Swiggy's Performance Report – 2019-BY Shubham

Executive Summary

An extensive examination of Swiggy's 2019 performance is given in this report. This document, which I have prepared in my capacity as the Growth and Strategy Analyst, summarises my main conclusions, observations, and suggestions derived on data-driven trends and observations within the food delivery sector.

Introduction

Swiggy continued to be a major player in the food delivery sector throughout 2019. The analysis presented in this report aims to evaluate Swiggy's performance, highlight significant fluctuations, and provide insights into potential growth opportunities.

Yearly Performance Highlights

1. *Order Fluctuations:*

- *The year 2019 witnessed several fluctuations in order volumes, with notable increases and decreases. Detailed analysis of these fluctuations reveals key contributing factors.*

2. *Traffic Sources:*

- *An in-depth analysis of traffic sources highlights the effectiveness of different marketing and user acquisition strategies employed during the year.*

3. *Conversion Rates:*

- *Changes in overall conversion rates and smaller conversion steps (L2M, M2C, C2P, P2O) are examined, offering insights into user behavior and their impact on Swiggy's performance.*

OBSERVATIONS:

ON DATE*: 1/10/2019*

Thursday

Observation*: Carts and Payment Sessions Down, while overall conversion rate does not change.*

Rationale*: Order change when compared to last week is at 55%,Traffic change at 51%.*

Supporting Data*: Facebook =387156,YouTube= 2873204*

Insights: *Traffic reduced at Facebook and YouTube channel, while conversion rates didn't fluctuate.*

ON DATE*: 1/22/2019*

Tuesday

Observation*: Listings, menu sessions are increased..*

Rationale*: Orders compared to last week were up to 185%, traffic compared to last week was up to 177%*

Supporting Data*: Facebook=13525559,Twitter= 19827367*

Insights: <mark>*Facebook and Twitter traffic almost doubled.*</mark>

ON DATE*: 1/29/2019*

Tuesday

Observation*: Overall conversion rate at 3%; Menu carts and payments sessions down.*

Rationale*: Orders compared to last week were down to 28%, conversion at 48% and traffic at 60%.*

Supporting Data: *L2M = 12%,Count of restaurants = 274777*

Insights: <mark>*Low count of restaurants, low options of choice, less L2M.*</mark>

ON DATE: 2/19/2019

Tuesday

Observation: *Overall conversion rate 3%, Carts and payment sessions down.*

Rationale: *Orders down 44%, conversion at 46%, when compared to last week*

Supporting Data: *M2C =17%,Orders = 620260*

Insights: <mark>Out of stock items at 35</mark>

ON DATE: 3/2/2019

Saturday

Observation: *Overall conversion rate = 2%,Orders placed down while listings were high.*

Rationale: *Overall conversion 58% when compared to last week.*

Supporting Data: *C2P = 33%Orders placed = 900972*

Insights: <mark>Highest delivery charge of the year = 56,</mark>*Average cost of two =399*

ON DATE: 3/19/2019

Tuesday

Observation: *Overall conversion rate almost halves to 3% and orders change compared to last week also is at 53%*

Rationale *When looked at traffic and conversion parameters, P2O is 39%, less than half of the common trend.*

Supporting Data: *P2O =39%,Overall Conversion/ Last week conversion = 53%*

Total orders fell down below 10lakhs to 7lakh.

Insights: <mark>Success Rate of Payments was at 65% this day. Way low over regular trends.</mark>

ON DATE4/4/2019

Thursday

Observation: *Overall conversion halved at 3%, 48% orders compared to last week, same with overall conversion.*

Rationale *L2M and M2C reduced.*

Supporting Data *L2M =26% M2C= 20%Total orders fell down below 10lakhs to 7lakh.*

Insights: <mark>*Lowest avg discount = 10% Highest Cost for Two = 388*</mark>

ON DATE *4/18/2019*

Thursday

Observation: *Overall conversion rate amongst the highest = 9%,High number of cart sessions..*

Rationale *M2C one of the highest.*

Supporting Data *M2C = 67%,*

Insights: <mark>*Average discount highest = 29%,*</mark>*Lower average cost for two = 364*

ON DATE *6/20/2019*

Observation: *Orders placed/ Orders last week and Traffic compared to last week both below 50%.*

Rationale *Channel wise traffic from all channels is reduced by around 50%..*

Supporting Data *Facebook=3674574,YouTube =2755930,Twitter = 1122786*

Others= 2653859

Insights: <mark>*Such low traffic can be due to internet services being suspended in some areas because of govt. exams*</mark> *or Facebook being down.*

ON DATE *7/16/2019*

Tuesday

Observation: *Menu, carts, payments and order sessions fell below 50% of the normal trend.*
Rationale *Orders compared to the last week = 37%,While overall conversion amongst the lowest at 2%*

Supporting Data L2M = 10%Overall conversion compared to last week = 41%

Insights: <mark>Average cost of two amongst the highest at 458</mark>

ON DATE *8/11/2019*

Sunday

Observation *Payment sessions and orders fell down, overall conversion rate amongst the lowest for the year.*

Rationale *Orders compared to the last week = 46%,*

Conversion compared to last week = 46%

Supporting Data *P2C = 33%,Payments session = 1033432,Orders placed = 765773*

Insights: <mark>*Average packing charge was highest for the year at 29.*</mark>*No change in success of payments.*

ON DATE *9/14/2019*

Saturday

Observation *Payment sessions and orders fell down, overall conversion rate amongst the lowest for the year.*

Rationale *Overall conversion rate at 2%, orders down to 46% when compared to last week.*

Supporting Data *M2C is the fluctuation, at 15%,P2O slightly deviated.*

Insights: <mark>*Out of stock items = 64, second highest for the year.*</mark>

ON DATE *11/17/2019*

Sunday

Observation *Overall conversion rate = 2%,Payments session down, orders placed reduced*
Rationale *Orders compared to last week down to 43%.*

Supporting *M2C fluctuated at 14%*

Insights: <mark>*Out of stock items highest for the year = 112*</mark>

ON DATES

7/23/2019

11/24/2019

2/26/2019

2/5/2019

9/21/2019

4/11/2019

3/9/2019

8/18/2019

3/26/2019

4/18/2019

Observation *These dates had the highest order change when compared to last week along <u>with the highest conversion rate compared to last week.</u>*

Rationale *The increase in sessions that lead to higher number of orders placed successfully* **Supporting** *Order change ranges from an increase by 235% to 173%, while conversion change ranges from 228% to 157%*

Insight*s: When looked at the conversion parameters in detail*<mark>*, for all these dates C2P And P2O are above 65% and reach as high as 85%.*</mark>

Order Drops and Hikes:

High Orders Dates (High Overall Conversion):

Date	Overall conversion
17-01-2019	5.74%
21-01-2019	6.67%

22-01-2019	5.91%
31-01-2019	6.10%
05-02-2019	6.03%
26-02-2019	6.10%
28-02-2019	6.22%
09-03-2019	3.90%
24-03-2019	4.06%
26-03-2019	6.04%
11-04-2019	5.86%
14-04-2019	4.14%
18-04-2019	9.17%
19-04-2019	6.41%
27-06-2019	5.91%
23-07-2019	5.51%
18-08-2019	3.49%
21-09-2019	3.35%
09-10-2019	6.80%
21-10-2019	6.41%
09-11-2019	4.02%
24-11-2019	3.56%
01-12-2019	4.26%
22-12-2019	3.89%

High Orders Dates (High Overall Conversion):

1. *During high orders dates (e.g., 18-04-2019, 21-10-2019), the overall conversion rate remained relatively high (e.g., 9.17% and 6.41%). These dates might correspond to specific promotions, holidays, or marketing campaigns that attracted more customers.*
2. *The success of promotions or marketing efforts on high orders dates (e.g., 26-03-2019, 18-08-2019) resulted in a consistently high overall conversion rate (e.g., 6.10% and*

3.49%). Analysing what strategies were implemented on these dates can provide insights for future campaigns.

3. *High conversion rates on certain dates (e.g., 11-04-2019, 27-06-2019) indicate that specific factors or events positively influenced customer behaviour, resulting in increased orders.*

Date	Overall conversion
10-01-2019	5.86%
29-01-2019	2.81%
19-02-2019	2.83%
02-03-2019	1.93%
19-03-2019	3.23%
04-04-2019	2.84%
12-04-2019	5.52%
25-04-2019	5.62%
20-06-2019	6.04%
16-07-2019	2.42%
11-08-2019	1.74%
14-09-2019	1.57%
17-11-2019	1.59%

Low Orders Dates (Low Overall Conversion):

1. *On low orders dates (e.g., 29-01-2019, 02-03-2019), the overall conversion rate dropped significantly (e.g., 2.81% and 1.93%). These dates may coincide with periods of reduced customer activity, possibly due to external factors such as unfavorable weather or economic conditions.*

2. *Identifying low orders dates (e.g., 19-02-2019, 19-03-2019) with low conversion rates can help in understanding the reasons behind these slumps in customer engagement.*

3. *Low overall conversion on specific dates (e.g., 14-09-2019, 11-08-2019) could be due to issues related to website performance, payment processing, or other technical challenge*

More Insights:

- *For restaurants offering average discount at 19%, Overall conversion rate, L2O and P20 is the highest*

Average Discount Vs Orders Placed

- *The dates that concluded with a payment success rate of 95% had the highest proportion of orders received, the highest total conversion percentage, and probably the highest P2O*

rates.
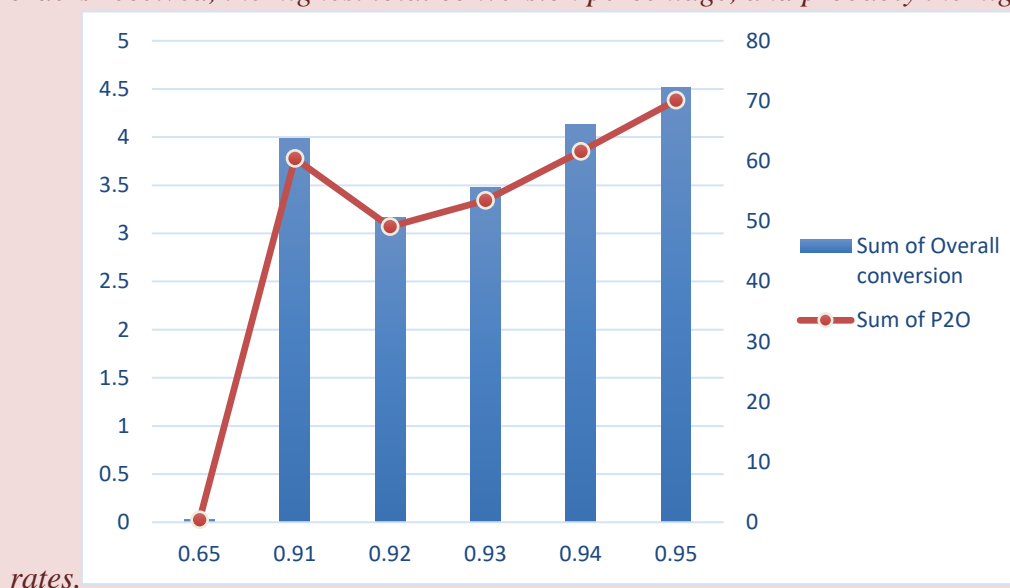
- *Lower the average delivery charge, higher the overall conversion percentage.*

Avg. Delivery Charge vs Overall Conversion

4

2

0

25 27 29 30 26 28 56 Total
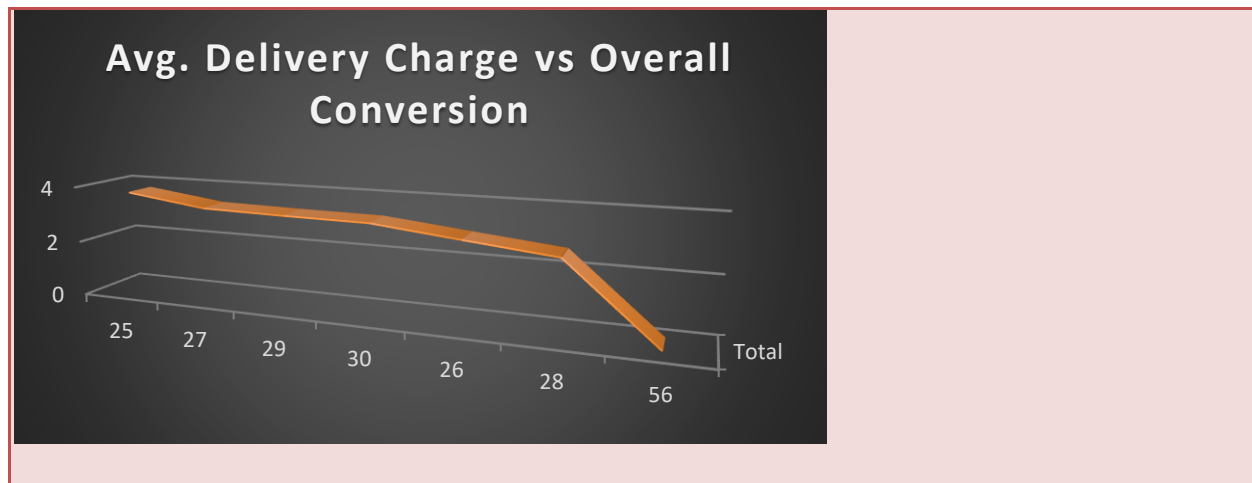
Growth Opportunities

Based on the performance analysis, several growth opportunities emerge, such as:

Channel wise traffic Optimization: Evaluate and prioritize high-performing traffic sources for further investment and refine strategies for underperforming sources.

Enhanced User Experience: Identify areas in the conversion funnel where user experience can be improved to drive higher conversions.

Promotion and Marketing Strategy: Optimize promotional campaigns and marketing efforts based on the most effective channels and periods of the year.

A/B Testing and Experimentation: Implement regular A/B testing to assess the impact of website changes, pricing strategies, and user interface improvements.

Regional Analysis: Perform detailed regional research to comprehend local tastes, cultural quirks, and market-specific difficulties.
Adapt alliances, menu options, and marketing strategies to meet the varied needs of the area Formulate tailored approaches to tackle distinct customer tendencies, maximising Swiggy's visibility in every area. For optimum effect, work with regional influencers and investigate geo-targeted advertising.

Business Alliances: Analyze the results of current alliances and look for ways to improve and expand cooperation. Evaluate partner performance using data-driven methods, considering elements like order volume, customer satisfaction, and brand synergy. Seek out new alliances with well-liked neighborhood businesses or popular restaurants to broaden the scope of services and draw in a variety of clientele.

Conclusion

Through my analysis, I discovered several key insights that provide valuable insight into the company's performance during this time period.

1. One of the most striking findings from my analysis was the high level of fluctuation in daily transaction volume on the platform.

2. Another important insight that emerged from my analysis was the overall trend of increasing transaction volume over the course of the year. This is a positive sign for the company, indicating that it is successfully attracting and retaining customers over time. However, it is important to note that there were also periods of decline in transaction volume, which will require further investigation to understand the underlying causes.

3. Overall, my business funnel analysis of Swiggy's performance in 2019 provides valuable insights into the company's strengths and weaknesses and will help inform future decision-making and strategy development.

Final Thoughts:

Maintaining a strategic focus on user experience and dynamic marketing is necessary to navigate the always evolving food delivery marketplace. It is essential to embrace innovation and technical breakthroughs. Regional expertise, consumer loyalty programmes, and business alliances will be crucial to Swiggy's continued success as it expands.The key to Swiggy's future success is making the most of these chances to provide outstanding dining experiences and hold onto its top spot in the cut-throat food delivery industry.