tuesday | * No specific reason |
| 11-08-2019 | Drop(-54%) | Sunday | * Average cost higher than usual * Less discounts |
| 18-08-2019 | Hike(107%) | Sunday | * Weekend |
| 14-09-2019 | Drop(-54%) | Saturday | * Out of stock items per restaurants are very high |
| 21-09-2019 | Hike(112%) | Saturday | * Weekend |
| 9-10-2019 | Hike(22%) | Wednesday | * No specific reason |
| 21-10-2019 | Hike(32%) | Monday | * Maybe due to festive season as it was time of Dussehra |
| 09-11-2019 | Hike(26%) | Saturday | * Maybe due to festive season as it was time of Diwali in 2019 |
| 17-11-2019 | Drop(-57%) | Sunday | * Out of stock items per restaurants are very high |
| 24-11-2019 | Hike(135%) | Sunday | * Average cost for two is less than usual * Weekend |
| 01-12-2019 | Hike(21%) | Sunday | * Weekend |
| 22-12-2019 | Hike(21%) | Sunday | * Weekend |

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Traffic fluctuation as compared to same day last week(above 20% and below -20%)

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| Date | Hike/Drop | Day of the week | Reason |
| 10-01-2019 | Drop (-49%) | Thursday | * 95% less traffic from Facebook in comparison to last week * 49% less traffic from YouTube in comparison to last week * 49% less traffic from Twitter in comparison to last week |
| 17-01-2019 | Hike(110%) | Thursday | * 1980% more traffic from Facebook in comparison to last week(maybe some unusual content in platform that is getting viral and attracting large audience ) * 110% more traffic from YouTube and twitter each in comparison to last week |
| 22-01-2019 | Hike(77%) | Tuesday | * 77% more traffic from Facebook in comparison to last week * 65% less traffic to YouTube in comparison to last week * 747% more traffic from twitter in comparison to last week(maybe due to any kind of controversy that is attracting large audience) |
| 29-01-2019 | Drop(-40%) | Tuesday | * 40% less traffic from Facebook in comparison to last week * 198% more traffic from YouTube in comparison to last week * 88% more traffic from twitter in comparison to last week * 166% more traffic from all other sources |
| 20-06-2019 | Drop(-53%) | Thursday | * 53% less traffic from all the platforms in comparison to last week |
| 27-06-2019 | Hike(119%) | Thursday | * 119% more traffic from all the platforms |

Overall conversion fluctuations



* The chart above shows conversion change with respect to same day last week (above 20% and below -20%)
* It also represents the breakage of conversion in small phases of L2M, M2C, C2P and P2O
* As the above chart represents, maximum drop of people in process of conversion is in the phase of M2C which is menu to cart. The following reasons can impact the drop in M2C:

1. High price of dishes than expected
2. Better price points on other platforms
3. Unavailability of desired food
4. Scrolling without the intend to order or just to compare the price point with the

Competition

* From C2P the possible reasons can be :

1. High GST
2. High delivery charges
3. Less discount
4. Better discounts on other platforms
5. High delivery time

* From P2O the possible reasons can be :

1. Only few mode of payments available
2. High charges on debit card payment
3. Failed transactions due to down server of bank
4. Failed transactions due to technical issues on application or website
5. Cash on delivery option not available