

ORDER_LEVEL_ANALYSIS

● ORDER DISTRIBUTION AT SLOT

- ❖ 2 PM - 5 PM has the highest total orders (5,924) and remains the busiest timeslot across all days, with Sunday having the peak (967 orders).
- ❖ 11 PM - 5 AM (1,589 total orders), here orders are low during late-night hours, but Sunday still shows a slight peak (276 orders), possibly for early Monday needs.
- ❖ Days Trend: -
 - Sunday consistently has the highest order count across time slots.
 - Orders are relatively consistent during weekdays
- ❖ REASONS FOR INCREASE IN TREND IN 2PM - 5PM: -
 - Customer Preferences where Weekends and afternoons are likely preferred for convenience and flexibility.
 - Highest number of delivery staff available in this period.
 - Bangalore Traffics can also play a vital role in the increase in the order during this time.

● AREAS HAVING INCREASE IN MONTHLY ORDERS

- ❖ No month from January to September has shown a consistent increase in the number of orders
- ❖ Areas like HSR Layout and ITI Layout record higher order counts compared to other areas monthly.

● DELIVERY CHARGES (PERCENTAGE OF PRODUCT AMOUNT)

- ❖ **High Charges (11 PM - 5 AM Slot):**
 - Delivery charges are consistently higher in the late-night slot (11 PM - 5 AM) compared to other time slots.
 - Peak months for delivery charges are February (16.95%) and January (15.91%).
 - This slot likely charges more due to logistical challenges or premium late-night delivery fees.
- ❖ **Afternoon Slot (12 PM - 5 PM):**
 - A consistent decrease is observed from January (9.33%) to August (2.59%)
 - This could be due to an increase in the order count.
 - This can be due to improvement in operational efficiency

- **DISCOUNT CHARGES (PERCENTAGE OF PRODUCT AMOUNT)**

- ❖ **High Discounts**

- The discount offered in the mid-year seems to be higher in the mid-year i.e. May, June and July.
 - This is due to the order count being very high.

- ❖ **Lowest Discount**

- The first quarter of the year showed a minimal discount.
 - This is due to the order count being very small.

- **WHAT'S NEXT TO IMPROVE BUSINESS STRATEGY: -**

- ❖ **PROMOTIONAL CAMPAIGNS**

- Increase the discount on products in the high delivery slot (11 PM-5 AM) to increase the incentives for the late-night order staff.
- Launch targeted mid-year campaigns featuring new products, attractive offers, and reduced delivery charges increase in the traffic and order count.

COMPLETION_RATE_ANALYSIS

- ❖ The highest completion rates are observed in the 12 PM - 5 PM slot and are consistent, with an increase on Sunday (28.57%) and gradually decreasing towards the late-night slots.
- ❖ The 11 PM - 5 AM time slot has the lowest completion rates across all days, with values ranging from 7.99% to 9.90%.
- ❖ The completion rates for all time slots are stable across weekdays, but there is a dip in completion for 5 AM - 12 PM and 5 PM - 8 PM slots on Fridays and Saturdays.
- ❖ Orders with 1 product have a very high completion rate (99.27%), but as the number of products counted in the order increases, the completion rate tends to remain very high, generally over 99%.
- ❖ For orders with 1-10 products, the completion rate is consistently high, ranging from 99.27% to 99.82%.

- ❖ Orders with more than 10 products also show excellent completion rates, especially for 13 to 25 products, with 100% completion rate observed for orders containing 12 products or more.
- ❖ The completion rate doesn't drop drastically when the number of products counted per order increases, but it does fluctuate slightly in the range of 99.25% to 100% for higher-product orders.

CUSTOMER_LEVEL_ANALYSIS

❖ **PATTERNS AND OBSERVATIONS**

- Late-Night-Orders slots {11 PM - 5 AM} and {8 PM - 11 PM} have a lower order count than the daytime hours generally receive higher ratings. This could be because the lower number of orders allows the service to be more efficient and customer satisfaction is due to quick deliveries.
- Daytime Orders slots {12 PM - 5 PM} and {5 AM - 12 PM} show Variability as it has a greater number of orders and a wider range of ratings. Higher volumes of orders could lead to delays, which may affect customer satisfaction, as reflected in the ratings.

❖ **RECOMMENDATIONS: -**

- The focus should be more on improving the service quality and customer satisfaction by increasing the delivery time to ensure consistency as these timeslots have a higher number of low ratings.
- Incentives can be given to the late-night delivery staff to make consistency or high standard in delivering the orders to the customer.
- Investigate the customer complaints for the day-time slots that are leading to an increase in 1-star and 2-star ratings.
- Increase promotional campaigns with more offers and discounts and less delivery charges in the night-time slots to increase the orders.

DELIVERY_ANALYSIS

❖ **DELIVERY TIME TRENDS: -**

- 11 PM - 5 AM has the shortest average delivery time indicating that the order during late-night hours is processed and delivered quickly. This can be due to lower order volume and less traffic.
- 12 PM - 5 AM has the longest average delivery time indicating the challenges faced due to high order volume during peak daytime hours and due to the potential delay due to the increase in demand.

- 5 PM - 8 PM and 8 PM - 11 PM has a consistent average delivery time indicating that the delivery time is more stable in the evening hours due to the streamlined process compared to peak hours' time.

❖ **PATTERNS BY DROP AREA: -**

➤ **SHORTEST AND FASTEST DELIVERY AREA: -**

- HSR LAYOUT and ITI LAYOUT show the shortest and fastest delivery time as compared to other drop areas.
 - This indicates that the area might be closer to delivery hubs.
 - The area is well served or has easier access to the key roads for quick delivery.

➤ **AREA WITH VARIES DELIVERY TIME: -**

- BTM Stage 2 and Bommanahalli - Mico Layout showed significant fluctuations in delivery time in Jan vs May month. This indicates external factors such as high order volume or high traffic congestion.

➤ **LONGER DELIVERY TIME: -**

- Sarjapur Road shows a long delivery times in several months with spiked in May,
- Bellandur, Sarjapur Road and Bellandur, APR also have long delivery times.
 - This can be due to larger geographical areas.
 - Increase in the traffic in these areas.

➤ **OBSERVATIONS: -**

- Delivery hubs that handle higher order volumes or that are located farther from key central areas (e.g., Bellandur, Green Glen, and Sarjapur Road) tend to have longer delivery times, especially during peak months, which might indicate a lack of operational efficiency or resource allocation during high-demand periods.
- Areas such as BTM Stage 2 and Koramangala, Ejipura tend to have more variable delivery times, which could be caused by higher traffic congestion, narrower roads, or complex urban layouts. This variability could also be impacted by inconsistent delivery routes.

➤ **RECOMMENDATIONS: -**

- Focus on improving delivery times in areas with high traffic congestion, such as Koramangala, BTM Stage 2, and Sarjapur Road, particularly during peak hours. Consider optimizing routes, for more efficient delivery methods (e.g., scooters or bikes), or establishing an additional supermarket hub strategically located near routes with longer delivery times.
- Investigate and address areas with missing or inconsistent data, such as Whitefield and Akshaya Nagar, to enhance reporting accuracy and enable more reliable future analysis.