

A D A T A A N A L Y S I S R E P O R T O N

CAPSTONE PROJECT

**FRESHCO**

**HYPERMARKET SALES**

CAPSTONE PROJECT

PRESENTED BY

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### 3D Hologram from iPadAGENDA

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* **INTRODUCTION**
* **ORDER LEVEL ANALYSIS**
* **COMPLETION RATE ANALYSIS**
* **CUSTOMER LEVEL ANALYSIS**
* **DELIVERY LEVEL ANALYSIS**
* **CONCLUSION**

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## INTRODUCTION

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The analysis presents an in-depth exploration of **Freshco Hypermarket**'s sales data, aiming to derive valuable insights into various aspects of its business operations. This analysis, conducted as part of the capstone project at Skillovilla Institute, delves into the following sub-divisions

* + **ORDER LEVEL ANALYSIS**
  + **COMPLETION RATE ANALYSIS**
  + **DELIVERY LEVEL ANALYSIS**
  + **CUSTOMER LEVEL ANALYSIS**

It provides comprehensive insights into Freshco's sales performance.

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# ORDER LEVEL ANALYSIS



### ORDER LEVEL ANALYSIS:

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#### Order distribution at slot and delivery area level

* **Areas having highest increase in monthly orders**

#### Delivery charges as a percentage of product amount at Slot and Month level

* **Discount as a percentage of product amount at Slot and Month level**

#### Discount as a percentage of product amount at Drop area and Slot level

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**OR DE R DISTR IBU T ION AT S LOT AN D DE L IVE RY AR EA L E VE L**

6000

868

1039

3288

3749

4085

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5000

250

936

3582

4000

3000

Number of Orders

2000

346

953

1000

382

324

280

757

73

0

Morning Afternoon Evening Night Late Night

Axis Title

Frazer Town CV Raman Nagar Whitefield Bellandur, Ecospace Vimanapura JP Nagar Phase 8-9 Brookefield Kadubeesanhali, PTP Cox Town Mahadevapura Challagatta Pattandur

Binnipet Victoria Layout Doddanekundi Banashankari Stage 2 Richmond Town Bellandur, ETV Jayanagar Marathahalli Basavanagudi Kumaraswamy Layout Wilson Garden, Shantinagar Bannerghatta JP Nagar Phase 1-3 Arekere JP Nagar Phase 6-7 JP Nagar Phase 4-5 Viveka Nagar Yemalur

Domlur, EGL Devarachikanna Halli Indiranagar Kadubeesanhali, Prestige Bilekahalli Bellandur, Sakara

1. Sarjapur Road Akshaya Nagar Bellandur, APR BTM Stage 2 BTM Stage 1 Bellandur - Off Sarjapur Road

Bommanahalli Manipal County Bellandur, Sarjapur Road Bellandur, Green Glen Koramangala, Ejipura Kudlu

Harlur ITI Layout HSR Layout

Bomannahali - MicoLayout

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Slots** | Morning | Afternoon | Evening | Night | Late Night |
| **% Contribution** | 24% | 26% | 21% | 23% | 7% |

* + The above table delineates the contribution percentages of orders across distinct time slots, highlighting that the Afternoon slot holds the highest percentage contribution of 26%, followed closely by the Morning, Night, and Evening slots with 24%, 23% and 21%, respectively, while the Late-Night slot shows the lowest contribution at 7%.

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* + It became apparent that certain regions, such as HSR Layout (69%), ITI Layout (17%) and Harlur (6%) experienced heightened demand across all the time slots and around **92%** of the total orders were delivered to these three areas.
  + The analysis also showcased that 50+ orders each were delivered across all the time slots in regions like Bommanahalli, Manipal County, Belladur Sarjapur Road, Bellandur Green Glen, Koramangala Ejipura and Kudlu, emphasizing that effective organization of marketing campaigns within these regions may result in a potential surge in future order volumes.
  + Meanwhile, one order each across all the time slots were delivered to areas like Fraser Town, CV Raman Nagar, Whitefield, Bellandur Ecospace, Vimanapura, JP Nagar 8-9 phase, Brookefield,

1. Kadubeesanhali, Cox Town, Mahadevapura, Challagatta, Pattandur, Binnipet and Victoria Layout,

suggesting a need for targeted promotional campaigns to stimulate engagement.





Monthly contribution of Total orders

Sep

19%

Aug

13%

Jul

12%

Jun

12%

May

11%

Apr

11%

Mar

10%

Feb

7%

Jan

7%

0%

2%

4%

6%

8% 10% 12% 14% 16% 18% 20%

Percentage contribution

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|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Order Drop Geo** | **Jan** | **Feb** | **Mar** | **Apr** | **May** | **Jun** | **Jul** | **Aug** | **Sep** | **Increase in orders** | | |
| HSR Layout | 1072 | 1186 | 1573 | 1794 | 1768 | 1855 | 1882 | 1921 | 2606 | 1534 | | |
| ITI Layout | 264 | 253 | 351 | 374 | 354 | 438 | 467 | 528 | 917 |  | | 53 |
| Harlur | 53 | 70 | 88 | 86 | 68 | 67 | 84 | 254 | 539 |  | 486 | |
| Bomannahali - MicoLayout | 90 | 45 | 49 | 58 | 50 | 65 | 65 | 79 | 50 | -40 | | |
| Kudlu | 55 | 46 | 51 | 49 | 78 | 100 | 57 | 54 | 28 | -27 | | |
| Koramangala, Ejipura | 5 | 15 | 11 | 35 | 33 | 21 | 15 | 8 | 17 | 12 | | |
| Bellandur, Green Glen | 8 | 8 | 10 | 16 | 16 | 22 | 22 | 10 | 22 | 14 | | |
| Bellandur, Sarjapur Road | 11 | 5 | 8 | 15 | 9 | 19 | 14 | 6 | 11 | 0 | | |
| Manipal County | 12 | 3 | 5 | 8 | 7 | 23 | 7 | 10 | 5 | -7 | | |
| Bommanahalli | 7 | 7 | 5 | 5 | 13 | 6 | 3 | 4 | 2 | -5 | | |
| Bellandur - Off Sarjapur Road | 4 | 1 | 4 | 9 | 8 | 6 | 2 | 7 | 3 | -1 | | |
| BTM Stage 1 | 3 | 4 | 6 | 4 | 9 | 2 | 1 | 3 | 3 | 0 | | |
| BTM Stage 2 | 4 | 4 | 3 | 3 | 6 | 1 | 3 | 3 | 5 | 1 | | |
| Bellandur, APR | 3 | 9 | 6 | 2 | 1 | 2 | 1 | 4 | 1 | -2 | | |
| Akshaya Nagar | 0 | 0 | 3 | 5 | 4 | 6 | 0 | 1 | 2 | 2 | | |
| Sarjapur Road | 1 | 0 | 0 | 1 | 6 | 4 | 4 | 0 | 4 | 3 | | |
| Bilekahalli | 2 | 0 | 1 | 0 | 2 | 0 | 2 | 1 | 3 | 1 | | |
| Bellandur, Sakara | 0 | 0 | 1 | 1 | 3 | 1 | 1 | 2 | 2 | 2 | | |
| Kadubeesanhali, Prestige | 0 | 1 | 2 | 0 | 2 | 0 | 3 | 0 | 1 | 1 | | |
| Domlur, EGL | 2 | 0 | 1 | 2 | 2 | 0 | 0 | 0 | 1 | -1 | | |
| Devarachikanna Halli | 1 | 2 | 1 | 2 | 0 | 1 | 0 | 0 | 1 | 0 | | |
| Indiranagar | 0 | 0 | 0 | 3 | 2 | 1 | 2 | 0 | 0 | 0 | | |
| JP Nagar Phase 4-5 | 1 | 1 | 0 | 1 | 3 | 0 | 0 | 1 | 0 | -1 | | |
| Viveka Nagar | 0 | 0 | 0 | 1 | 3 | 1 | 2 | 0 | 0 | 0 | | |
| Yemalur | 0 | 1 | 0 | 1 | 0 | 1 | 1 | 2 | 1 | 1 | | |
| Arekere | 2 | 0 | 0 | 1 | 1 | 1 | 0 | 0 | 1 | -1 | | |
| JP Nagar Phase 6-7 | 0 | 1 | 1 | 0 | 3 | 1 | 0 | 0 | 0 | 0 | | |
| Bannerghatta | 2 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | -2 | | |
| JP Nagar Phase 1-3 | 1 | 0 | 1 | 1 | 1 | 0 | 0 | 1 | 0 | -1 | | |
| Kumaraswamy Layout | 0 | 1 | 0 | 0 | 2 | 0 | 1 | 0 | 0 | 0 | | |
| Wilson Garden, Shantinagar | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 2 | 2 | | |
| Jayanagar | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | -1 | | |
| Marathahalli | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | | |
| Basavanagudi | 0 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | | |
| Doddanekundi | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | | |
| Banashankari Stage 2 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | | |
| Richmond Town | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | | |
| Bellandur, ETV | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | | |
| Frazer Town | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | |
| CV Raman Nagar | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | | |
| Whitefield | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | | |
| Bellandur, Ecospace | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | -1 | | |
| Vimanapura | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | | |
| JP Nagar Phase 8-9 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | | |
| Brookefield | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | | |
| Kadubeesanhali, PTP | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | | |
| Cox Town | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | | |
| Mahadevapura | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | | |
| Challagatta | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | | |
| Pattandur | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | | |
| Binnipet | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | | |
| Victoria Layout | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | | |
| Grand Total | **1606** | **1663** | **2185** | **2477** | **2465** | **2647** | **2645** | **2904** | **4231** | 2625 | | |

**AR EAS HAVIN G HIGHEST IN C R EAS E IN M ON THLY OR DE RS**



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* HSR Layout has consistently shown a substantial increase in monthly orders from January (1072

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orders) to September (2606 orders), marking the highest absolute increase among the listed areas.

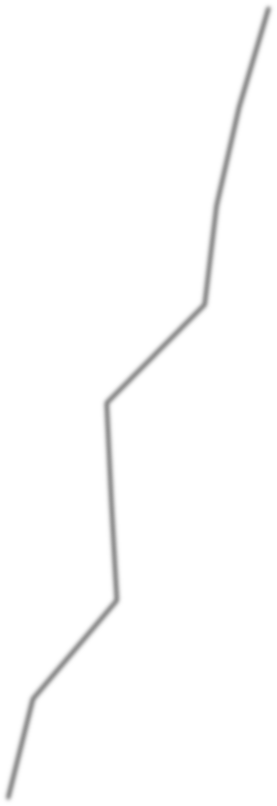
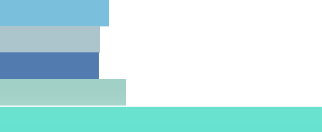
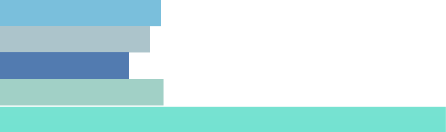
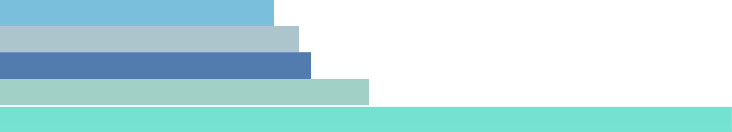
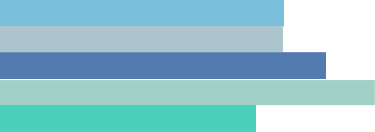
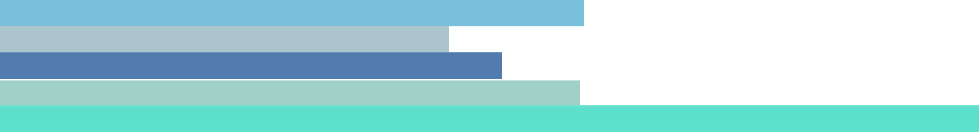
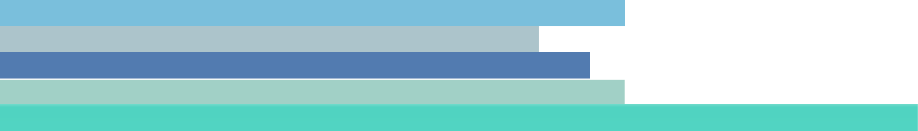
* ITI Layout also demonstrates a noticeable rise in monthly orders, steadily increasing from 264 orders in January to 917 orders in September, showcasing consistent growth.
* Harlur presents a significant surge in orders, especially between August (254 orders) and September (539 orders), showing a rapid increase.
* Several areas like Bomannahali - MicoLayout, Kudlu, and Koramangala, Ejipura exhibit fluctuations in

their monthly order volumes, but the changes are relatively moderate compared to other areas.

* In contrast, various locations like Jayanagar, Marathahalli, Basavanagudi, and Richmond Town showcase minimal changes in monthly orders over the given period.

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**DE L IVE RY C HARGES AS A PE RC E N TAGE OF**

**PRODU C T AMOU NT AT S LOT AND MONTH L E VE L**

10

Jan

Feb

Mar

Apr

May

Night

Jun

Late Night

Jul

Monthly Average

Aug

Sep

Morning

Afternoon

Evening

Delivery Charge on Product amount

18%

16%

14%

12%

10%

8%

6%

4%

2%

0%

10.8%

9.3%

10.7%

10.2%

10.8%

15.9%

10.1%

7.8%

9.7%

8.7%

10.0%

17.0%

8.5%

7.5%

9.0%

8.3%

8.9%

15.9%

7.9%

7.8%

8.6%

8.0%

9.4%

15.6%

4.9%

4.9%

5.3%

5.6%

6.5%

4.4%

4.7%

5.2%

5.5%

5.4%

6.4%

12.7%

5.1%

4.3%

5.7%

5.1%

6.7%

12.9%

2.8%

2.6%

2.9%

2.2%

2.8%

7.7%

1.9%

1.7%

2.1%

1.7%

2.2%

5.6%

* + January shows relatively higher percentage of Delivery charges upon product amount across most slots, and has an average of 10.7% across all slots, whereas September shows the lowest percentages with an average of 2.1% across all slots, depicting reduced delivery charges relative to product amounts in the earlier months.

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* + May month average had abrupt fall of 3.3% in the rate, and then it again picked up in June and July, due to a notable increase in delivery charges upon product amount for the late-night orders, reaching 12.7% and 12.9%, respectively.
  + August and September showcase significant drops in these percentages, particularly in Late Night, with percentages of 7.7% and 5.6%, respectively, implying lower delivery charges concerning product amounts in the late months of the year.
  + Late Night consistently reflects the highest proportion of delivery charges upon the product amount,

with a maximum of 17% in the month of February and an average of 12.3% across the months.

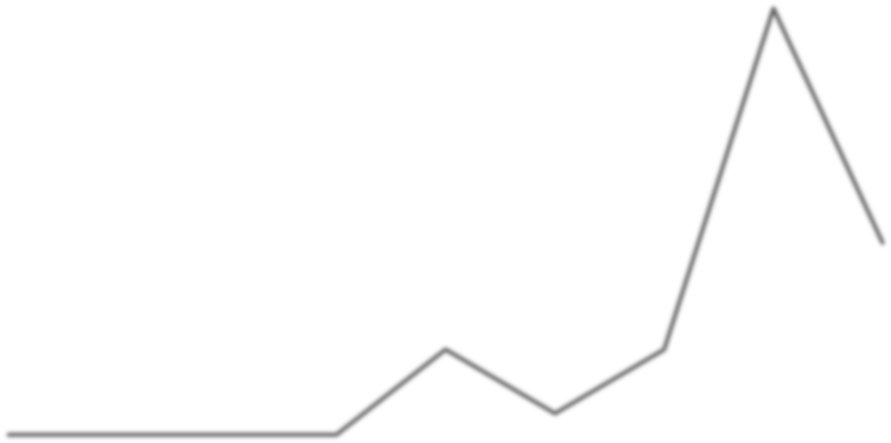
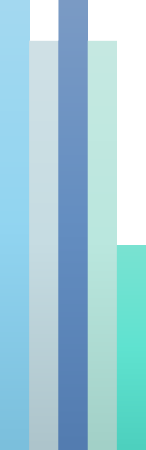
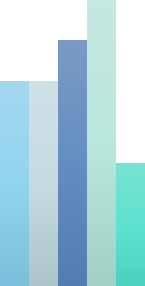
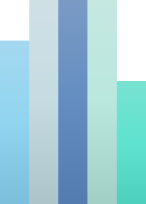
11

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Months** | **Morning** | **Afternoon** | **Evening** | **Night** | **Late Night** |
| **Average** | 5.3% | 5.1% | 5.4% | 6.4% | 12.3% |

**DIS COU N T AS A PE RC E N TAGE OF**

**PRODU C T AM OU N T AT S LOT AN D M ON TH L E VE L**

24%



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22%

21%

CAPSTONE

20%

18%

16%

Discount as a percentage of Product Amount

14%

12%

10%

10%

8%

6%

5%

5%

4%

2%

1%

1%

1%

1%

**1%**

**1%**

**1%**

**1%**

**1%**

**1%**

**0%**

**0%**

**1%**

**1%**

**1%**

**1%**

**1%**

**1%**

**1%**

**1%**

**1%**

**1%**

**1%**

**1%**

**4%**

**5%**

**5%**

**5%**

**3%**

0%

12 Jan Feb Mar Apr

Morning Afternoon Evening

May

Night

2%

Jun Jul

**2%**

**2%**

**2%**

**2%**

**2%**

**5%**

**5%**

**6%**

**7%**

**3%**

Late Night Grand Total

Aug

**21%**

**21%**

**21%**

**22%**

**13%**

Sep

**11%**

**10%**

**11%**

**10%**

**5%**

* The late-night slot consistently shows the highest delivery charges as a percentage of the product

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amount across all months, ranging from 12.3% to 17.0%.

* Morning and afternoon slots maintain relatively moderate percentages, ranging between 1.9% and 10.8% throughout the months.
* There is a consistent decrease in delivery charges as a percentage of the product amount from earlier

times (morning and afternoon) to later times (evening, night, and late night) across the months.

* The months of May, June, July, and August show a reduction in delivery charges as a percentage compared to the preceding months, potentially influenced by seasonal trends or promotional activities.
* Generally, there's a trend of lower delivery charges as a percentage of the product amount in the later months (August and September) compared to the earlier months (January to April).

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|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Order Drop Geo**  **Morning** | | **Afternoon** | **Evening** | **Night** | **Late Night Grand Total** | | |
| Harlur | 10.2% | 10.3% | 9.2% | 9.9% | 3.7% | 9.7% | |
| Bilekahalli | 13.2% | 13.3% | 1.7% | 29.7% | 10.0% | 7.8%  7.5%  7.4%  7.1%  6.9%  6.5%  6.4%  6.2%  6.2%  5.6% | |
| Bellandur - Off Sarjapur Road | 1.8% | 5.0% | 4.2% | 14.2% | 0.0% |
| ITI Layout | 8.2% | 7.2% | 7.1% | 8.0% | 4.1% |
| Victoria Layout |  |  |  | 7.1% |  |
| Yemalur | 12.2% | 0.0% | 9.9% | 0.0% |  |
| BTM Stage 1 | 8.2% | 14.7% | 0.0% | 0.7% | 0.0% |
| JP Nagar Phase 1-3 | 0.0% |  | 16.7% | 0.0% | 0.0% |
| HSR Layout | 6.0% | 6.2% | 6.5% | 6.5% | 4.0% |
| Devarachikanna Halli |  | 1.2% | 0.0% | 12.4% | 0.0% |
| Jayanagar | 0.0% | 0.0% | 35.6% |  |  |
| Manipal County | 4.6% | 3.5% | 3.3% | 12.4% | 5.9% | 4 | .9%  .8%  .6%  .2% |
| Kudlu | 4.9% | 6.4% | 3.7% | 4.7% | 1.4% | 4 |
| Bellandur, Green Glen | 2.2% | 4.7% | 5.8% | 6.1% | 4.2% | 4 |
| Koramangala, Ejipura | 1.3% | 6.9% | 5.7% | 3.0% | 2.1% | 4 |
| BTM Stage 2 | 4.9% | 0.5% | 8.8% | 1.8% | 0.0% | 4 | .1% |
| Bomannahali - MicoLayout | 3.7% | 2.1% | 2.7% | 6.8% | 2.1% | 3 | .5% |
| Domlur, EGL | 1.3% | 0.0% |  |  | 17.1% | 3 | .4% |
| Doddanekundi |  |  |  | 10.0% | 0.0% | 3 | .3% |
| Bellandur, Sakara |  | 1.5% | 0.0% | 0.0% | 43.2% | 3 | .1% |
| Wilson Garden, Shantinagar |  |  | 2.2% | 3.8% |  | 3 | .1% |
| Bellandur, APR | 1.1% | 4.1% | 3.0% | 6.7% |  | 2 | .9% |
| Indiranagar | 0.0% | 1.6% |  | 6.8% | 0.0% | 2 | .8% |
| Bannerghatta | 0.0% |  | 2.0% | 7.7% |  | 2 | .6% |
| Bommanahalli | 1.2% | 1.9% | 2.9% | 3.3% | 4.4% | 2.3% | |
| JP Nagar Phase 4-5 | 0.3% | 0.0% | 0.0% | 0.0% | 20.7% | 1.8% | |
| Akshaya Nagar | 0.2% | 0.3% | 0.3% | 10.5% | 0.0% | 1.5% | |
| Bellandur, Sarjapur Road | 2.3% | 0.7% | 1.7% | 1.0% | 1.2% | 1.1% | |
| Sarjapur Road |  | 0.1% | 0.0% | 2.3% | 0.0% | 1.1% | |
| Arekere |  | 0.0% | 1.7% | 3.1% | 0.0% | 0.8% | |
| Viveka Nagar |  | 0.6% | 0.3% |  |  | 0.5% | |
| JP Nagar Phase 8-9 |  |  | 0.4% |  |  | 0.4% | |
| Kadubeesanhali, Prestige |  | 0.0% |  | 1.9% | 0.0% | 0.2% | |
| JP Nagar Phase 6-7 | 0.2% | 0.0% |  |  | 0.0% | 0.1% | |
| Banashankari Stage 2 |  |  | 0.0% | 0.0% |  | 0.0% | |
| Pattandur |  | 0.0% |  |  |  | 0.0% | |
| Mahadevapura | 0.0% |  |  |  |  | 0.0% | |
| CV Raman Nagar |  |  |  |  | 0.0% | 0.0% | |
| Bellandur, Ecospace |  |  |  |  | 0.0% | 0.0% | |
| Marathahalli |  |  | 0.0% | 0.0% |  | 0.0% | |
| Kadubeesanhali, PTP |  |  |  | 0.0% |  | 0.0% | |
| Richmond Town |  | 0.0% |  |  |  | 0.0% | |
| Challagatta |  |  |  |  | 0.0% | 0.0% | |
| Bellandur, ETV |  |  |  | 0.0% |  | 0.0% | |
| Vimanapura |  | 0.0% |  |  |  | 0.0% | |
| Brookefield |  |  |  |  | 0.0% | 0.0% | |
| Kumaraswamy Layout | 0.0% | 0.0% | 0.0% | 0.0% |  | 0.0% | |
| Basavanagudi |  |  | 0.0% | 0.0% |  | 0.0% | |
| Binnipet | 0.0% |  |  |  |  | 0.0% | |
| Frazer Town |  |  |  |  | 0.0% | 0.0% | |
| Whitefield |  |  |  |  |  |  | |
| Cox Town |  |  |  |  |  |  | |
| **Grand Total** | **6.5%** | **6.4%** | **6.5%** | **6.8%** | **3.7%** |  | |

**OR DE R DISTR IBU T ION AT S LOT AND DE L IVE RY AR EA L E VE L**

* Late night deliveries exhibit the highest discount percentages across various drop areas and slots, reaching up to **43.2%** in certain locations like Bellandur, Sakara.



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* Morning and afternoon slots typically show lower discount percentages, indicating a trend of fewer discounts offered during earlier times of the day.
* Certain areas like Jayanagar, Whitefield, and Basavanagudi show consistently low to no discounts across all slots, potentially indicating specific market strategies or customer behavior patterns.
* Drop areas like Bilekahalli, Yemalur, and Devarachikanna Halli exhibit relatively higher discount percentages across various time slots, possibly due to

14 targeted marketing or competitive pricing strategies in those areas.

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Discount on Product Amount

Akshaya Nagar

Arekere Bannerghatta

Bellandur - Off Sarjapur Road

Bellandur, APR Bellandur, Green Glen Bellandur, Sakara Bellandur, Sarjapur Road

Bilekahalli Bomannahali - MicoLayout

Bommanahalli BTM Stage 1

BTM Stage 2 Devarachikanna Halli

Doddanekundi

Domlur, EGL

Harlur HSR Layout Indiranagar ITI Layout Jayanagar

JP Nagar Phase 1-3 JP Nagar Phase 4-5 JP Nagar Phase 6-7 JP Nagar Phase 8-9

Kadubeesanhali, Prestige Koramangala, Ejipura

Kudlu Manipal County Sarjapur Road Victoria Layout Viveka Nagar

Wilson Garden, Shantinagar

Yemalur

1.5%

0.8%

2.6%

7.5%

2.9%

4.6%

3.1%

1.1%

7.8%

3.5%

2.3%

6.5%

4.1%

6.2%

3.3%

3.4%

9.7%

6.2%

2.8%

7.4%

5.6%

6.4%

1.8%

0.1%

0.4%

0.2%

4.2%

4.8%

4.9%

1.1%

7.1%

0.5%

3.1%

6.9%

**OR DE R DISTR IBU T ION AT S LOT AN D DE L IVE RY AR EA L E VE L**

Discount on Product amount - Drop area Level

12%

10%

8%

6%

4%

2%

0%

15

# COMPLETION RATE ANALYSIS



### COMPLETION RATE ANALYSIS:

CAPSTONE PROJECT

#### Completion rate at slot vs day of the week level

* **Completion rate at drop area level**

#### Completion rate at number of products ordered level

* **Completion rate at different business metrics**

17

**COM PL E T ION R ATE AT S LOT VS DAY OF THE WE E K L E VE L**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Comp. Rate** | **Day** |  |  |  |  |  |  |  |
| **Slots** | **Sunday** | **Monday** | **Tuesday** | **Wednesday** | **Thursday** | **Friday** | **Saturday** | **Average** |
| Morning | 99.76% | 99.86% | 99.74% | 99.48% | 99.36% | 98.65% | 99.74% | 99.52% |
| Afternoon | 99.90% | 99.74% | 99.35% | 99.64% | 99.88% | 99.77% | 99.89% | 99.75% |
| Evening | 100.00% | 99.85% | 99.69% | 99.69% | 99.85% | 99.57% | 99.30% | 99.70% |
| Night | 99.87% | 99.72% | 99.58% | 99.00% | 99.62% | 99.35% | 97.89% | 99.29% |
| Late Night | 99.63% | 99.07% | 98.94% | 100.00% | 99.51% | 99.19% | 99.21% | 99.37% |
| **Grand Total** | **99.86%** | **99.74%** | **99.55%** | **99.49%** | **99.66%** | **99.34%** | **99.24%** | **99.55%** |

* Sunday shows consistently high

CAPSTONE

PROJECT

completion rates across all time slots, particularly in the Evening slot at 100%.

100.0%

99.5%



99.37%

99.75%

99.29%

99.52%

99.70%

99.76%

99.86%

99.74%

99.48%

99.36%

98.65%

99.74%

99.90%

99.74%

99.35%

99.64%

99.88%

99.77%

99.89%

100.00%

99.85%

99.69%

99.69%

99.85%

99.57%

99.30%

99.87%

99.72%

99.58%

99.00%

99.62%

99.35%

97.89%

99.63%

99.07%

98.94%

100.00%

99.51%

99.19%

99.21%

* Wednesday exhibits a slight dip in completion rates, notably in the Night slot at 99.00%.
* Late Night slots display varying completion rates, with Wednesday showing the highest at 100.00% and Friday registering the lowest at 97.89%.

18

99.0%

98.5%

Completion Rate

98.0%

97.5%

97.0%

96.5%

Morning Sunday

Monday

Afternoon Tuesday

Wednesday

Evening

Thursday

Friday

Night

Saturday

Late Night Slot Average

CAPSTONE PROJECT

19

Whitefield Cox Town Bellandur, ETV Marathahalli Domlur, EGL Viveka Nagar Indiranagar BTM Stage 1 Bommanahalli Manipal County

**COM PL E T ION R ATE AT DROP AR EA L E VE L**

0%

Bellandur, Green Glen Bomannahali - MicoLayout Koramangala, Ejipura

Kudlu ITI Layout HSR Layout

Harlur Frazer Town

JP Nagar Phase 8-9 Kadubeesanhali, Prestige

Challagatta Kadubeesanhali, PTP CV Raman Nagar

Bilekahalli Doddanekundi

Binnipet Akshaya Nagar Kumaraswamy Layout Banashankari Stage 2

Mahadevapura Bellandur, Sarjapur Road

Bannerghatta JP Nagar Phase 1-3 Basavanagudi

JP Nagar Phase 6-7

Pattandur Bellandur, APR Richmond Town Bellandur, Ecospace Sarjapur Road Bellandur, Sakara Victoria Layout

JP Nagar Phase 4-5

Vimanapura Devarachikanna Halli

Brookefield

Jayanagar Bellandur - Off Sarjapur Road

Arekere Wilson Garden, Shantinagar

BTM Stage 2

Yemalur

**0.0%**

**0.0%**

100%

90%

80%

70%

60%

50%

40%

30%

20%

10%

**50.0%**

**66.7%**

**75.0%**

**85.7%**

**87.5%**

**97.1%**

**98.1%**

**98.8%**

**99.3%**

**99.3%**

**99.4%**

**99.4%**

**99.6%**

**99.6%**

**99.7%**

**100.0%**

**100.0%**

**100.0%**

**100.0%**

**100.0%**

**100.0%**

**100.0%**

**100.0%**

**100.0%**

**100.0%**

**100.0%**

**100.0%**

**100.0%**

**100.0%**

**100.0%**

**100.0%**

**100.0%**

**100.0%**

**100.0%**

**100.0%**

**100.0%**

**100.0%**

**100.0%**

**100.0%**

**100.0%**

**100.0%**

**100.0%**

**100.0%**

**100.0%**

**100.0%**

**100.0%**

**100.0%**

**100.0%**

**100.0%**

**100.0%**

**COM PL E T ION R ATE AT N U M BE R OF PRODU C TS L E VE L**

25

CAPSTONE PROJECT

24

23

22

21

20

19

18

17

16 **99.25%**

Number of Products

15

14

13

12

11

10

9

8

7

6

5

4

**99.33%**

**99.40%**

**99.46%**

**99.57%**

**99.56%**

**99.66%**

**99.82%**

**99.79%**

**99.75%**

**100.00%**

**100.00%**

**100.00%**

**100.00%**

**100.00%**

**100.00%**

**100.00%**

**100.00%**

**100.00%**

**100.00%**

**100.00%**

**100.00%**

3

2

20 1

**99.27%**

**99.41%**

**99.73%**

98.8% 99.0% 99.2% 99.4% 99.6% 99.8% 100.0%

Completion Rate

**COM PL E T ION R ATE AT VAR IOU S BU S IN ES S M E TR IC S**

**Slot Level Weekday Level**

PROJECT

99.80% 100.00%

99.70%

CAPSTONE

99.60%

99.50%

99.40%

99.30%

99.20%

99.10%

99.90%

99.80%

99.70%

99.60%

99.50%

99.40%

99.30%

99.20%

99.10%

**99.37%**

**99.86%**

**99.74%**

**99.55%**

**99.49%**

**99.66%**

**99.34%**

**99.24%**

99.00%

99.00%

**99.52%**

**99.75%**

**99.70%**

**99.29%**

Morning

Afternoon

Evening

Night

Late Night

98.90%

Sunday

Monday Tuesday Wednesday Thursday

Friday

Saturday

**Month Level Source Level**

100.20% 99.65%

100.00%

99.80%

99.60%

99.40%

99.20%

99.00%

98.80%

98.60%

21

98.40%

99.60%

99.55%

99.50%

99.45%

99.40%

99.35%

**99.58%**

**99.55%**

**99.46%**

**99.44%**

**99.63%**

**99.57%**

**99.55%**

98.20%

**99.32%**

**99.46%**

**99.08%**

**98.87%**

**99.92%**

**99.92%**

**99.81%**

**99.76%**

**99.57%**

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

99.30%

Facebook

Google

Instagram Offline Campaign Organic Snapchat Grand Total

* + Completion rates remain consistently high across different time slots, with the Afternoon slot exhibiting the highest completion rate at 99.75%, while Night slot has the lowest completion rate at 99.29%.

CAPSTONE PROJECT

* + There's a slight variance in completion rates across days of the week, with Sunday having the highest completion rate (99.86%) and Saturday the lowest (99.24%), indicating a potential correlation between higher completion rates and weekends.
  + Monthly completion rates fluctuate slightly but generally maintain a relatively high percentage throughout the year, ranging from 98.87% in April to 99.92% in May and June. This indicates a stable overall performance across months, albeit with minor fluctuations.
  + Acquisition sources show consistent completion rates, with Facebook having the highest completion rate at 99.58% and Offline Campaign and Instagram having slightly lower rates at 99.44% and 99.46%, respectively. This suggests a consistent performance across various acquisition channels, with only marginal differences in completion rates.

22

# CUSTOMER



**RATE ANALYSIS**

### COMPLETION RATE ANALYSIS:

CAPSTONE PROJECT

#### Completion Rate at Acquisition source level

* **Aggregated LTV at customer acquisition source level**

#### Aggregated LTV at acquisition month level

* **Average Revenue per order at different customer acquisition source level**

#### Average Revenue per order at acquisition month level

* **Pattern in order rating across slots, number of items placed, delivery charges, discount**

24

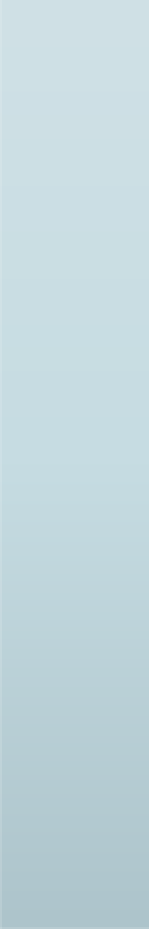
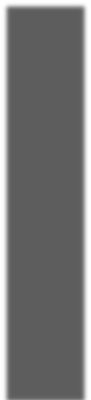
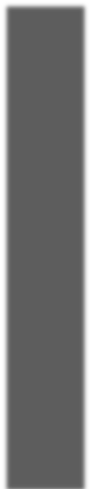
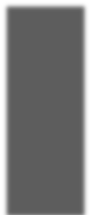
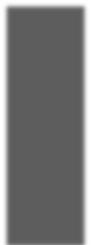
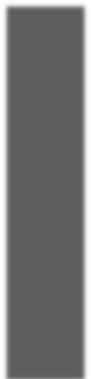
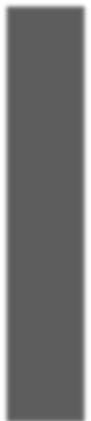
**COMPL E T ION R ATE AT ACQU I S I T ION S OU RCE L E VE L**

99.65%

CAPSTONE PROJECT

**99.63%**

99.60%



**99.58%**

**99.57%**

**99.55%**

**99.46%**

**99.44%**

99.55%

99.50%

Completion Rate

99.45%

99.40%

99.35%

99.30%

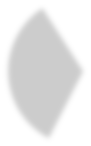
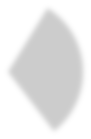
25

Facebook Google Instagram Offline Campaign Organic Snapchat

Acquisition Source

**AGGR EGATE D LTV AT CU STOME R ACQU I S I T ION S OU RCE L E VE L**

**Snapchat, 1422, 9% Facebook, 1374, 9%**



CAPSTONE PROJECT

**Google, 4787, 31%**

**Organic, 5189, 33%**

26

**Offline Campaign, 1447, 9%**

**Instagram, 1363, 9%**

**1476, 8%**

**1104, 6%**

**5162, 29%**

**1416, 8%**

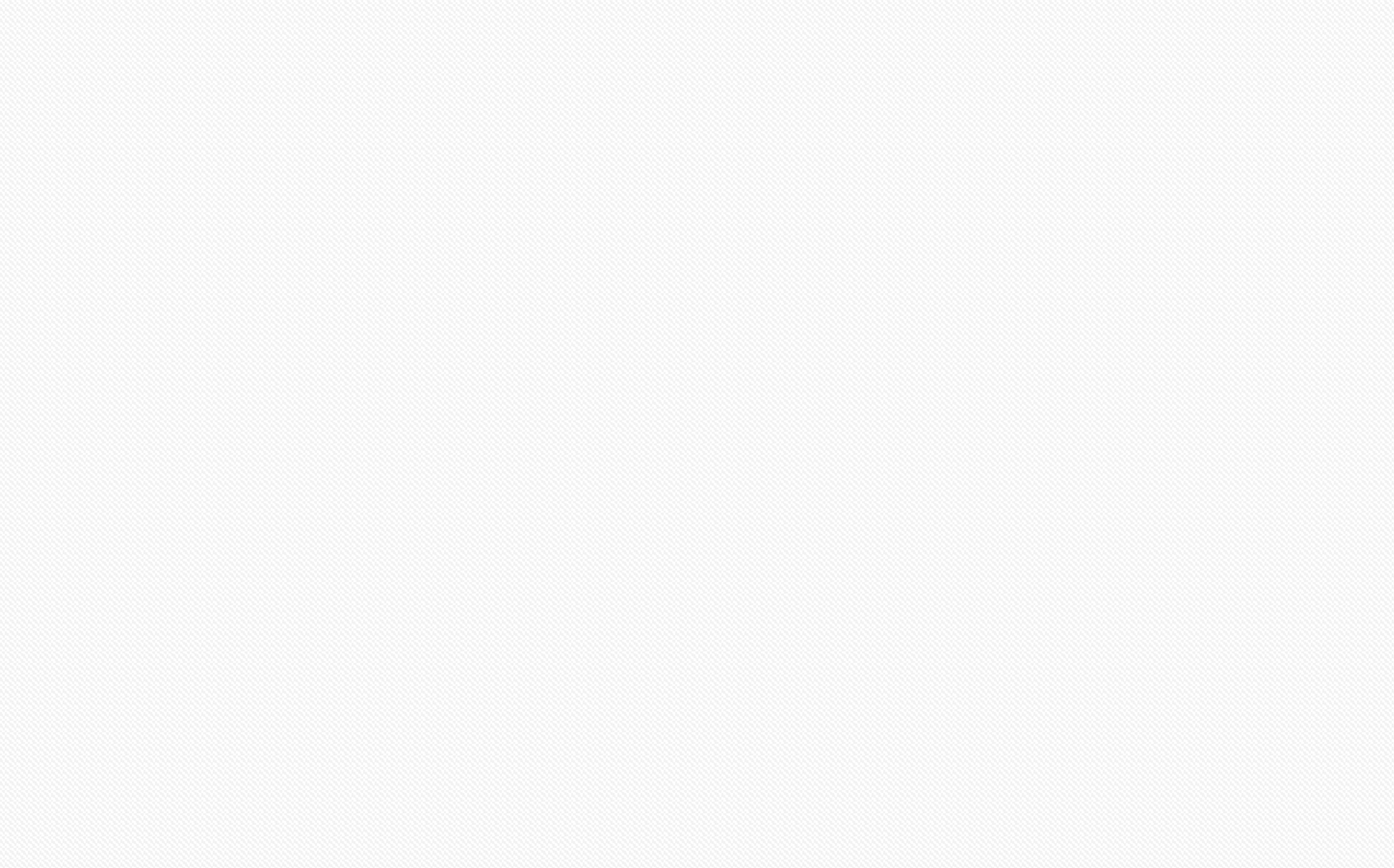
**1122, 6%**

**651, 4%**

CAPSTONE PROJECT

**AGGR EGATE D LTV AT ACQU I S I T ION MONTH L E VE L**

27



**2158, 12%**

**2942, 17%**

**1779, 10%**

January February March April May June

July August

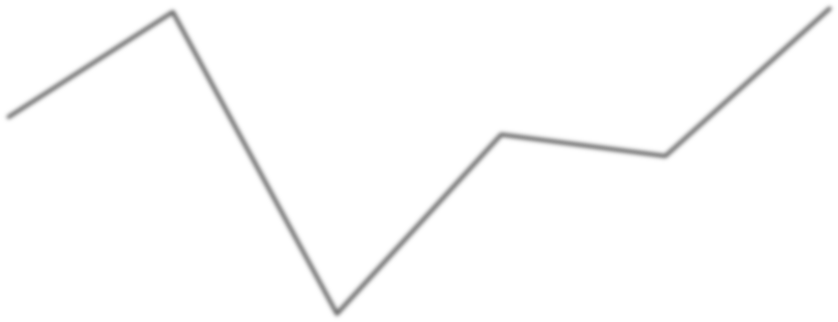
September

**AVE R AGE R E VE N U E – ACQU I S I T ION S OU RC E BAS I S**

370

**363.1**

**363.5**



PRESENTATION TITLE

360

350

**346.7**

**349.1**

340 **343.9**

Average Revenue

330

320

**322.9**

310

300

28

Facebook Google Instagram Offline Campaign Organic Snapchat

**AVE R AGE R E VE N U E – ACQU I S I T ION M ON TH BAS I S**

Sep **247.49**



PRESENTATION TITLE

Aug **271.72**

Jul **310.86**

Jun **322.60**

May **346.05**

Apr **340.11**

Mar **351.36**

Feb **342.73**

Jan

29

0 50 100 150 200 250 300 350

Average Revenue

**385.52**

400

**OR D E R R AT IN G AT VAR IOU S BU S IN ES S M E T R I C S**

**Order Rating across Time Slots**

PRESENTATION

TITLE

100% 4.865



**0.78%**

**0.42%**

1.65%

**1.10%**

**0.37%**

1.38%

**1.37%**

**0.64%**

**0.90%**

**0.41%**

1.24%

**1.17%**

**0.44%**

1.43%

1.74%

**6.33%**

**6.54%**

**5.13%**

**7.06%**

**6.85%**

**90.81%**

**90.62%**

**91.12%**

**90.39%**

**90.12%**

**4.840**

**4.843**

**4.852**

**4.856**

**4.860**

98%

96%

94%

92%

**Percentage of Orders**

4.860

4.855

4.850

**Average Rating**

90% 4.845

88%

4.840

86%

84%

4.835

82%

4.830

80%

30

Afternoon Evening Late Night Morning Night

4.825

5 4 3 2 1 Average

PRESENTATION TITLE

Number of Products

Order Rating

<1 or (blank)

1-20'

21-40

41-60

61-80

81-100

101-120

121-140

141-160

161-180

181-200

201-220

221-240

281-300

321-340

Order Rating

<1 or (blank)

4.867

1-50

4.838

51-100

4.812

101-150

4.834

151-200

4.813

201-250

4.804

251-300

4.818

301-350

5.000

351-400

5.000

401-450

5.000

451-500

4.000

551-600

4.857

601-650

4.938

651-700

4.960

701-750

4.850

751-800

5.000

Order Rating at No. of Products

Order Rating at Delivery Charge

6

24

5

5

23

5

5

4

22

21

4.625

3

20

4.783

2

19

4.857

1

18

4.907

0

17

4.805

16

15

14

4.729

4.805

4.79

Delivery Charges

13

4.878

12

4.829

4.808

Order rating at Discount

11

10

4.863

6

9

4.827

5

8

4.836

4

7

6

5

4

4.868

3

4.843

2

4.862

4.859

1

3

4.873

0

2

4.86

1

4.842

31

4.4

4.5

4.6

4.7

Order Rating

4.8

4.9

5

Discount

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  |  |  |  | |
|  |  |  | 4.8 | 29 |  |
|  |  |  |  |  | |
| 4.89 | | | | | |
|  |  |  |  |  | |
| 4.864 | | | | | |
|  |  |  |  |  | |
| 4.911 | | | | | |
|  |  |  |  |  | |
| 4.776 | | | | |  |
|  |  |  |  |  | |
| 4.866 | | | | | |
|  |  |  |  |  | |
| 4.803 | | | | | |
|  |  |  |  |  | |
| 4.658 | | | | |  |
|  |  |  |  |  | |
| 4.769 | | | | |  |
|  |  |  |  |  | |
| 4.867 | | | | | |
|  |  |  |  |  | |
| 1 |
|  |
| 5 | | | | | |
|  |  |  |  |  | |
| 5 | | | | | |
|  |  |  |  |  | |
| 5 | | | | | |
|  |  |  |  |  | |
|  |  |  |  | 5 | |
|  |  |  |  |  | |

* Order ratings show a consistent pattern across different time slots, with all slots ranging between 4.840 to 4.860, except for minor variations, indicating overall satisfaction regardless of the time of day.

PRESENTATION TITLE

* There's a correlation between the number of products in an order and order ratings. Larger orders exhibit

slightly higher ratings, with orders of 22, 23, and 24 products achieving a perfect 5.000 rating.

* Delivery charge brackets with specific ranges like 21-40, 161-180, and 281-340 exhibit significantly higher average order ratings, with most ranges maintaining an average rating above 4.800, except for certain ranges like 181-200, which display a low average rating of 1.000.
* Orders with varying discount brackets show diverse average order ratings. Higher discount brackets like 301- 450, 551-650, and 651-750 have notably higher ratings, with most ranges maintaining an average rating above 4.800, except for a few ranges dipping slightly below this average.
* Overall, most categories demonstrate order ratings in the range of 4.800 to 5.000, indicating a high level of satisfaction, except for a few specific brackets in delivery charge and discount ranges that exhibit lower ratings.
* Higher discount brackets tend to positively influence order ratings, while the impact of delivery charge

ranges on order ratings varies, with specific brackets significantly impacting customer satisfaction.

32  Time slots do not significantly impact order ratings, as they all maintain relatively high ratings, indicating consistent service quality across different times of the day.

# DELIVERY



**LEVEL ANALYSIS**

### DELIVERY RATE ANALYSIS:

CAPSTONE PROJECT

#### Average overall delivery time at month and delivery area level

* **Average Overall delivery time at month and weekday/weekend level**

#### Average overall delivery time at slot level

* **Pattern changes in delivery charges with slot or delivery area**

#### Pattern changes in delivery time and delivery area

34



|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Delivery Area** | **Jan** | **Feb** | **Mar** | **Apr** | **May** | **Jun** | **Jul** | **Aug** | **Sep** | **Grand Total** | | | |
| **Bellandur, Ecospace** | 21:19 |  |  |  |  |  |  |  |  | **00:21:19** | | | |
| **HSR Layout** | 19:51 | 17:43 | 18:39 | 26:30 | 42:04 | 21:17 | 18:14 | 20:23 | 17:24 | **00:22:29** | | | |
| **ITI Layout** | 22:13 | 18:37 | 20:29 | 26:56 | 44:32 | 23:17 | 20:01 | 21:34 | 19:01 | **00:23:18** | | | |
| **Bellandur, ETV** |  |  |  |  |  |  |  |  | 29:36 | **00:29:36** | | | |
| **Bellandur, Green Glen** | 28:26 | 27:51 | 32:10 | 35:45 | 50:55 | 27:08 | 26:37 | 31:04 | 25:12 | **00:31:25** | | | |
| **Harlur** | 30:25 | 26:30 | 27:07 | 33:50 | 01:07:00 | 27:43 | 26:37 | 34:54 | 29:32 | **00:31:53** | | | |
| **Bomannahali - MicoLayout** | 30:11 | 31:53 | 29:36 | 33:19 | 59:17 | 34:00 | 28:15 | 29:48 | 24:47 | **00:32:56** | | | |
| **Bellandur, Sarjapur Road** | 31:48 | 28:28 | 32:16 | 35:58 | 01:03:46 | 26:36 | 30:07 | 26:01 | 27:08 | **00:33:07** | | | |
| **Kudlu** | 29:22 | 29:02 | 30:47 | 37:44 | 55:16 | 29:59 | 29:14 | 32:10 | 25:22 | **00:34:21** | | | |
| **BTM Stage 1** | 30:02 | 31:18 | 36:41 | 36:11 | 39:56 | 25:59 | 45:26 | 31:11 | 23:27 | **00:34:24** | | | |
| **BTM Stage 2** | 28:55 | 26:04 | 27:42 | 29:34 | 48:31 | 25:25 | 40:49 | 38:39 | 33:41 | **00:34:51** | | | |
| **Yemalur** |  | 33:43 |  | 37:22 |  | 27:17 | 42:23 | 38:59 | 34:41 | **00:36:12** | | | |
| **Koramangala, Ejipura** | 26:45 | 25:36 | 26:15 | 44:44 | 54:25 | 30:54 | 28:15 | 27:43 | 22:48 | **00:36:31** | | | |
| **Bellandur - Off Sarjapur Road** | 35:17 | 15:16 | 35:56 | 40:56 | 51:37 | 29:59 | 32:09 | 28:05 | 30:29 | **00:36:41** | | | |
| **Bilekahalli** | 37:03 |  | 53:34 |  | 44:00 |  | 49:19 | 24:14 | 28:04 | **00:38:26** | | | |
| **Manipal County** | 34:47 | 30:46 | 35:09 | 43:15 | 01:02:25 | 34:55 | 43:08 | 37:11 | 37:58 | **00:39:13** | | | |
| **Sarjapur Road** | 41:13 |  |  | 23:52 | 01:01:25 | 28:04 | 32:50 |  | 27:57 | **00:39:27** | | | |
| **Wilson Garden, Shantinagar** |  |  | 37:37 |  | 33:39 |  |  |  | 43:36 | **00:39:37** | | | |
| **Banashankari Stage 2** |  |  |  |  |  | 24:57 | 54:22 |  |  | **00:39:39** | | | |
| **Doddanekundi** |  |  |  |  |  |  | 38:37 | 42:09 |  | **00:40:23** | | | |
| **Bommanahalli** | 32:04 | 24:58 | 33:45 | 40:48 | 01:04:10 | 29:40 | 35:55 | 39:18 | 23:17 | **00:40:38** | | | |
| **Challagatta** |  |  |  |  |  |  |  | 41:07 |  | **00:41:07** | | | |
| **Marathahalli** | 32:37 |  |  |  | 49:48 |  |  |  |  | **00:41:13** | | | |
| **Arekere** | 28:17 |  |  | 51:59 | 56:02 | 53:12 |  |  | 33:48 | **00:41:56** | | | |
| **Kadubeesanhali, Prestige** |  | 35:49 | 27:32 |  | 01:03:32 |  | 47:08 |  | 21:00 | **00:42:16** | | | |
| **Victoria Layout** |  |  |  |  |  |  |  |  | 42:18 | **00:42:18** | | | |
| **Kadubeesanhali, PTP** |  |  |  |  | 00:42:35 |  |  |  |  | **00:42:35** | | | |
| **Devarachikanna Halli** | 25:32 | 42:55 | 47:03 | 01:05:45 |  | 26:51 |  |  | 36:55 | **00:44:13** | | | |
| **Bellandur, APR** | 49:31 | 42:05 | 43:34 | 52:44 | 34:27 | 40:21 | 45:42 | 46:37 | 41:31 | **00:44:14** | | | |
| **Viveka Nagar** |  |  |  | 32:26 | 56:08 | 26:26 | 40:26 |  |  | **00:44:37** | | | |
| **Frazer Town** |  |  | 44:49 |  |  |  |  |  |  | **00:44:49** | | | |
| **Bellandur, Sakara** |  |  | 49:47 | 01:02:27 | 01:11:17 | 25:53 | 28:12 | 36:05 | 21:11 | **00:44:58** | | | |
| **JP Nagar Phase 1-3** | 32:48 |  | 59:38 | 38:39 | 57:25 |  |  | 41:18 |  | **00:45:58** | | | |
| **Binnipet** |  |  |  |  |  |  | 46:29 |  |  | **00:46:29** | | | |
| **JP Nagar Phase 6-7** |  | 49:07 | 32:24 |  | 53:48 | 44:57 |  |  |  | **00:47:59** | | | |
| **JP Nagar Phase 4-5** | 37:47 | 56:11 |  | 45:30 | 55:56 |  |  | 52:42 |  | **00** | **:51:26** | | |
| **Bannerghatta** | 52:51 |  | 40:12 |  | 01:38:00 |  |  | 57:08 |  | **00** | **:52:44** | | |
| **Akshaya Nagar** |  |  | 54:56 | 49:12 | 01:02:12 | 50:20 |  | 01:44:37 | 00:36:38 | **00** | **:54:16** | | |
| **Jayanagar** | 56:05 |  |  |  |  |  | 53:02 | 53:58 |  | **00** | **:54:22** | | |
| **Indiranagar** |  |  |  | 01:08:57 | 54:35 | 37:52 | 42:35 |  |  | **00** | **:56:38** | | |
| **Kumaraswamy Layout** |  | 53:39 |  |  | 58:26 |  | 57:32 |  |  | **00** | **:57:01** | | |
| **Basavanagudi** |  |  |  |  | 57:49 |  |  |  |  | **00** | **:57:49** | | |
| **Domlur, EGL** | 37:24 |  |  | 43:35 | 01:37:15 |  |  |  | 35:11 | **00** | **:59:03** | | |
| **JP Nagar Phase 8-9** |  |  |  |  |  | 59:28 |  |  |  | **00** | **:59:28** | | |
| **Richmond Town** |  |  |  |  | 01:03:24 |  |  |  |  | **01** | **:0** | **3:24** | |
| **CV Raman Nagar** |  |  |  |  |  | 01:03:57 |  |  |  | **01** | **:0** | **3:57** | |
| **Pattandur** |  |  |  |  |  |  |  | 01:11:11 |  | **01:1** | | **1:11** | |
| **Vimanapura** |  |  |  |  | 01:15:29 |  |  |  |  | **01:1** | | **5:29** | |
| **Brookefield** |  |  |  |  |  |  | 01:31:13 |  |  | **01:31** | | | **:13** |
| **Mahadevapura** |  |  |  |  | 02:26:39 |  |  |  |  | **02:26:39** | | | |
| **Grand Total** | **22:06** | **19:23** | **20:22** | **27:56** | **44:34** | **22:54** | **19:50** | **22:42** | **19:39** | **00:24:15** | | | |

**AVE R AGE OVE R AL L DE L IVE RY T IM E AT M ON TH AN D**

**DE L IVE RY AR EA L E VE L**

* The data showcases variations in the average overall delivery time across different delivery areas.

PRESENTATION TITLE

* Bellandur, Ecospace displays the lowest average delivery time, totalling 21 minutes and 19 seconds.
* Mahadevapura, Vimanapura, and Brookefield exhibit the

longest average delivery times, exceeding two hours.

* Generally, there's a significant range in delivery times, from less than 30 minutes to over two hours.
* This data suggests considerable diversity in delivery efficiency among different areas, potentially indicating logistical challenges or varying distances covered during deliveries.

35

PRESENTATION

TITLE

01:11:11

01:15:29

01:31:13

02:26:39

Overall Delivery Time (in Minutes)

**AV E R A G E OV E R A L L D E L I V E RY T I M E AT M O N T H A N D D E L I V E RY A R EA L E V E L**

36

Overall Delivery time at Delivery area

02:30:00

02:00:00

01:30:00

01:00:00

00:30:00

00:00:00

Bellandur, Ecospace

Bellandur, Green Glen

Kudlu

Koramangala, Ejipura Sarjapur Road Bommanahalli Kadubeesanhali, Prestige Bellandur, APR

JP Nagar Phase 1-3 Bannerghatta Kumaraswamy Layout Richmond Town Brookefield

HSR Layout

Harlur

BTM Stage 1

Bellandur - Off Sarjapur Road Wilson Garden, Shantinagar Challagatta

Victoria Layout Viveka Nagar Binnipet Akshaya Nagar Basavanagudi CV Raman Nagar Mahadevapura

ITI Layout

Bomannahali - MicoLayout

BTM Stage 2 Bilekahalli Banashankari Stage 2 Marathahalli Kadubeesanhali, PTP Frazer Town

JP Nagar Phase 6-7 Jayanagar

Domlur, EGL Pattandur

Bellandur, ETV

Bellandur, Sarjapur Road

Yemalur Manipal County Doddanekundi Arekere

Devarachikanna Halli Bellandur, Sakara

JP Nagar Phase 4-5 Indiranagar

JP Nagar Phase 8-9 Vimanapura



Overall Delivery time at Month level

50:00

45:00

40:00

35:00

30:00

25:00

22:54

19:50

20:00

15:00

10:00

05:00

00:00

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

19:23

20:22

22:06

22:42

27:56

19:39

44:34

**AV E R A G E O V E R A L L D E L I V E R Y T I M E AT M O N T H A N D W E E K DAY/ W E E K E N D L E V E L**

55:00

PRESENTATION TITLE

50:00

**48:30**

45:00



40:00

Overall Delivery Time (in Minutes)

35:00

30:00

**29:27**

**42:31**

25:00

20:00

**22:37**

**19:26**

**20:35**

**27:22**

**22:53**

**22:55**

**20:32**

**22:55**

**22:36**

**19:44**

15:00

**21:01**

**19:15**

**20:17**

**19:31**

**19:37**

10:00

05:00

00:00

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep |
| Weekday | 22:37 | 19:26 | 20:17 | 27:22 | 42:31 | 22:55 | 19:31 | 22:36 | 19:37 |
| Weekend | 21:01 | 19:15 | 20:35 | 29:27 | 48:30 | 22:53 | 20:32 | 22:55 | 19:44 |



37

Weekday

Weekend

**AVE R AGE OVE R AL L D E L IVE RY T IM E AT S LOT L E VE L**

Late Night

**25:07**

**25:47**

**25:34**

**22:30**

**17:29**

PRESENTATION TITLE

Night

Morning

Evening

Afternoon

00:00 05:00 10:00 15:00 20:00 25:00 30:00

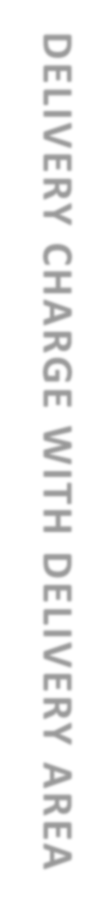
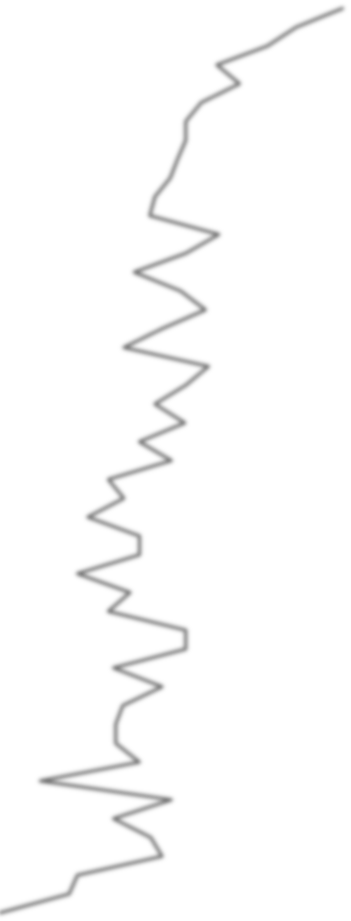
38 **Delivery Time (MM:SS)**

PRESENTATION TITLE

**PAT T E R N C H A N G E S I N D E L I V E R Y C H A R G E S W I T H D E L I V E R Y A R E A**

39

Brookefield CV Raman Nagar Frazer Town Vimanapura Doddanekundi Mahadevapura



350

300

250

200

150

100

50

0

Pattandur Marathahalli Challagatta Basavanagudi Kumaraswamy Layout Banashankari Stage 2

Indiranagar Domlur, EGL

JP Nagar Phase 8-9

**DELIVERY**

Arekere JP Nagar Phase 6-7 Kadubeesanhali, Prestige Kadubeesanhali, PTP Akshaya Nagar

JP Nagar Phase 4-5 Bannerghatta

**CHARGE WITH DELIVERY**

Avg.Del.Charge

JP Nagar Phase 1-3 Bellandur, APR Devarachikanna Halli Wilson Garden, Shantinagar

Viveka Nagar

Richmond Town

Max. Del.Charge

Yemalur Bilekahalli Victoria Layout BTM Stage 1 Bellandur, Sakara

Bellandur, Sarjapur Road

Sarjapur Road Jayanagar Manipal County BTM Stage 2

**AREA**

Bellandur - Off Sarjapur Road

Bommanahalli Koramangala, Ejipura Bellandur, Ecospace Bomannahali - MicoLayout Bellandur, Green Glen

Kudlu Harlur

HSR Layout ITI Layout Bellandur, ETV

Cox Town Binnipet Whitefield

350

300

250

200

150

100

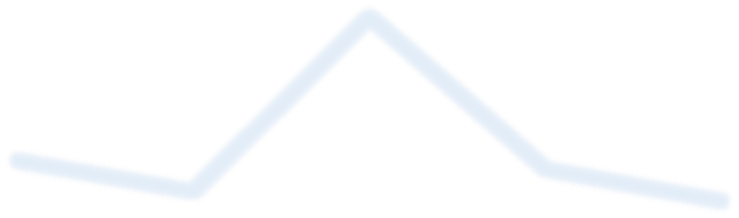
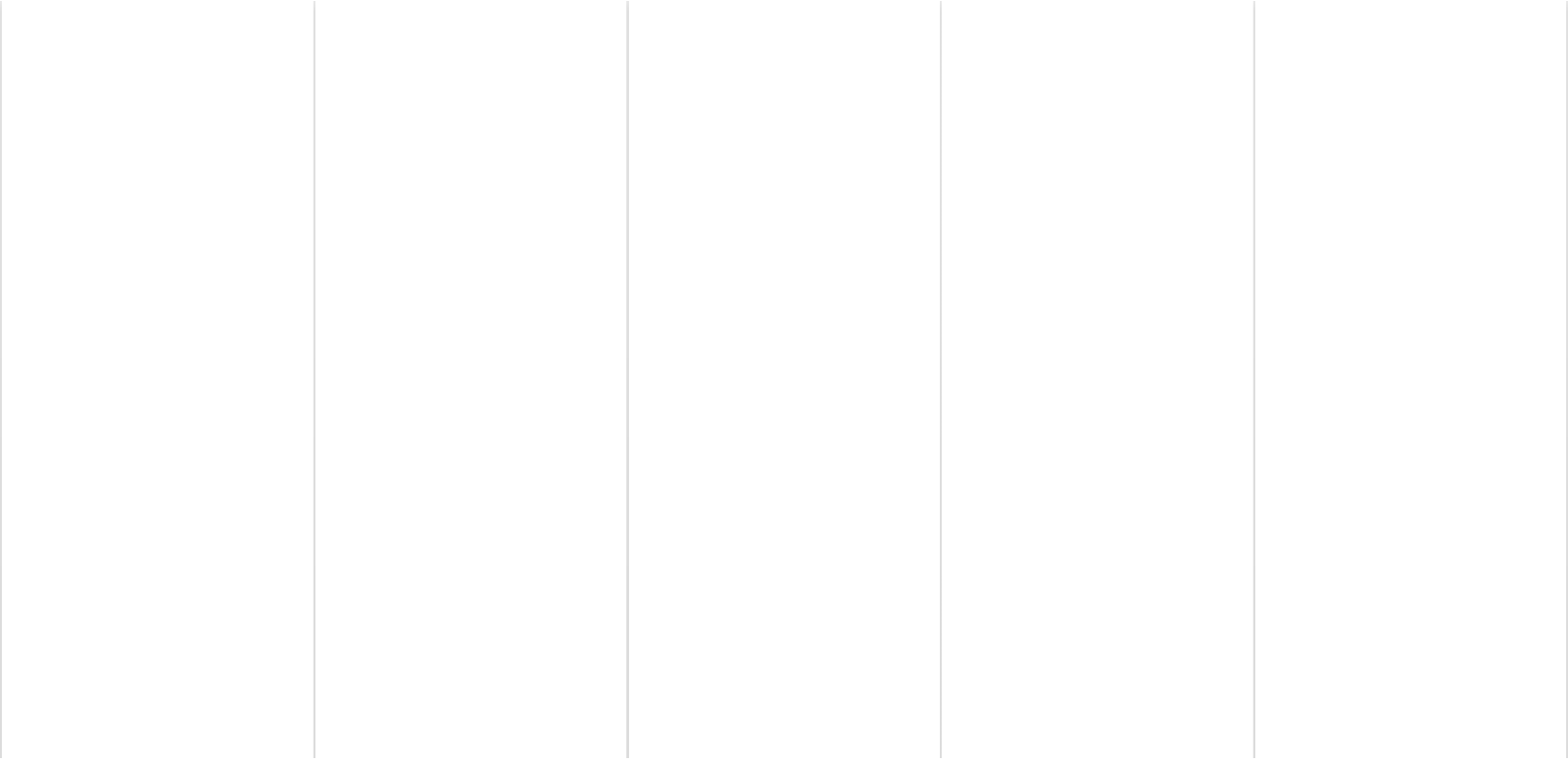
50

0

PRESENTATION TITLE

**PAT TE R N C HAN GES IN DE L IVE RY C HARGES WITH S LOT**

40



**Delivery Charges at Slot level**

Avg, Del. Charge

Max of Delivery Charges

400

332

350

300

250

210

202

180

200

170

150

100

50

32.3

19.2 20.0 19.0

21.0

0

Afternoon

Evening

Late Night

Morning

Night

SUMMARY

N TITLE

**Geographical Analysis of Discounts:** Various geographic areas exhibit diverse discount rates, ranging from 0.0% to 35.6%. This highlights a location-based strategy in offering discounts, possibly targeting specific customer segments or aiming to boost sales in certain areas.

O I T

A T N E S E R P

41

**Completion Rate Insights:** Completion rates show consistency across different slots, days of the week, months, and acquisition sources. This indicates a stable performance across these categories, implying efficient operations and a steady customer base across diverse time frames and sources.

**Order Completion Rate by Month, Day, and Slot:** Analyzing completion rates across months, days, and slots reveals various patterns, such as higher completion rates on Sundays, mornings, and during certain months. However, some slots or days exhibit lower completion rates, signaling potential areas for improvement or focused attention.

## SUMMARY

N TITLE

**Order Ratings Analysis:** Order ratings showcase consistency across slots, numbers of products, delivery charge brackets, and discount ranges. The majority of ratings hover around 4.800 to 5.000, indicating a high level of satisfaction overall.

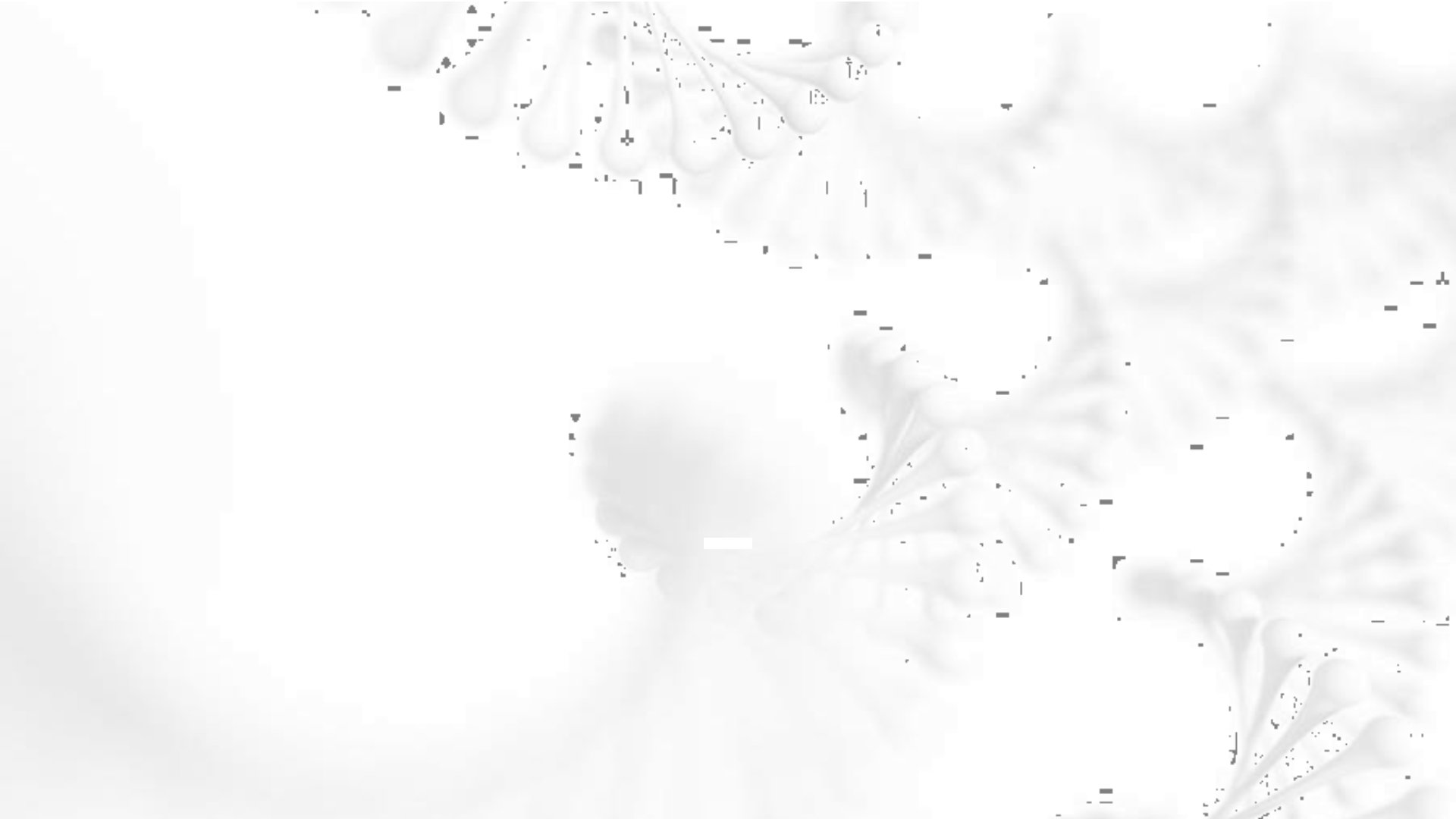
O I T

A T N E S E R P

42

**Relationship Between Factors and Order Ratings:** Larger orders and higher discount brackets tend to yield higher order ratings, suggesting that customers are more satisfied with bulk purchases and higher discounts. Meanwhile, specific ranges within delivery charges display varied impacts on customer satisfaction.

**Time Slots and Customer Satisfaction:** Despite minor fluctuations, time slots do not significantly impact order ratings. This suggests a consistent quality of service throughout different times of the day, maintaining overall customer satisfaction.



## THANK YOU