**Project Aim: Analyzing Swiggy Dataset for Comprehensive Funnel Analysis**

**CAPSTONE PROJECT**

**Business Case: SWIGGY FUNNEL ANALYSIS**

The primary objective of this project is to conduct a thorough examination of the provided Swiggy dataset, employing a funnel analysis approach. The aim is to discern the underlying factors influencing the fluctuations in order volumes, delineating the progression of conversions across various stages. Through this endeavor, we endeavor to elucidate the root causes contributing to both ascents and descents in order numbers, thereby facilitating actionable insights for enhancing operational efficiency and fostering sustained growth within the organization.

**Key Objectives:**

* **Funnel Analysis:** Utilize funnel analysis techniques to dissect the customer journey from initial engagement to order completion, identifying pivotal stages and corresponding conversion rates.
* **Root Cause Analysis:** Delve into the factors influencing fluctuations in order volumes, discerning the primary drivers behind both surges and declines in conversions.
* **Identification of Improvement Opportunities:** Based on the findings from the analysis, formulate actionable recommendations aimed at optimizing conversion rates and enhancing overall operational efficacy.

**The Analysis:**

**Introduction:**

Swiggy stands as a prominent leader in the realm of food e-commerce platforms within the country, facilitating seamless transactions for more than 1 million users daily. This report encapsulates a comprehensive overview of Swiggy's business performance over a span of 365 days.

* **Traffic Analysis:**

The traffic influx on Swiggy's platform exhibits notable fluctuations, ranging from 47 million to 10 million visits. On average, Swiggy receives approximately 28 million visits per day from January 1, 2019, to January 1, 2020.

* **Conversion Rate:**

The conversion rate, a pivotal metric indicating the percentage of visitors transacting on the platform, maintains an average of 5.28%. This metric underscores Swiggy's efficacy in converting user visits into transactions.

* **Traffic Sources:**

Swiggy's website and application garner traffic from diverse sources, with Facebook, Twitter, and YouTube constituting the primary channels. Notably, Facebook emerges as the primary contributor, accounting for 36% of the daily traffic, followed by YouTube at 27%, and Twitter with the smallest share at 11%. The residual 26% of traffic stems from other miscellaneous sources.

* **Weekend Dynamics:**

Observationally, weekends witness a nuanced trend wherein the overall conversion rate experiences a slight decline. This phenomenon is attributed to the heightened influx of visitors during weekends, thereby diluting the conversion rate relative to weekdays.

**Monthly Traffic of Swiggy:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Month** | **Facebook traffic** | **Youtube traffic** | **Twitter traffic** | **Other sources traffic** |
| January | 34.99% | 26.32% | 12.31% | 26.38% |
| February | 36.00% | 27.00% | 11.00% | 26.00% |
| March | 36.00% | 27.00% | 11.00% | 26.00% |
| April | 36.00% | 27.00% | 11.00% | 26.00% |
| May | 36.00% | 27.00% | 11.00% | 26.00% |
| June | 36.00% | 27.00% | 11.00% | 26.00% |
| July | 36.00% | 27.00% | 11.00% | 26.00% |
| August | 36.00% | 27.00% | 11.00% | 26.00% |
| September | 36.00% | 27.00% | 11.00% | 26.00% |
| October | 36.00% | 27.00% | 11.00% | 26.00% |
| November | 36.00% | 27.00% | 11.00% | 26.00% |
| December | 36.00% | 27.00% | 11.00% | 26.00% |
| **Grand Total** | **35.91%** | **26.94%** | **11.11%** | **26.03%** |

* In the month of **January**, Swiggy experiences heightened traffic levels compared to other months, attributable to increased food orders at the onset of the new year.
* However, two notable anomalies were observed on **January 10th and January 22nd,** impacting the platform's traffic dynamics and conversion rates.
* In January, the traffic was affected on two days on 10th January and 22nd January.
* On 10th january, the traffic from facebook was reduced to 4% from the last 36%. Similarly on 22nd january the traffic from youtube reduced to 5% and the traffic from twitter suddenly increased to 53%.
* It was observed that the overall conversion rate improved on 10th january . However, this shift coincided with a drastic drop in the overall conversion rate from 3.3% to 0% on 22nd january compared to the preceding week. One plausible explanation could be a **reduction in the number of operational restaurants** on this day, contributing to diminished conversion opportunities.

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| **Date** | **Facebook** | **You Tube** | **Twitter** | **Others** |
| 10-01-2019 | 4% | 27% | 11% | 58% |
| 22-01-2019 | 36% | 5% | 53% | 6% |

**Identify if traffic fluctuated as compared to the same day last week:**

Analyzing peak order days provides valuable insights into consumer behavior, operational dynamics, and pricing strategies. By understanding the differences between positive and negative peak days, Swiggy can tailor its offerings, optimize resource allocation, and implement targeted initiatives to enhance customer satisfaction and drive sustained growth.

**Positive Peak Order Days:**

* Average Count of Images per Restaurant: On positive peak order days, the average count of images per restaurant stands at 35.95. This indicates a robust visual representation of menu items, potentially enhancing user engagement and order conversion rates.
* Average Cost for Two: The average cost for two individuals on positive peak order days is $372.20. This signifies a moderate expenditure level among users during peak ordering periods.
* Average Discount: During positive peak order days, an average discount of 19% is offered. This incentivizes users and may contribute to the heightened order volumes observed on these days.
* Average Out-of-Stock Items: The average number of out-of-stock items on positive peak order days is 35.05. Minimizing out-of-stock instances is crucial for ensuring customer satisfaction and maximizing order fulfillment rates.
* Average Packaging Charges: On positive peak order days, the average packaging charges amount to $19.35. This reflects the cost incurred for ensuring the quality and safety of delivered items.
* Average Delivery Charges: The average delivery charges on positive peak order days are $27.02. These charges contribute to the overall cost of the order and should be optimized to maintain competitiveness while ensuring profitability.

**Negative Peak Order Days:**

* Average Count of Images per Restaurant: Conversely, on negative peak order days, the average count of images per restaurant slightly increases to 36.23. This indicates a consistent visual representation despite lower order volumes.
* Average Cost for Two: The average cost for two individuals on negative peak order days is slightly higher at $387.15. This suggests a potential correlation between increased costs and reduced order volumes.
* Average Discount: The average discount offered on negative peak order days is slightly lower at 17%. Despite this, discounts remain a significant factor influencing consumer behavior.
* Average Out-of-Stock Items: The average number of out-of-stock items increases to 42.61 on negative peak order days. Addressing inventory management issues is crucial to mitigate customer dissatisfaction and potential revenue loss.
* Average Packaging Charges: Similar to positive peak days, the average packaging charges on negative peak days are $20.61. Maintaining consistent packaging standards is imperative regardless of order volumes.
* Average Delivery Charges: On negative peak order days, the average delivery charges slightly increase to $29.69. Balancing delivery costs with customer expectations is essential to sustain profitability without compromising service quality.

The days with the positive and negative peak days are as follows:

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| --- | --- | --- | --- | --- |
| DATE of positive peak orders | Date w.r.t same day last week | Change in orders | Change in traffic | Source of traffic change |
| 17-01-2019 | 10-01-2019 | 106.00% | 110.00% | Increase in number users due to weekends, festivals and available discounts |
| 21-01-2019 | 14-01-2019 | 23.00% | 5.00% | Negligible change |
| 22-01-2019 | 15-01-2019 | 85.00% | 77.00% | Increase in twitter users |
| 31-01-2019 | 24-01-2019 | 20.00% | 1.00% | Negligible change |
| 05-02-2019 | 29-01-2019 | 115.00% | 0.00% | Negligible change |
| 26-02-2019 | 19-02-2019 | 120.00% | 2.00% | Negligible change |
| 28-02-2019 | 21-02-2019 | 22.00% | 8.00% | Negligible change |
| 09-03-2019 | 02-03-2019 | 102.00% | 0.00% | Negligible change |
| 24-03-2019 | 17-03-2019 | 22.00% | 6.00% | Negligible change |
| 26-03-2019 | 19-03-2019 | 78.00% | -5.00% | Negligible change |
| 11-04-2019 | 04-04-2019 | 92.00% | -7.00% | Negligible change |
| 14-04-2019 | 07-04-2019 | 28.00% | 8.00% | Negligible change |
| 18-04-2019 | 11-04-2019 | 73.00% | 11.00% | Negligible change |
| 19-04-2019 | 12-04-2019 | 25.00% | 7.00% | Negligible change |
| 27-06-2019 | 20-06-2019 | 115.00% | 119.00% | Increase in number users due to weekends, festivals and available discounts |
| 23-07-2019 | 16-07-2019 | 135.00% | 3.00% | Negligible change |
| 18-08-2019 | 11-08-2019 | 107.00% | 3.00% | Negligible change |
| 21-09-2019 | 14-09-2019 | 112.00% | -1.00% | Negligible change |
| 09-10-2019 | 02-10-2019 | 22.00% | -4.00% | Negligible change |
| 21-10-2019 | 14-10-2019 | 32.00% | 9.00% | Negligible change |
| 09-11-2019 | 02-11-2019 | 26.00% | 7.00% | Negligible change |
| 24-11-2019 | 17-11-2019 | 135.00% | 5.00% | Negligible change |
| 01-12-2019 | 24-11-2019 | 21.00% | 1.00% | Negligible change |
| 22-12-2019 | 15-12-2019 | 21.00% | 0.00% | Negligible change |

Except the month of **May** we observe that there are days of the high conversion rate with respect to last week.

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| Date of negative peak orders | DATE w.r.t same day last week | Change in orders | Change in traffic | Source of traffic change |
| 10-01-2019 | 03-01-2019 | -45.00% | -49.00% | Decline in Fb users |
| 29-01-2019 | 22-01-2019 | -72.00% | -40.00% | Decline in twitter users and other sources |
| 19-02-2019 | 12-02-2019 | -56.00% | -4.00% | Negligible change |
| 02-03-2019 | 23-02-2019 | -38.00% | 8.00% | Negligible change |
| 19-03-2019 | 12-03-2019 | -46.00% | 2.00% | Negligible change |
| 04-04-2019 | 28-03-2019 | -52.00% | 3.00% | Negligible change |
| 12-04-2019 | 05-04-2019 | -27.00% | -9.00% | Negligible change |
| 25-04-2019 | 18-04-2019 | -39.00% | 0.00% | Negligible change |
| 20-06-2019 | 13-06-2019 | -54.00% | -53.00% | Drop in traffic due toFestivals, weekends or other technical glitch |
| 16-07-2019 | 09-07-2019 | -63.00% | -10.00% | Negligible change |
| 11-08-2019 | 04-08-2019 | -54.00% | 0.00% | Negligible change |
| 14-09-2019 | 07-09-2019 | -54.00% | -5.00% | Negligible change |
| 17-11-2019 | 10-11-2019 | -57.00% | -7.00% | Negligible change |

Similarly, the negative peak days aren’t observed in the months of **May, October and December.**

**TRENDS ON CONVERSION RATE :**

The average conversion rate across the Swiggy platform is **5.28%** while there are some ups and downs in the conversion rate in the months of January to December.

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| **Month** | **Avg Packaging charges** | **Avg delivery charges** | **Avg cost for two** | **Avg number of images per restaurant** |
| January | ₹ 19.81 | ₹ 27.41 | ₹ 375.47 | 34.34 |
| February | ₹ 19.43 | ₹ 27.32 | ₹ 370.61 | 35.04 |
| March | ₹ 19.42 | ₹ 28.48 | ₹ 374.52 | 35.06 |
| April | ₹ 19.37 | ₹ 27.10 | ₹ 377.27 | 34.13 |
| May | ₹ 19.55 | ₹ 27.23 | ₹ 380.29 | 35.19 |
| June | ₹ 19.73 | ₹ 27.87 | ₹ 377.83 | 34.83 |
| July | ₹ 19.87 | ₹ 27.55 | ₹ 380.77 | 35.52 |
| August | ₹ 20.06 | ₹ 28.03 | ₹ 373.00 | 34.77 |
| September | ₹ 19.60 | ₹ 27.80 | ₹ 376.33 | 34.17 |
| October | ₹ 19.87 | ₹ 27.61 | ₹ 376.74 | 34.39 |
| November | ₹ 19.93 | ₹ 27.13 | ₹ 376.53 | 35.43 |
| December | ₹ 19.35 | ₹ 27.16 | ₹ 373.97 | 35.32 |
| **Grand Total** | **₹ 19.67** | **₹ 27.56** | **₹ 376.14** | **34.85** |

The possible reasons for the same can be seen on the basis of following trends.

**JANUARY:**

1. In January, notable disruptions in traffic were observed on the 10th and 22nd of the month.
2. The shifts in traffic sources notably influenced a positive conversion rate, which subsequently declined to -2% compared to the metrics recorded on the 10th of January. This trend was similarly observed on the 22nd of January.

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| **Date** | **Facebook** | **You Tube** | **Twitter** | **Others** |
| 10-01-2019 | 4% | 27% | 11% | 58% |
| 22-01-2019 | 36% | 5% | 53% | 6% |

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| **Peak Days of January** | **Overall conversion** | **Order change w.r.t same day last week** | **Traffic change w.r.t same day last week** | **Conversion change w.r.t same day last week** |
| 10-01-2019 | 5.86% | -45.23% | -48.96% | 7.31% |
| 17-01-2019 | 5.74% | 105.95% | 110.20% | -2.02% |
| 22-01-2019 | 5.91% | 85.43% | 76.53% | 5.04% |
| 29-01-2019 | 2.81% | -71.71% | -40.46% | -52.48% |

**FEBRUARY :**

1. The decline in conversion rate can be attributed to fluctuations in traffic patterns observed in the preceding week, spanning from the 12th of February to the 19th of February.
2. Notably, on the 26th of February, all pertinent parameters relating to the order, including out-of-stock items, delivery charges, cost of order for two, packaging charges, and success rate of payment, were recorded below the established average.

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| **Peak Days of February** | **Overall conversion** | **Order change w.r.t same day last week** | **Traffic change w.r.t same day last week** | **Conversion change w.r.t same day last week** |
| 19-02-2019 | 2.83% | -55.84% | -3.81% | -54.09% |
| 26-02-2019 | 6.10% | 120.04% | 1.98% | 115.77% |

**MARCH:**

1. On 19th March there was a negative conversion rate because of the lower success of payment compared to the 93% of the average success of payment and thus lower P2O conversions.
2. Conversely, on the 2nd of March, the negative order change and subsequent negative conversion change were predominantly influenced by a significant reduction in C2P (Customer to Payment) conversions. The observed C2P conversion rate, notably lower than the average of 71.11%, contributed to the overall downturn in both orders and conversions during this particular timeframe.

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| **Peak Days of March** | **Overall conversion** | **Order change w.r.t same day last week** | **Traffic change w.r.t same day last week** | **Conversion change w.r.t same day last week** |
| 02-03-2019 | 1.93% | -37.59% | 8.33% | -42.39% |
| 09-03-2019 | 3.90% | 102.02% | 0.00% | 102.02% |
| 16-03-2019 | 4.26% | -0.24% | -8.65% | 9.21% |
| 19-03-2019 | 3.23% | -45.55% | 2.02% | -46.63% |

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| **Peak days of March** | **L2M** | **M2C** | **C2P** | **P2O** | **Overall conversion** |
| 02-03-2019 | 21.00% | 34.00% | 33.32% | 81.12% | 1.93% |
| 09-03-2019 | 20.79% | 33.66% | 70.72% | 78.78% | 3.90% |
| 16-03-2019 | 21.84% | 35.36% | 67.32% | 81.90% | 4.26% |
| 19-03-2019 | 26.25% | 42.00% | 75.92% | 38.54% | 3.23% |

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| **Date** | **Success rate of payment** |
| 19-03-2019 | 65% |

**APRIL:**

1. Throughout April, specific dates, namely the 4th, 12th, 18th, and 25th, exhibited a marginal decline in both L2M and M2C conversions when compared with data from the preceding week. Notably, a more pronounced drop in conversions was evident from the 12th to the 14th of April.
2. Additionally, fluctuations in discount rates were observed during this period, with a reduced discount of 10% recorded on the 4th of April. Subsequent weeks saw an escalation in discount rates to 18% and eventually to 29% on the 18th of April, impacting the overall conversion rate.
3. The confluence of factors, including the higher cost of orders for two and the initially lower discount rate on the 4th of April, collectively contributed to the observed downturn in overall conversion rates during this period.

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| **Peak Days of April** | **Overall conversion** | **Order change w.r.t same day last week** | **Traffic change w.r.t same day last week** | **Conversion change w.r.t same day last week** |
| 04-04-2019 | 2.84% | -52.09% | 3.03% | -53.50% |
| 11-04-2019 | 5.86% | 92.39% | -6.86% | 106.57% |
| 12-04-2019 | 5.52% | -27.31% | -8.65% | -20.43% |
| 14-04-2019 | 4.14% | 28.38% | 8.33% | 18.50% |
| 18-04-2019 | 9.17% | 73.02% | 10.53% | 56.54% |
| 19-04-2019 | 6.41% | 24.72% | 7.37% | 16.17% |
| 25-04-2019 | 5.62% | -38.69% | 0.00% | -38.69% |

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| **Peak days of April** | **L2M** | **M2C** | **C2P** | **P2O** | **Overall conversion** |
| 04-04-2019 | 26.25% | 20.00% | 69.35% | 77.90% | 2.84% |
| 11-04-2019 | 24.75% | 38.80% | 75.92% | 80.36% | 5.86% |
| 12-04-2019 | 24.50% | 38.00% | 73.00% | 81.18% | 5.52% |
| 14-04-2019 | 21.00% | 35.36% | 68.00% | 81.90% | 4.14% |
| 18-04-2019 | 23.75% | 67.20% | 73.00% | 78.72% | 9.17% |
| 19-04-2019 | 25.00% | 41.20% | 76.65% | 81.18% | 6.41% |
| 25-04-2019 | 25.00% | 38.40% | 69.35% | 84.46% | 5.62% |

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| **Date** | **Average discount** |
| 04-04-2019 | 10% |
| 18-04-2019 | 29% |

**MAY:**

1. In the month of May, no anomalous trends were identified or observed, indicating a period of stability and consistency in the operational performance and metrics analyzed.

**JUNE:**

1. In June, the conversion rate was notably influenced by factors such as delivery charges and the cost of preparing meals for two.
2. Examining the trends of two specific dates, namely the 13th and 27th of June, it is observed that the overall cost borne by the customer was 5% higher on the 13th of June, whereas it decreased by 6% on the 27th of June. These fluctuations in pricing dynamics likely contributed to the observed variations in conversion rates during the respective periods.

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| **Peak Days of June** | **Overall conversion** | **Order change w.r.t same day last week** | **Traffic change w.r.t same day last week** | **Conversion change w.r.t same day last week** |
| 13-06-2019 | 6.22% | -8.60% | -2.91% | -5.86% |
| 20-06-2019 | 6.04% | -54.37% | -53.00% | -2.92% |
| 27-06-2019 | 5.91% | 114.72% | 119.15% | -2.02% |

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| --- | --- | --- |
| **Date** | **Average of Avg Cost for two** | **Average of Average Delivery Charges** |
| 13-06-2019 | 399 | 30 |
| 20-06-2019 | 393 | 25 |
| 27-06-2019 | 355 | 30 |

**JULY:**

1. In July, a significant drop in the conversion rate to 2% was noted, primarily attributed to the decline in L2M conversion rates, which fell to 10%. This decline may be linked to an increase in out-of-stock items during the listing to menu phase.
2. Notably, on the 16th of July, there was a substantial increase in the average order cost for two, amounting to Rs. 458, compared to the average of Rs. 376. This disparity in pricing could potentially contribute to the observed low L2M conversion rates.
3. Furthermore, the 16th of July marked the occurrence of the lowest number of orders recorded throughout the year, underscoring the impact of pricing dynamics on consumer behavior and transaction volume.

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| **Peak Days of July** | **Overall conversion** | **Order change w.r.t same day last week** | **Traffic change w.r.t same day last week** | **Conversion change w.r.t same day last week** |
| 09-07-2019 | 5.93% | 3.05% | 3.96% | -0.88% |
| 16-07-2019 | 2.42% | -63.08% | -9.52% | -59.20% |
| 23-07-2019 | 5.51% | 135.03% | 3.16% | 127.84% |
| 26-07-2019 | 5.92% | -16.45% | -6.73% | -10.42% |

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| **Peak days of July** | **L2M** | **M2C** | **C2P** | **P2O** | **Overall conversion** |
| 09-07-2019 | 24.75% | 39.60% | 73.73% | 82.00% | 5.93% |
| 16-07-2019 | 10.00% | 39.60% | 73.00% | 83.64% | 2.42% |
| 23-07-2019 | 23.75% | 39.60% | 75.19% | 77.90% | 5.51% |
| 26-07-2019 | 25.25% | 38.80% | 75.92% | 79.54% | 5.92% |

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| **Date** | **Average of Out of stock Items per restaurant** | **Average of Avg Cost for two** |
| 09-07-2019 | 39 | 388 |
| 16-07-2019 | 38 | 458 |
| 23-07-2019 | 32 | 382 |
| 26-07-2019 | 32 | 388 |

**AUGUST:**

1. In August, a notable decline in the conversion rate to 2% was observed on the 11th of August, with the overall conversion change dropping to -54% from the previous week.
2. This decline can be predominantly attributed to the reduction in M2C conversion rates, as depicted in the table below.
3. Furthermore, the subsequent decrease can be attributed to the escalated cost of food for two, coupled with the increased delivery and packing charges, collectively reflected in the overall charges column provided below.

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| **Peak Days of August** | **Overall conversion** | **Order change w.r.t same day last week** | **Traffic change w.r.t same day last week** | **Conversion change w.r.t same day last week** |
| 04-08-2019 | 3.81% | 1.02% | 1.03% | -0.01% |
| 11-08-2019 | 1.74% | -54.35% | 0.00% | -54.35% |
| 18-08-2019 | 3.49% | 106.62% | 3.06% | 100.48% |

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| **Peak days of August** | **L2M** | **M2C** | **C2P** | **P2O** | **Overall conversion** |
| 04-08-2019 | 20.58% | 32.30% | 70.72% | 81.12% | 3.81% |
| 11-08-2019 | 22.05% | 32.64% | 32.64% | 74.10% | 1.74% |
| 18-08-2019 | 21.00% | 32.98% | 64.60% | 78.00% | 3.49% |

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| --- | --- | --- |
| **Date** | **Average of Avg Cost for two** | **Overall Charges** |
| 04-08-2019 | 369 | 52 |
| 11-08-2019 | 396 | 56 |
| 18-08-2019 | 380 | 50 |

**SEPTEMBER:**

1. Similar to August, a comparable trend emerged in September as well. During this period, heightened delivery charges, packing fees, and increased occurrences of out-of-stock items could have plausibly account for the decline in conversions from M2C.

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| **Peak Days of September** | **Overall conversion** | **Order change w.r.t same day last week** | **Traffic change w.r.t same day last week** | **Conversion change w.r.t same day last week** |
| 14-09-2019 | 1.57% | -53.59% | -4.81% | -51.25% |
| 21-09-2019 | 3.35% | 111.53% | -1.01% | 113.69% |

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| **Peak days of september** | **L2M** | **M2C** | **C2P** | **P2O** | **Overall conversion** |
| 14-09-2019 | 21.00% | 14.96% | 67.32% | 74.10% | 1.57% |
| 21-09-2019 | 20.16% | 34.34% | 64.60% | 74.88% | 3.35% |

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| **Date** | **Overall Charges** | **Average of Out of stock Items per restaurant** |
| 14-09-2019 | 52 | 64 |
| 21-09-2019 | 45 | 37 |

**OCTOBER:**

1. A positive traffic change was observed on October 21st compared to the previous week, as indicated in Table 1 below.
2. Furthermore, the count of out-of-stock items in October reached its lowest on October 21st, totaling 31 items, in contrast to other days throughout the year.
3. There were notably fewer fluctuations in the availability of items throughout the month of October.

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| **Peak Days of October** | **Overall conversion** | **Order change w.r.t same day last week** | **Traffic change w.r.t same day last week** | **Conversion change w.r.t same day last week** |
| 09-10-2019 | 6.80% | 21.87% | -4.04% | 27.00% |
| 21-10-2019 | 6.41% | 32.38% | 9.38% | 21.04% |

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| --- | --- | --- | --- | --- | --- |
| **Peak days of October** | **L2M** | **M2C** | **C2P** | **P2O** | **Overall conversion** |
| 09-10-2019 | 26.25% | 40.00% | 76.65% | 84.46% | 6.80% |
| 21-10-2019 | 25.00% | 41.60% | 73.73% | 83.64% | 6.41% |

|  |  |
| --- | --- |
| **Date** | **Average of Out of stock Items per restaurant** |
| 09-10-2019 | 34 |
| 21-10-2019 | 31 |

**NOVEMBER:**

1. The trends observed in November reveal a notable occurrence on the 17th, characterized by a negative change in traffic and a corresponding drop in conversion rates by -54%.
2. Concurrently, the conversion rate for M2C experienced a significant decline to 14% compared to preceding days, indicating a substantial reduction in customer engagement and transactional activity within the M2C domain.
3. This decline can be attributed to the exceptionally high number of out-of-stock items recorded on November 17th, totaling 112, which starkly contrasts with the average inventory shortage of 35 items. Consequently, a considerable portion of orders failed to progress to the cart stage due to the unavailability of essential items, thus impeding the conversion process.

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| **Peak Days of November** | **Overall conversion** | **Order change w.r.t same day last week** | **Traffic change w.r.t same day last week** | **Conversion change w.r.t same day last week** |
| 09-11-2019 | 4.02% | 26.26% | 7.37% | 17.60% |
| 17-11-2019 | 1.59% | -57.00% | -6.67% | -53.93% |
| 24-11-2019 | 3.56% | 135.48% | 5.10% | 124.05% |

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| --- | --- | --- | --- | --- | --- |
| **Peak days of November** | **L2M** | **M2C** | **C2P** | **P2O** | **Overall conversion** |
| 09-11-2019 | 21.21% | 34.68% | 68.00% | 80.34% | 4.02% |
| 17-11-2019 | 21.21% | 13.60% | 71.40% | 77.22% | 1.59% |
| 24-11-2019 | 21.00% | 34.00% | 65.96% | 75.66% | 3.56% |

|  |  |
| --- | --- |
| **Date** | **Average of Out of stock Items per restaurant** |
| 09-11-2019 | 40 |
| 17-11-2019 | 112 |
| 24-11-2019 | 34 |

**DECEMBER:**

1. In December, the observed trend exhibited normalization, characterized by the absence of notable highs or lows. This stabilization in performance indicates a return to expected patterns, contributing to operational predictability and consistency.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Peak Days of December** | **Overall conversion** | **Order change w.r.t same day last week** | **Traffic change w.r.t same day last week** | **Conversion change w.r.t same day last week** |
| 01-12-2019 | 4.26% | 20.75% | 0.97% | 19.59% |
| 22-12-2019 | 3.89% | 21.03% | 0.00% | 21.03% |

**Conclusion and Recommendations:**

In assessing the performance of Swiggy's business operations, several factors have emerged as potential influencers on its overall efficacy.

1. The fluctuations in overall traffic, notably observed in January, warrant thorough investigation. Understanding the reasons behind shifts in traffic sources, such as deviations from Facebook and Twitter, is crucial for minimizing future disruptions. It's imperative to address any issues with specific platforms or sources promptly, as traffic serves as the primary driver for conversions.
2. The malfunctioning payment system experienced in March significantly impacted conversions from P2O. To mitigate similar setbacks in the future, it is advisable to explore and implement alternative payment solutions. Prior testing of such systems for cost-effectiveness is recommended before full deployment.
3. Inventory shortages at partner restaurants have been noted to adversely affect order fulfillment on occasions. Implementing an inventory management system based on historical data analysis, spanning the previous 3-6 months, can facilitate proactive planning and sourcing. Additionally, collaborating with restaurants based on their order volume can help ensure sufficient stock availability. Attention to perishable items is paramount to maintain Swiggy's market reputation and brand image.
4. Delivery rates have shown a propensity to fluctuate, potentially attributed to insufficient delivery partners. Increasing the pool of delivery partners is advisable to enhance service reliability and coverage.

**RECOMMENDATIONS:**

In light of the identified challenges and opportunities for improvement, the following recommendations are proposed to enhance Swiggy's operational efficiency and mitigate unpredictability

1. Conduct a comprehensive analysis of traffic patterns and sources, addressing any anomalies promptly to sustain conversion rates.
2. Explore and implement robust alternative payment systems to minimize disruptions in transaction processing and optimize revenue streams.
3. Develop an inventory management framework leveraging historical data insights to ensure consistent availability of menu items at partner restaurants.
4. Expand the network of delivery partners to improve delivery rates and enhance service reliability across regions.

By implementing these recommendations, Swiggy can fortify its position in the market and bolster customer satisfaction through enhanced operational resilience and reliability.