FRESHCO HYPERMARKET CAPSTONE REPORT

Freshco Hypermarket, a popular supermarket located in HSR, Bangalore. Recognizing the changing needs of their customers, Freshco started offering home delivery services in 2021 to make shopping more convenient. To manage these operations effectively and ensure customer satisfaction, they kept detailed records of every transaction, including information about each order.

Data is between 01-01-2021 and 30-09-2021.

Topics

Order Level Analysis Report

Order Level Analysis is based on the Time slots, Delivery area, month, orders, discount and Delivery charges etc. We will get the insights based on the given point at particular time periods and improve the order count.

Summary:

1. Maximum number of orders placed in the afternoon slot.
2. HSR Layout, Harlur, ITI & Layout has the maximum number of orders.
3. Delivery charges are usually high in afternoon and in the month of April.
4. Maximum discounts are given in the month of August.
5. Maximum discounts are used in the Afternoon.

1. Order distribution at Slot & Delivery Area Level

- Late Night has the lowest orders.
- Afternoon has the highest order distribution
- Maximum number of orders are delivered in HSR layout due to maximum number of pick-up points are in HSR layout.

2. Areas having Highest Increase in monthly Orders in absolute order from Jan to Sep

- There are three location having the Highest monthly orders are:-
    - HSR Layout with 15657
    - ITI Layout with 3946 Orders
    - Harlur with 1309

3. Calculate delivery charges as a percentage of product amount at slot and month level.

- Delivery charges are usually high in afternoon and night
- In the month of April charges are high at compare to the other months
- In the late-night delivery charges are less.
- In the month of September Delivery Charges are low.

4. Calculate discount as a percentage of product amount at slot and month level.

- Maximum discounts are given in the month of August due to festive season.
- In the late-night discount are the lowest.
- In the month from January to April having the least level of discounts.

5. Calculate discount as a percentage of product amount at drop area and slot level.

- Maximum discounts are used in the Afternoon.
- Minimum discounts are used in the late night.
- Discount Shows
    - No Discount with Light red color with Dark Red Text
    - Discount till 3% are yellow fill with Dark Yellow Text
    - Discount with more than 3 % are green fill with Dark green Text

Overall Insights

- Increase the pickup points.
- Improve the discount strategies, so discount can also provide on the month have least discount.
- Email marketing.

- Use social media, blogs and do the collaboration with influencers
- Can provide free home delivery at certain billing.

Completion Rate Analysis Report

Completion Rate analysis helps us to provide Insights about overall successful / unsuccessful order status within a specific area and given period of time.

Data is between 01-01-2021 and 30-09-2021 to calculate.

Summary:

1. Sunday completion rate is high.
2. HSR Layout is the place having the highest completion rate.
3. Cox Tow & Whitefield there aren't any successful orders and hence the completion rate is zero.

6. Identify Completion rate at slot vs day of the week (Sunday to Saturday) level. Can you spot some pattern in the data?

- Sunday is the highest completion rate with 15.45
- From Monday to Thursday there is the consistent rate from 13.50 to 13.81
- Sunday is having high completion rate due to the weekend shopping.

7. Calculate completion rate at drop area level.

- HSR Layout is the place having the highest completion rate.
- Cox Tow & Whitefield there aren't any successful orders and hence the completion rate is zero

8.Completion rate at number of products ordered level. For this first you need to create a column having number of products against every order.

- One product highest rate is 18.54.
- Completion rate is declined the users having the higher quantity of products.

9. Give analysis on any pattern you observe in the completion rate.

- HRS Location has the maximum successful order
- Completion rate is declined the users having the higher quantity of products.
- For the areas Cux town and Whitefield there aren't any successful orders and hence the completion rate is zero.

Overall Insights

- Need to focus on the area having the highest orders
- Work on the higher count of product delivery.
- Increase the engagement and completion rate,
- Find out the best drop and pickup areas.
- Accurate product descriptions & clear policies and terms
- Providing order tracking.
- Improve management.
- Training program for the delivery persons
- Refund policy
- Clear terms and condition at the time of product cart

Customer Level Analysis Report

Customer Level Analysis depends on to get the Insight about overall revenue generated by the customers, through different platforms within a specific period of time.

Data is between 01-01-2021 and 30-09-2021 to calculate.

Summary:

1. Revenue is generated from Organic platform is the highest.
2. Revenue is generated through Facebook & Snapchat are the lowest once.
3. One customer is the highest LTV of 64062.
4. Acquisition month “May” is Higher LTV.

10. Identify Completion rate at source level.

- “Organic” Source is having the highest completion rate of 29%
- “Facebook” & “Snapchat” having the lowest completion rate with 11.47 & 11.09
- Need to improve the offline completion as they could be order dur the marketing or sales team pressure and cancel it after that.

11. Calculate LTV for every customer.

- LTV is Stand for Customer Lifetime Value.
- One customer is the highest LTV of 64062.
- 17 Customers have zero LTV.
- Divide LTV into the cell colors for the clear understanding are: -
    - Light Re Color with Dark Red Text is for LTV is equal to 500 or less than 500.
    - Yellow fill with Dark yellow Text is for LTV between 501 to 4000.
    - Green fill with the Dark Green Text is for LTV is higher than 4001.

12. Calculate aggregated LTV at customer acquisition source level. Refer to aggregated LTV example.

- Aggregated LTV is stand for Average Lifetime value of Customer by source.
- “Snapchats” used customer have the highest LTV.
- “Instagram” & “Organic” having the lower LTV.
- “Snapchat”,” google” & “Offline Campaign” are better source for the high LTV.

13. Calculate aggregated LTV at acquisition month level. Refer to aggregated LTV example.

- Customer acquired in “May” are seeing the highest aggregated LTV.
- “Sep” and “March” is having the lowest aggregated LTV.

14. What is the average Revenue (Product amount after discount) per order at different customer acquisition source level?

- “Snapchat” generated the highest Average Revenue Per order.
- “Instagram” & “Organic” are generated the lowest Revenue per order.

15. What is the average Revenue (Product amount after discount) per order at acquisition month level?

- “May” is the highest average Revenue generated as per order after discount.
- “September” is the Lowest average Revenue generated as per order after discount

16. Is there any pattern in order rating across slots, number of items placed, delivery charges, discount. For example, there might be an insight from the data that orders placed during late night are generally rated high. While orders placed in early morning are not

rated high. OR orders having more than 5 items are generally rated high.

- Delivery charges are least in the morning
- Maximum number of orders are placed in the afternoon
- Maximum discount for the orders is given during late night
- Delivery charges for the orders placed during late night are usually high compared to other slots.

Overall Insights: -

- "Organic" Source had good strategies; same we can apply in others.
- Providing fully tracking system to users
- Transparency to terms and condition.
- User-Friendly website
- Easy returns and refunds

Delivery Level Analysis Report

Delivery level analysis helps us to get an insight about overall delivery time, delivery charges etc. within a specific area and for a particular period of time.

Data is between 01-01-2021 and 30-09-2021 to calculate.

Summary:

1. On average order placed during the month of May are usually delivered late.
2. Weekday orders are delivered earlier as compared to weekend orders.
3. Orders in the month of February are delivered with the least time taken.
4. On an average many of the orders delivered early are in the late night.

17. Calculate average overall delivery time at month and delivery area level.

- On average order placed during the month of May are usually delivered late.
- Mahadevapura is took the time on higher side as compare to the other areas.
- Whitefield is taking the least time to took the delivery.
- Order are divide in the cell colors, i.e.
    - Color cell less then 30min taking for delivery are colored with green fill & Dark green text,

- Colored cell taking more then 30min for the delivery-colored light red fill with Dark Red Text indicate the late delivery.
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18. Calculate average overall delivery time at month and weekday/weekend level. You might need to create a column which will tag every date to either weekday or weekend.

- Weekday orders are delivered earlier compared to weekend orders
- In the month of May Orders are usually delivered late
- Orders in the month of February are delivered with the least time taken

19. Calculate average overall delivery time at slot level. Refer to the definition of slot.

- Orders during late night are usually delivered early because of low traffic
- Orders during afternoon, Evening & Morning are usually delivered late compared to other slots because of heavy traffic or customer demand.

20. Do you see any pattern in delivery charges with slot or delivery area.

- Bellandur ETV & Binnipet has the zero delivery charges.
- Brookefield has the highest delivery charges.
- In the late night the delivery charges are in the comparison to other time slots.
- Orders delivered to ITI layout has the lowest delivery charges.
- Cells are colored according delivery charges are:-
  - Less the 50 Charges are colored with light red fill with dark red text
  - Between 50 to 100 are colored with yellow fil with dark yellow text
  - Between 100 to 200 are colored with green fill with dark green text
  - Greater then 200 are filled with blue

21. Do you see any pattern in delivery time and delivery area. If yes then find out logical reason.

Yes,

- On an average many of the orders delivered early are in the late night are having the high delivery charges and less discount.
- Delivery time is very least in the late due to less traffic on roads.
- Delivery time are high in the day, due to the everyone is on the work, movement at roads are increase
- Other hand while everyone one in the day is placing the order to manage the all order will going to more to due to that time for the delivery is increased.

There are many reasons for late delivery, like: -

1. Traffic on Roads
2. Transportation issues, i.e. incomplete documents, vehicle is not in the goods condition so taking more time compare to normal
3. Runner is not aware of Route
4. Weather conditions
5. Supply chain challenges, like- unplanned delivery schedule, warehousing unavailability, shortage of required goods etc.

Overall Insights: -

- Optimizing delivery routes
- Improving warehouse efficiency
- Implementing quality control processes
- Training and supporting delivery personnel
- Offer flexible delivery options