**JANUARY –**

**1/10/2019**

**Due to traffic decreases , number of orders decreases.**

**1/17/2019**

**Due to a downfall of orders on 1/10/2019, the number of orders increased by 106% on 1/17/2019. If we compare the number of orders to 1/03/2019, they have increase by 13%.**

**1/21/2019**

**Due to an increase in traffic by 5%, orders have increased by 23%.**

**1/22/2019**

Due to an increase in traffic from Twitter by 747% and an overall traffic increase by 77%, orders have increased by 85% from the same day last week.

**1/29/2019**

**There is a chance of having some problems on the listing page due to the low conversion rate (L2M) of 14% because there is less restaurants are open on 1/29/2019 .**

|  |  |
| --- | --- |
| **Count of restaurants** | |
| 1/22/2019 | 383015 |
| 1/29/2019 | 274777 |

**1/31/2019**

**Orders increase by 20% due to traffic increases .**

**FEBRUARY -**

**2/5/2019**

**The % of L2M conversion rate increases . Number of restaurants are open as comparison to 1/29/2019.**

**So number of order increases .**

|  |  |
| --- | --- |
| **Count of restaurants** | |
| 1/29/2019 | 274777 |
| 2/5/2019 | 408982 |

**2/19/2019**

There is some issue on Menu page because there is low conversion rate between

M2C 17%.

**2/26/2019**

This hike of 120% in orders when compared with 2/19/2019, and a 3% downfall when compared with 2/12/2019 (last to last week's same day) is due to an issue on the menu page on 2/19/2019 which caused a low conversion rate(M2C) of 17%.

**2/28/2019**

There has been an increase in orders by 22%, due to an 8% increase in traffic and a 13% increase in overall conversion rate.

**MARCH –**

**3/2/2019**

**Average Delivery Charges (3/2/2019) 56**

**Average Delivery Charges (2/23/2019) 28**

On 3/2/2019, the number of orders decreased by 38% because the C2P (cart to payment) conversion was only 33%, and the average delivery charge increased by 20%.

**3/9/2019**

**Average Delivery Charges ( 3/9/2019 ) - 28**

**Average Delivery Charges ( 3/2/2019 ) - 56**

On 3/9/2019, the number of orders increased by 102% due to the average delivery charge of 28 on 3/2/2019, which was 56.

**3/19/2019**

Success Rate of payments **65%**

On 3/19/2019, there was a 46% decrease in orders due to an issue in the payment mode, as the Payment to Order Conversion (P2O) was only 39%, with the payment success rate being only 65%.

**3/24/2019**

On 3/24/2019, Sunday saw an increase in the number of orders due to an increase in traffic. Total traffic increased by 6%, and the number of orders increased by 22%.

**3/26/2019**

**On 3/19/2019 P2O 39%**

**On 3/26/2019 P2O 85%**

On 3/26/2019, there was a hike in orders of 78% when compared to the same day the previous week (3/19/2019), when there was a problem with the payment gateway, resulting in a P20 conversion rate of only 39%. However, if we compare 3/26/2019 to 3/12/2019, there was a decrease in orders of -3%.

**APRIL –**

**4/4/2019**

**Average Discount 10% only (4/4/2019)**

There is a drop of -52% in orders due to the low menu-to-cart (M2C) conversion rate of only 20%, caused by an average discount of 10%.

**4/11/2019**

On 4/11/2019 there was an increase of 92% in orders when compared to 4/4/2019, which had a low conversion rate between M2C of only 20% due to a low average discount. However, when compared to 3/28/2019, there was a decrease of 8% in orders.

**4/12/2019**

On 4/12/2019 there was an order of - 27% dropdown due to a - 9% drop in traffic.

**4/14/2019**

On 4/14/2019 there was an order increase of 28% due to an 8% increase in traffic.

4/14/2019 is Sunday ( On Sundays, traffic usually increases )

**4/18/2019**

**Average discount 29%**

On 4/18/2019, there was an increase in orders by 73%, due to a menu-to-cart conversion (M2C) of 67% and an average discount of 29%.

**4/19/2019**

On 4/19/2019, there was an increase in traffic of 7%, compared to 4/12/2019, which resulted in a 25% increase in orders.

**4/25/2019**

On 4/25/2019, there was a decrease in orders by 39%, as compared to 4/18/2019, due to the high M2C conversion rate on 4/18/2019, where the average discount was 29%. However, when comparing 4/25/2019 to 4/11/2019, orders increased by 6%, and traffic by 11%.

**JUNE –**

**6/20/2019**

On 6/20/2019 there was a decrease in traffic of - 53% compared to 6/13/2019, and orders decreased by - 54% as a result.

**6/27/2019**

On 6/27/2019, there was a hike in orders by 115% compared to 6/20/2019, as there was low traffic on this day. However, if compared to 6/13/2019, there was a drop in orders on 6/27/2019 by -2%.

**JULY –**

**7/16/2019**

On 7/16/2019, there was a 63% decrease in orders and a 10% decrease in traffic compared to 7/9/2019. There was a decrease in orders due to an increase in the average cost of two items is 458, resulting in a low list-to-menu conversion(L2M) of only 10%.

**7/23/2019**

|  |  |  |
| --- | --- | --- |
| **L2M** | **7/23/2019** | **7/16/2019** |
| **24%** | **10%** |

On 7/23/2019, orders increased by 135%, compared to 7/16/2019, due to a low L2M conversion rate on 7/16/2019. If we compare 7/23/2019 to 7/9/2019, the number of orders decreased by -13%, and traffic decreased by -7%.

**AUGUST –**

**8/11/2019**

On 8/11/2019, there was a -54% decrease in orders due to a very low cart-to-payment(C2P) conversion rate ( high average packing charges of 29).

**8/18/2019**

|  |  |  |
| --- | --- | --- |
| **C2P** | **8/18/2019** | **8/11/2019** |
| 65% | 33% |

On 8/18/2019, there was an increase in orders of 107% when compared to 8/11/2019, as the C2P conversion rate was slow on 8/11/2019. If we compare 8/18/2019 with 8/4/2019, there was a drop of -6% in orders.

**SEPTEMBER –**

**9/14/2019**

**Out of stock Items per restaurant (9/14/2019) - 64**

On 9/14/2019, there was a 54% downfall in order due to a low menu-to-cart (M2C) conversion rate (15%) and a high number of out-of-stock items per restaurant (64).

**9/21/2019**

On 9/21/2019, there was an increase in orders by 112% when compared with 9/14/2021, as 9/14/2021 had a low M2C conversion rate. If we compare between 9/21/2019 and 9/7/2021, there was a drop in orders by -2%.

**OCTOBER –**

**10/9/2019**

|  |  |  |
| --- | --- | --- |
| **Avg Cost for two** | **10/9/2019** | **10/2/2019** |
| **366** | 380 |

On 10/9/2021, there was a 22% increase in orders compared to 10/2/2021 due to a 77% C2P conversion. The average cost for two was 366 on 10/9/2021 and 380 on 10/2/2021.

**10/21/2019**

On 10/21/2019, there was an increase in traffic by 9%, which resulted in an increase in orders by 32%.

**NOVEMBER –**

**11/9/2019**

On 11/9/2019, there was an increase in traffic by 7%, which resulted in an increase in orders by 26%.

**11/17/2019**

On 11/17/2019, there was a decrease of 57% in the number of orders due to low menu-to-cart conversion (M2C) of 14% (reason: 112 out of stock items per restaurant).

**11/24/2019**

On 11/24/2019, there was an increase in orders of 135% compared to 11/17/2019 (as on 11/17/2019 M2C conversion was only 14%). If we compare between 11/24/2019 and 11/10/2019, there was an increase in orders of 1%.

**DECEMBER –**

**12/1/2019**

On 12/1/2019, there was an increase in traffic and the count of restaurants was more compared to 11/24/2019, resulting in a 21% increase in orders.

**12/22/2019**

On 12/22/2019, there is an increase in orders due to the weekend.