 **Swiggy Funnel Analysis Report**

**Introduction**

This report provides a comprehensive Funnel analysis of swiggy’s Performance over the year of 2019. As the Data Analyst, this report generates insights on company’s performance over the months, outlining data driven insights and visualizations.

**Business Case Study Report**

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| **ates** | **Observation** | **Rationale** | **Supporting Data** | **Insights** |
| 1/10/2019  Thursday | Carts and Payment Sessions Down, while overall conversion rate doesn’t change. | Order change when compared to last week is at 55%,  Traffic change at 51%. | Facebook =387156  YouTube= 2873204 | Traffic reduced at Facebook & YouTube channel, while conversion rates didn’t fluctuate. |
| 1/22/2019  Tuesday | Listings, menu sessions are increased. | Orders compared to last week were up to 185%, traffic compared to last week was up to 177% | Facebook=13525559  Twitter= 19827367 | Facebook and Twitter traffic almost Doubled. |
| 1/29/2019  Tuesday | Overall conversion rate at 3%; Menu carts and payments sessions down. | Orders compared to last week were down to 28%, conversion at 48% and traffic at 60%. | L2M = 12%  Count of restaurants = 274777 | Low count of restaurants, low options of choice, less L2M. |
| 2/19/2019  Tuesday | Overall conversion rate 3%, Carts and payment sessions down. | Orders down 44%, conversion at 46%, when compared to last week. | M2C =17%,  Orders = 620260 | Out of stock items at 35 |
| 3/2/2019  Saturday | Overall conversion rate = 2%,  Orders placed down while listings were high. | Overall conversion 58% when compared to last week. | C2P = 33%  Orders placed =  900972 | Highest delivery charge of the year = 56,  Average cost of two =399 |
| 3/19/2019  Tuesday | Overall conversion rate almost halves to 3% and orders change compared to last week also is at 53% | When looked at traffic and conversion parameters, P2O  is 39%, less than half of the common trend. | P2O =39%,  Overall Conversion/ Last week conversion = 53%  Total orders fell down below 10lakhs to 7lakh. | Success Rate of Payments was at 65% this day. Way low over regular trends. |
| 4/4/2019  Thursday | Overall conversion halved at 3%, 48% orders compared to last week, same with overall conversion. | L2M and M2C reduced. | L2M =26%  M2C= 20% | Lowest avg discount = 10%  Highest Cost for Two = 388 |
| 4/18/2019  Thursday | Overall conversion rate amongst the highest = 9%,  High number of cart sessions. | M2C one of the highest. | M2C = 67%, | Average discount highest = 29%,  Lower average cost for two = 364 |
| 6/20/2019 | Orders placed/ Orders last week and Traffic compared to last week both below 50%. | Channel wise traffic from all channels is reduced by around 50%. | Facebook=3674574  YouTube =2755930  Twitter = 1122786  Others= 2653859 | Such low traffic can be due to internet services being suspended in some areas because of govt. exams or Facebook being down. |
| 7/16/2019  Tuesday | Menu, carts, payments and order sessions fell below 50% of the normal trend. | Orders compared to the last week = 37%,  While overall conversion amongst the lowest at 2% | L2M = 10%  Overall conversion compared to last week = 41% | Average cost of two amongst the highest at 458 |
| 8/11/2019  Sunday | Payment sessions and orders fell down, overall conversion rate amongst the lowest for the year. | Orders compared to the last week = 46%,  Conversion compared to last week = 46% | P2C = 33%,  Payment’s session = 1033432  Orders placed =  765773 | Average packing charge was highest for the year at 29.  No change in success of payments. |
| 9/14/2019  Saturday | Payment sessions and orders fell down, overall conversion rate amongst the lowest for the year. | Overall conversion rate at 2%, orders down to 46% when compared to last week. | M2C is the fluctuation, at 15%,  P2O slightly deviated. | Out of stock items = 64, second highest for the year. |
| 11/17/2019  Sunday | Overall conversion rate = 2%,  Payment’s session down, orders placed reduced. | Orders compared to last week down to 43% | M2C fluctuated at 14% | Out of stock items highest for the year = 112 |
| 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 | These dates had the highest order change when compared to last week along with the highest conversion rate compared to last week. | The increase in sessions that lead to higher number of orders placed successfully. | Order change ranges from an increase by 235% to 173%, while conversion change ranges from 228% to 157% | When looked at the conversion parameters in detail, for all these dates C2P And P2O are above 65% and reach as high as 85%. |

**Other Insights**

**Order change in Above 20%**

The Below chart shows that the highest order change on **17/07/2019 & 17/11/2019.**

**Order change in Below 20%**

The Below chart shows that the lowest order change on **10/02/2019**

**Weekdays vs Weekends Orders**

The below Pie Chart shows that we have **32%** more orders in Weekends compare to Weekdays.

**Month wise Traffic changes**

As we can see from below chart that **MARCH** month has the highest Traffic.

**Month wise Orders**

In **JANUARY** Month we have highest Orders.

**Channel wise Traffic Fluctuations**

**Conversion Fluctuations**

**Conclusion**

The Data-Driven insights outlined in this report play a pivotal role in informing decisions within the dynamic food delivery sector. The analysis of Swiggy 2019 performance highlights the interplay of external influences, internal strategies, and user Dynamics. Leveraging identified growth avenues will be instrumental for Swiggy’s sustained success in this fiercely competitive environment.

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