**Order Level Analysis Report**

**Introduction**

Order-level analysis provides insights into order statuses for specific areas and timeframes. This analysis uses data from January 1 to September 30, 2021.

**Summary**

* The majority of orders are placed during the afternoon.
* HSR Layout records the highest number of orders.
* Delivery charges peak for late-night orders.
* August offers the most discounts, likely due to festive promotions.

**Detailed Insights**

1. **Order Distribution by Slot and Area**
   * HSR Layout dominates deliveries due to numerous pickup points.
   * Afternoon slots see the highest order volume.
   * Orders are color-coded: red for fewer than 20, green for 20 or more.
2. **Top Areas for Order Growth (January-September)**
   * HSR Layout leads with 15,657 orders, followed by ITI Layout and others.
   * Fourteen areas recorded just one order.
3. **Delivery Charges as Percentage of Product Value**
   * Late-night orders incur the highest delivery charges, peaking at 17% in February.
   * September saw the lowest delivery charges overall.
4. **Discounts as Percentage of Product Value**
   * August boasts maximum discounts, while January to April averages just 1%.
5. **Discounts by Drop Area and Slot**
   * Discounts average 3%.
   * Red cells (over 5%) indicate potential revenue loss; green (0%) and yellow (1-5%) represent standard discounts.

**Strategies to Improve Orders**

* Adopt advanced technology.
* Focus on targeted and email marketing.
* Simplify the checkout process.
* Engage on social media and collaborate with influencers.

**Completion Rate Analysis Report**

**Introduction**

Completion rate analysis examines the success of orders for specific areas and periods, using the same dataset as above.

**Summary**

* May and July have the highest success rates.
* Sunday evenings and Wednesday late nights achieve a 100% completion rate.
* Areas like Cux Town and Whitefield record zero successful orders.

**Key Findings**

1. **Completion Rate by Slot and Day**
   * Sunday evenings and Wednesday late nights show perfect completion rates.
2. **Completion Rate by Area**
   * HSR Layout sees the most successful orders.
   * Bellandur ETV stands at 50%, while others like Cox Town and Whitefield have none.
3. **Completion Rate by Products Ordered**
   * Orders with more products generally show better completion rates.

**Strategies to Enhance Completion Rates**

* Focus on clear communication and customer satisfaction.
* Streamline returns and refunds.
* Provide realistic shipping estimates and order tracking.

**Customer Level Analysis Report**

**Introduction**

Customer-level analysis reveals revenue trends and acquisition patterns from different sources.

**Summary**

* Instagram and offline campaigns yield lower completion rates.
* Organic sources contribute the highest revenue, while Instagram generates the least.
* Acquisition trends decline from January to September, except for spikes in April and May.

**Highlights**

1. **Completion Rates by Source**
   * Instagram’s low rates stem from exploratory orders. Offline campaigns often result in cancellations.
2. **Lifetime Value (LTV)**
   * The highest LTV belongs to user ID GIA238253.
   * Seventeen customers recorded zero LTV.
3. **Revenue Patterns**
   * January boasts the highest revenue due to maximum acquisitions.

**Strategies for Better Customer Experience**

* Offer user-friendly websites and detailed product information.
* Ensure order tracking and updates.
* Implement loyalty programs and post-purchase surveys.

**Delivery Level Analysis Report**

**Introduction**

This section analyzes delivery time and charges.

**Summary**

* May orders face the longest delivery times, while February records the shortest.
* Brookfield incurs the highest charges, especially for late-night orders.
* Weekday orders are faster compared to weekends.

**Key Observations**

1. **Delivery Times**
   * Traffic and demand make afternoon deliveries slower.
   * Late-night orders are faster due to lighter traffic.
2. **Delivery Charges**
   * Areas like ITI Layout have the lowest charges, while Brookfield has the highest.

**Strategies for Delivery Optimization**

* Use route optimization and data analytics.
* Train personnel and invest in warehouse efficiency.
* Offer flexible delivery options and quality control processes.