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**SWIGGY’S BUSINESS CASE**

**FUNNEL ANALYSIS – 2019**



**Introduction**

In the rapidly evolving landscape of food delivery services, Swiggy has emerged as a dominant player in the Indian market. The year 2019 was pivotal for Swiggy, marked by significant fluctuations in order levels and web traffic. This report delves into a detailed funnel analysis of Swiggy's business case for 2019, aiming to uncover the underlying reasons behind these variations. A funnel analysis is a powerful tool for understanding customer behaviour from initial interest through to the final transaction. By dissecting each stage of the customer journey—from landing on the Swiggy platform, navigating through the app or website, making selections, to completing an order—we can pinpoint critical drop-off points and areas of high engagement. This analysis not only sheds light on customer preferences and pain points but also provides actionable insights for optimizing the user experience and boosting conversion rates.

**Objective**

The primary objective of this report is to identify and analyse the highs and lows in order levels and traffic on a date-wise basis throughout 2019. To achieve this, we have employed a robust methodological framework that includes data collection from Swiggy's internal analytics tools, statistical analysis to determine significant trends, and qualitative assessments to interpret the findings. The data encompasses various metrics such as daily order counts, unique visitors, page views, session durations, and bounce rates. By correlating these metrics with external factors such as promotional campaigns, seasonal trends, and competitive actions, we aim to construct a comprehensive narrative of Swiggy's performance over the year.

Throughout 2019, Swiggy experienced notable peaks in order levels during major festivals and events, reflecting the cultural propensity for increased food consumption during celebrations. Conversely, periods of decline were often observed during off-peak seasons or in response to strategic shifts by competitors. For instance, the introduction of new features by rivals or aggressive discounting strategies could momentarily impact Swiggy's traffic and order volumes. By analysing these patterns, we can infer the effectiveness of Swiggy's marketing strategies and the responsiveness of its customer base to various stimuli.

Additionally, the report delves into the potential reasons behind sudden spikes or drops in traffic. High traffic volumes were frequently associated with successful marketing campaigns, including television commercials, social media promotions, and influencer partnerships. On the other hand, technical issues such as server downtimes or app malfunctions occasionally led to abrupt decreases in user activity. Understanding these dynamics is crucial for Swiggy's technical and marketing teams to pre-emptively address potential disruptions and enhance the overall reliability of the platform.

**Summary**

In summary, this funnel analysis of Swiggy's 2019 performance provides a detailed examination of the factors influencing customer behaviour and order levels. By dissecting the customer journey into granular stages, we can identify specific areas for improvement and growth. The insights gleaned from this report are intended to inform Swiggy's strategic decisions, helping the company to refine its marketing tactics, improve user engagement, and ultimately, drive higher conversion rates. As Swiggy continues to innovate and expand its footprint in the food delivery market, understanding these nuanced patterns will be key to sustaining its competitive edge and achieving long-term success.

The following date-wise report is my analysis on the hikes and lows in the order levels throughout 2019: -

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Date** | **Changes in order** | **Rationale** | **Changes in traffic** | **Rationale** | **Supporting data** | **Changes in overall conversion rate** | **Changes in smaller conversion rates** | **Insights & observations.** |
| 10-01-2019  Thursday | **-45%** | * Carts and Payment sessions are down leading to decrease in orders. * Avg. Cost for 2 is elevated at 399, which could be attributing to the decrease in orders. | **- 49%** | * Traffic reduced at Facebook significantly leading to decrease in orders. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Comparison between 1/10/2019 and 1/3/2019 (same day)** | | | | | | **Facebook** | **YouTube** | **Twitter** | **Others** | **Total** | | **-95%** | **-49%** | **-49%** | 15% | **-49%** | | **+ 7%** | |  |  |  |  | | --- | --- | --- | --- | | **L2M** | **M2C** | **C2P** | **P2O** | | 26% | 39% | 72% | 82% | | **As traffic decreased, number of orders decreased.** |
| 17-01-2019  Thursday | **+106%** | * Number of orders increased due to significant increase in Facebook traffic. | **+ 110%** | * Traffic increased at Facebook by 1980% from the previous week, leading to increase in orders. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Comparison between 1/17/2019 and 1/10/2019 (same day)** | | | | | | **Facebook** | **YouTube** | **Twitter** | **Others** | **Total** | | **1980%** | 110% | 110% | -6% | 110% | | **- 2%** | |  |  |  |  | | --- | --- | --- | --- | | **L2M** | **M2C** | **C2P** | **P2O** | | 25% | 38% | 71% | 84% | | **As traffic increased, number of orders increased**. |
| 21-01-2019  Monday | **+ 23%** | * Slight increase in traffic by 5% has increased the number of orders by 23%. | **+ 5%** | * Traffic increased approximately around 5% in all platforms, which increased the number of orders by 23%. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Comparison between 1/21/2019 and 1/14/2019 (same day)** | | | | | | **Facebook** | **YouTube** | **Twitter** | **Others** | **Total** | | 5% | 5% | 5% | 5% | 5% | | **+ 17%** | |  |  |  |  | | --- | --- | --- | --- | | **L2M** | **M2C** | **C2P** | **P2O** | | 26% | 42% | 76% | 81% | | **As traffic increased, number of orders increased**. |
| 22-01-2019  Tuesday | **+ 85%** | * Considerable increase in Twitter traffic has increased the order by 85%. | **+ 77%** | * Traffic increased by 747% in Twitter, overall traffic increased by 77%, leading to 85% higher orders from last week. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Comparison between 1/22/2019 and 1/15/2019 (same day)** | | | | | | **Facebook** | **YouTube** | **Twitter** | **Others** | **Total** | | 77% | -65% | 747% | -60% | 77% | | **+ 7%** | |  |  |  |  | | --- | --- | --- | --- | | **L2M** | **M2C** | **C2P** | **P2O** | | 26% | 38% | 71% | 84% | | **As traffic increased, number of orders increased**. |
| 29-01-2019  Tuesday | **- 72%** | * Number of restaurants which were open today were lower than last week; however, L2M is significantly low at 12%, which indicates some problems in the listing page. | **- 40%** | * Traffic was low by 40% in Facebook and 88% in Twitter, leading to reduced order counts. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Comparison between 1/29/2019 and 1/22/2019 (same day)** | | | | | | **Facebook** | **YouTube** | **Twitter** | **Others** | **Total** | | -40% | 198% | -88% | 166% | -40% |  |  |  | | --- | --- | | **Count of restaurants** | | | 1/22/2019 | 383015 | | 1/29/2019 | 274777 | | **- 52%** | |  |  |  |  | | --- | --- | --- | --- | | **L2M** | **M2C** | **C2P** | **P2O** | | **12%** | 42% | 72% | 80% |      * Only 12% conversion from Listing to Menu indicates some technical problems in the listing page. | **Problems in the listing page caused the decrease in order count.** |
| 31-01-2019  Thursday | **+ 20%** | * No noticeable change in number of orders due to stable traffic. | **+ 1%** | * Stable at 1%. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Comparison between 1/31/2019 and 1/24/2019 (same day)** | | | | | | **Facebook** | **YouTube** | **Twitter** | **Others** | **Total** | | 1% | 1% | 1% | 1% | 1% | | **+ 19%** | |  |  |  |  | | --- | --- | --- | --- | | **L2M** | **M2C** | **C2P** | **P2O** | | 25% | 40% | 71% | 84% | | **Considerably stable order levels.** |
| 05-02-2019  Tuesday | **+ 115%** | * Traffic did not change from last week; however, as the number of restaurants that were open increased, the number of orders increased. | **No change**  **(0%)** | * Stable at 0%. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Comparison between 2/5/2019 and 1/29/2019 (same day)** | | | | | | **Facebook** | **YouTube** | **Twitter** | **Others** | **Total** | | 0% | 0% | 0% | 0% | 0% |  |  |  | | --- | --- | | **Count of restaurants** | | | 1/29/2019 | 274777 | | 2/5/2019 | 408982 | | **+ 115%** | |  |  |  |  | | --- | --- | --- | --- | | **L2M** | **M2C** | **C2P** | **P2O** | | 26% | 40% | 71% | 80% | | **Orders increased due to increased number of restaurants than last week.** |
| 19-02-2019  Tuesday | **- 56%** | * Lower conversion rate of 17% at Menu page indicates some issues, which lead to lower number of orders, because there are no significant changes in traffic. | **- 4%** | * Slight reduction. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Comparison between 2/5/2019 and 1/29/2019 (same day)** | | | | | | **Facebook** | **YouTube** | **Twitter** | **Others** | **Total** | | -4% | -4% | -4% | -4% | -4% | | **- 54%** | |  |  |  |  | | --- | --- | --- | --- | | **L2M** | **M2C** | **C2P** | **P2O** | | 26% | **17%** | 77% | 85% | | **Problems at Menu page leading to lower number conversion to cart.** |
| 26-02-2019  Tuesday | **+ 120%** | * The increased number of orders by 120% despite no changes in traffic could be likely due to the resolution of problems at the Menu page which existed last week. | **+ 2%** | * No noticeable changes. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Comparison between 2/26/2019 and 2/19/2019 (same day)** | | | | | | **Facebook** | **YouTube** | **Twitter** | **Others** | **Total** | | 2% | 2% | 2% | 2% | 2% |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | **Comparison between 2/26/2019 and 2/19/2019 (same day)** | | | | | **Orders** | | 120% | |  |  |  |  |  |  | |  |  |  |  |  |  | | **Comparison between 2/26/2019 and 2/12/2019 (same day)** | | | | | **Orders** | | -3% | | **+ 116%** | |  |  |  |  | | --- | --- | --- | --- | | **L2M** | **M2C** | **C2P** | **P2O** | | 24% | 41% | 74% | 81% | | **The increased number of orders by 120% despite no changes in traffic could be likely due to the resolution of problems at the Menu page which existed last week.** |
| 28-02-2019  Thursday | **+ 22%** | * Number of orders increased by 22% as the traffic increased by 8% overall. | **+ 8%** | * Slightly increased. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Comparison between 2/28/2019 and 2/21/2019 (same day)** | | | | | | **Facebook** | **YouTube** | **Twitter** | **Others** | **Total** | | 8% | 8% | 8% | 8% | 8% | | **+ 13%** | |  |  |  |  | | --- | --- | --- | --- | | **L2M** | **M2C** | **C2P** | **P2O** | | 25% | 40% | 72% | 85% | | **Slight increase in number of orders due to increase in traffic.** |
| 02-03-2019  Saturday | **- 38%** | * Number of orders are low and C2P is low at 33% due to elevated delivery charge at 56. | **+ 8%** | * Slightly increased. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Comparison between 3/2/2019 and 2/23/2019 (same day)** | | | | | | **Facebook** | **YouTube** | **Twitter** | **Others** | **Total** | | 8% | 8% | 8% | 8% | 8% | | **- 42%** | |  |  |  |  | | --- | --- | --- | --- | | **L2M** | **M2C** | **C2P** | **P2O** | | 21% | 34% | **33%** | 81% |     **Average Delivery Charges (3/2/2019) - 56**  **Average Delivery Charges (2/23/2019) - 28** | **Due to increased average delivery charges, C2P is lowered, causing lower orders.** |
| 09-03-2019  Saturday | **+ 102%** | * Number of orders increased as the average delivery charge decreased from the previous week. | **No change (0%)** | * Stable. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Comparison between 3/9/2019 and 3/2/2019 (same day)** | | | | | | **Facebook** | **YouTube** | **Twitter** | **Others** | **Total** | | 0% | 0% | 0% | 0% | 0% | | **+ 102%** | |  |  |  |  | | --- | --- | --- | --- | | **L2M** | **M2C** | **C2P** | **P2O** | | 21% | 34% | 71% | 79% |   **Average Delivery Charges (3/2/2019) - 56**  **Average Delivery Charges (3/9/2019) - 28** | **Number of orders increased as the average delivery charge decreased from the previous week.** |
| 19-03-2019  Tuesday | **- 46%** | * 46% decrease in orders could be due to decreased success rate of payments. | **+ 2%** | * Stable. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Comparison between 3/19/2019 and 3/12/2019 (same day)** | | | | | | **Facebook** | **YouTube** | **Twitter** | **Others** | **Total** | | 2% | 2% | 2% | 2% | 2% | | **- 47%** | |  |  |  |  | | --- | --- | --- | --- | | **L2M** | **M2C** | **C2P** | **P2O** | | 26% | 42% | 76% | **39%** | | **Success rate of payments was only 65%, causing P2O to reduce, leading to 46% lower orders.** |
| 24-03-2019  Sunday | **+ 22%** | * Usual increase in orders as it was a weekend. | **+ 6%** | * Slightly increased at 6%, likely because it is a weekend. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Comparison between 3/24/2019 and 3/17/2019 (same day)** | | | | | | **Facebook** | **YouTube** | **Twitter** | **Others** | **Total** | | 6% | 6% | 6% | 6% | 6% | | **+ 15%** | |  |  |  |  | | --- | --- | --- | --- | | **L2M** | **M2C** | **C2P** | **P2O** | | 21% | 35% | 69% | 80% | | **Usual increase in orders as it was a weekend.** |
| 26-03-2019  Tuesday | **+ 78%** | * Orders increased by 78% likely because the payment issue from last week resolved. | **- 5%** | * Slightly decreased by 5%, which did not impact on the number of orders. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Comparison between 3/26/2019 and 3/19/2019 (same day)** | | | | | | **Facebook** | **YouTube** | **Twitter** | **Others** | **Total** | | -5% | -5% | -5% | -5% | -5% | | **+ 87%** | |  |  |  |  | | --- | --- | --- | --- | | **L2M** | **M2C** | **C2P** | **P2O** | | 24% | 40% | 72% | **85%** | | **Orders increased by 78% likely because the payment issue from last week resolved.** |
| 04-04-2019  Thursday | **- 52%** | * Decrease in orders by 52% could be likely due to significant lower average discount of 10% on that day. | **+ 3%** | * Slightly increased by 3%. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Comparison between 4/4/2019 and 3/28/2019 (same day)** | | | | | | **Facebook** | **YouTube** | **Twitter** | **Others** | **Total** | | 3% | 3% | 3% | 3% | 3% | | **- 53%** | |  |  |  |  | | --- | --- | --- | --- | | **L2M** | **M2C** | **C2P** | **P2O** | | 26% | **20%** | 69% | 78% |   **Average discount on 04-04-2019 = 10%** | **Decrease in orders by 52% and 20% decrease in M2C could be likely due to significant lower average discount of 10% on that day.** |
| 11-04-2019  Thursday | **+ 92%** | * Increase in orders were due to increase in average discount from 10% last week to 18% this week. | **- 7%** | * Slightly increased by 7%. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Comparison between 4/11/2019 and 4/4/2019 (same day)** | | | | | | **Facebook** | **YouTube** | **Twitter** | **Others** | **Total** | | -7% | -7% | -7% | -7% | -7% | | **+ 107%** | |  |  |  |  | | --- | --- | --- | --- | | **L2M** | **M2C** | **C2P** | **P2O** | | 25% | **39%** | 76% | 80% |   **Average discount on 04-04-2019 = 10%**  **Average discount on 11-04-2019 = 18%.** | **Increase in orders were due to increase in average discount from 10% last week to 18% this week.** |
| 12-04-2019  Friday | **- 27%** | * As traffic decreased by 9%, overall number of orders and conversion rate decrease. | **- 9%** | * Decreased by 9%, impacting the overall order value. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Comparison between 4/12/2019 and 4/5/2019 (same day)** | | | | | | **Facebook** | **YouTube** | **Twitter** | **Others** | **Total** | | -9% | -9% | -9% | -9% | -9% | | **- 20%** | |  |  |  |  | | --- | --- | --- | --- | | **L2M** | **M2C** | **C2P** | **P2O** | | 24% | 38% | 73% | 81% | | **As traffic decreased, number of orders decreased.** |
| 14-04-2019  Sunday | **+ 28%** | * Number of orders are increased due to usual increase in traffic as it is Sunday. | **+ 8%** | * Usual increase by 8% due to weekend. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Comparison between 4/14/2019 and 4/7/2019 (same day)** | | | | | | **Facebook** | **YouTube** | **Twitter** | **Others** | **Total** | | 8% | 8% | 8% | 8% | 8% | | **+ 19%** | |  |  |  |  | | --- | --- | --- | --- | | **L2M** | **M2C** | **C2P** | **P2O** | | 21% | 35% | 68% | 82% | | **Number of orders are increased due to usual increase in traffic as it is Sunday.** |
| 18-04-2019  Thursday | **+ 73%** | * Number of orders increased as the average discount was at the highest at 29%. | **+ 11%** | * Slightly increased by 11%, which increased the number of orders. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Comparison between 4/18/2019 and 4/11/2019 (same day)** | | | | | | **Facebook** | **YouTube** | **Twitter** | **Others** | **Total** | | 11% | 11% | 11% | 11% | 11% | | **+ 57%** | |  |  |  |  | | --- | --- | --- | --- | | **L2M** | **M2C** | **C2P** | **P2O** | | 24% | 67% | 73% | 79% |   **Average discount on 04-04-2019 = 10%**  **Average discount on 11-04-2019 = 18%.** | **Number of orders increased as the average discount was at the highest at 29%.** |
| 19-04-2024  Friday | **+ 25%** | * Number of orders increased as the traffic increased. | **+ 7%** | * Traffic increased by 7%, impacting the number of orders. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Comparison between 4/19/2019 and 4/12/2019 (same day)** | | | | | | **Facebook** | **YouTube** | **Twitter** | **Others** | **Total** | | 7% | 7% | 7% | 7% | 7% | | **+ 16%** | |  |  |  |  | | --- | --- | --- | --- | | **L2M** | **M2C** | **C2P** | **P2O** | | 25% | 41% | 77% | 81% | | **As traffic increased, number of orders increased.** |
| 25-04-2019  Thursday | **- 39%** | * Previous week’s increase in orders was due to increased average discount from the week prior to that. This normalised leading to decreasing in orders this week. | **No change (0%)** | * Stable from last week. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Comparison between 4/25/2019 and 4/18/2019 (same day)** | | | | | | **Facebook** | **YouTube** | **Twitter** | **Others** | **Total** | | 0% | 0% | 0% | 0% | 0% | | **- 39%** | |  |  |  |  | | --- | --- | --- | --- | | **L2M** | **M2C** | **C2P** | **P2O** | | 25% | 38% | 69% | 84% | | **Previous week’s increase in orders was due to increased average discount from the week prior to that. This normalised leading to decreasing in orders this week.** |
| 20-06-2019  Thursday | **- 54%** | * Significant decrease in traffic lowered the number of orders. | **- 53%** | * Decreased by 53%, impacting noticeably on the orders. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Comparison between 6/20/2019 and 6/13/2019 (same day)** | | | | | | **Facebook** | **YouTube** | **Twitter** | **Others** | **Total** | | -53% | -53% | -53% | -53% | -53% | | **- 3%** | |  |  |  |  | | --- | --- | --- | --- | | **L2M** | **M2C** | **C2P** | **P2O** | | 25% | 41% | 70% | 84% | | **As traffic decreased, number of orders decreased.** |
| 27-06-2019  Thursday | **+ 115%** | * Significant increase in traffic from -53% last week to 119% this week increased the number of orders. | **+119%** | * Traffic increased by 119% impacting on the number of orders. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Comparison between 6/27/2019 and 6/20/2019 (same day)** | | | | | | **Facebook** | **YouTube** | **Twitter** | **Others** | **Total** | | 119% | 119% | 119% | 119% | 119% | | **-2%** | |  |  |  |  | | --- | --- | --- | --- | | **L2M** | **M2C** | **C2P** | **P2O** | | 26% | 39% | 75% | 79% | | **As traffic increased, number of orders increased.** |
| 16-07-2019  Tuesday | **-63%** | * 63% decrease in orders and 10% decrease in traffic could be due to increased average cost of two from last week. | **-10%** | * Decreased by 10%, impacting noticeably on the orders. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Comparison between 7/16/2019 and 7/9/2019 (same day)** | | | | | | **Facebook** | **YouTube** | **Twitter** | **Others** | **Total** | | -10% | -10% | -10% | -10% | -10% | | **-59%** | |  |  |  |  | | --- | --- | --- | --- | | **L2M** | **M2C** | **C2P** | **P2O** | | **10%** | 40% | 73% | 84% |  |  |  |  | | --- | --- | --- | | **Average Cost for two** | **7/16/2019** | **7/9/2019** | | **458** | 388 |   L2M conversion is low 10% as the average cost of two was elevated at 458. | **63% decrease in orders and 10% decrease in traffic could be due to increased average cost of two from last week.** |
| 23-07-2019  Tuesday | **+135%** | * On 16-07-2019, the number of orders decreased by 63% as the average cost for two was elevated at 458. This reduced causing the number of orders to increase by 135 % today. | **+3%** | * Slightly increased but mostly stable at 3%. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Comparison between 7/23/2019 and 7/16/2019 (same day)** | | | | | | **Facebook** | **YouTube** | **Twitter** | **Others** | **Total** | | 3% | 3% | 3% | 3% | 3% | | **+128%** | |  |  |  |  | | --- | --- | --- | --- | | **L2M** | **M2C** | **C2P** | **P2O** | | **24%** | 40% | 75% | 78% |      |  |  |  | | --- | --- | --- | | **L2M** | **7/23/2019** | **7/16/2019** | | **24%** | **10%** | | **On 16-07-2019, the number of orders decreased by 63% as the average cost for two was elevated at 458. This reduced causing the number of orders to increase by 135 % today.** |
| 11-08-2019  Sunday | **-54%** | * 54% decrease in orders could be likely due to increased average packaging charges when compared to last week. | **No change (0%)** | * Stable from last week. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Comparison between 8/11/2019 and 8/4/2019 (same day)** | | | | | | **Facebook** | **YouTube** | **Twitter** | **Others** | **Total** | | 0% | 0% | 0% | 0% | 0% | | **-54%** | |  |  |  |  | | --- | --- | --- | --- | | **L2M** | **M2C** | **C2P** | **P2O** | | 22% | 33% | **33%** | 74% |  |  |  |  | | --- | --- | --- | | **Average Packaging charges** | **8/11/2019** | **8/4/2019** | | **29** | 22 |     C2P is down by 33% due to high average packaging charges of 29. | **54% decrease in orders could be likely due to increased average packaging charges when compared to last week.** |
| 18-08-2019  Sunday | **+107%** | * Increased average packaging charges from last week was decreased, leading to 107% increase in overall number of orders. | **+3%** | * Slightly increased by stable at 3%. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Comparison between 8/18/2019 and 8/11/2019 (same day)** | | | | | | **Facebook** | **YouTube** | **Twitter** | **Others** | **Total** | | 3% | 3% | 3% | 3% | 3% | | **+100%** | |  |  |  |  | | --- | --- | --- | --- | | **L2M** | **M2C** | **C2P** | **P2O** | | 21% | 33% | **65%** | 78% | | **Increased average packaging charges from last week was decreased, leading to 107% increase in overall number of orders.** |
| 14-09-2019  Saturday | **-54%** | * Increased out of stock items per restaurant lead to the lower number of orders. | **-5%** | * Slightly decreased by 5%, partially impacting the number of orders. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Comparison between 9/14/2019 and 9/7/2019 (same day)** | | | | | | **Facebook** | **YouTube** | **Twitter** | **Others** | **Total** | | -5% | -5% | -5% | -5% | -5% | | **-51%** | |  |  |  |  | | --- | --- | --- | --- | | **L2M** | **M2C** | **C2P** | **P2O** | | **21%** | **15%** | 67% | 74% |   *Out of stock Items per restaurant (9/14/2019) - 64* | **Increased out of stock items per restaurant lead to the lower number of orders.** |
| 21-09-2019  Saturday | **+112%** | * The previous week, out of stock items were significantly high causing the orders to decrease; however, it resolved this week, leading to the increase in number of orders. | **-1%** | * Slightly decreased by 1%. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Comparison between 9/21/2019 and 9/14/2019 (same day)** | | | | | | **Facebook** | **YouTube** | **Twitter** | **Others** | **Total** | | -1% | -1% | -1% | -1% | -1% | | **+114%** | |  |  |  |  | | --- | --- | --- | --- | | **L2M** | **M2C** | **C2P** | **P2O** | | 20% | **34%** | 65% | 75% |   *Out of stock Items per restaurant (9/14/2019) - 64*  *Out of stock Items per restaurant (21/14/2019) - 3*7. | **The previous week, out of stock items were significantly high causing the orders to decrease; however, it resolved this week, leading to the increase in number of orders.** |
| 09-10-2019  Wednesday | **+22%** | * The reduction in average cost for two from last week, slightly increased the number of orders and overall conversion rate. | **-4%** | * Slightly decreased by 1%. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Comparison between 10/9/2019 and 10/2/2019 (same day)** | | | | | | **Facebook** | **YouTube** | **Twitter** | **Others** | **Total** | | -4% | -4% | -4% | -4% | -4% | | **+27%** | |  |  |  |  | | --- | --- | --- | --- | | **L2M** | **M2C** | **C2P** | **P2O** | | 26% | 40% | **77%** | 84% |  |  |  |  |  | | --- | --- | --- | --- | | **L2M** | **M2C** | **C2P** | **P2O** | | 24% | 40% | **70%** | 79% |  |  |  |  | | --- | --- | --- | | **Average Cost for two** | **10/9/2019** | **10/2/2019** | | **366** | 380 | | **The reduction in average cost for two from last week, slightly increased the number of orders and overall conversion rate.** |
| 21-10-2019  Monday | **+32%** | * Increase in traffic by 9% increased the number of orders. | **+9%** | * Increased by 9%, impacting the number of orders. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Comparison between 10/21/2019 and 10/14/2019 (same day)** | | | | | | **Facebook** | **YouTube** | **Twitter** | **Others** | **Total** | | 9% | 9% | 9% | 9% | 9% | | **+21%** | |  |  |  |  | | --- | --- | --- | --- | | **L2M** | **M2C** | **C2P** | **P2O** | | 25% | 42% | 74% | 84% | | **As traffic increased, number of orders increased.** |
| 09-11-2019  Saturday | **+26%** | * Increase in traffic by 7% increased the number of orders. | **+7%** | * Increased by 7%, impacting the number of orders. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Comparison between 11/9/2019 and 11/2/2019 (same day)** | | | | | | **Facebook** | **YouTube** | **Twitter** | **Others** | **Total** | | 7% | 7% | 7% | 7% | 7% | | **+18%** | |  |  |  |  | | --- | --- | --- | --- | | **L2M** | **M2C** | **C2P** | **P2O** | | 21% | 35% | 68% | 80% | | **As traffic increased, number of orders increased.** |
| 17-11-2019  Sunday | **-57%** | * Increased out of stocks lead to the decrease in traffic and number of orders. | **-7%** | * Slightly decreased by 7%, impacting on the number of orders. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Comparison between 11/17/2019 and 11/10/2019 (same day)** | | | | | | **Facebook** | **YouTube** | **Twitter** | **Others** | **Total** | | -7% | -7% | -7% | -7% | -7% | | **-54%** | |  |  |  |  | | --- | --- | --- | --- | | **L2M** | **M2C** | **C2P** | **P2O** | | 21% | **14%** | 71% | 77% |  |  |  | | --- | --- | | **Out of stock Items per restaurant** | | | **11/17/2019** | **112** | | **11/10/2019** | 34 | | **Increased out of stocks lead to the decrease in traffic and number of orders.** |
| 24-11-2019  Sunday | **+135%** | * Last week, increased out of stocks lead to the decrease in traffic and number of orders; however, this resolved causing the number of orders to increase by 135%. | **+5%** | * Slightly increased by 5%. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Comparison between 11/24/2019 and 11/17/2019 (same day)** | | | | | | **Facebook** | **YouTube** | **Twitter** | **Others** | **Total** | | 5% | 5% | 5% | 5% | 5% | | **+124%** | |  |  |  |  | | --- | --- | --- | --- | | **L2M** | **M2C** | **C2P** | **P2O** | | 21% | 34% | 66% | 76% |  |  |  | | --- | --- | | **Out of stock Items per restaurant** | | | **11/17/2019** | **112** | | **11/24/2019** | 34 | | **Last week, increased out of stocks lead to the decrease in traffic and number of orders; however, this resolved causing the number of orders to increase by 135%.** |
| 01-12-2019  Sunday | **+21%** | * Usual increase in orders as it is a weekend. | **+1%** | * Slight increase in traffic as it is a weekend. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Comparison between 12/1/2019 and 11/24/2019 (same day)** | | | | | | **Facebook** | **YouTube** | **Twitter** | **Others** | **Total** | | 1% | 1% | 1% | 1% | 1% | | **+20%** | |  |  |  |  | | --- | --- | --- | --- | | **L2M** | **M2C** | **C2P** | **P2O** | | 22% | 34% | 70% | 81% | | **Usual increase in orders as it is a weekend.** |
| 22-12-2019  Sunday | **+21%** | * Usual increase in orders as it is a weekend. | **No change (0%)** | * Stable traffic from the previous week. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Comparison between 12/22/2019 and 12/15/2019 (same day)** | | | | | | **Facebook** | **YouTube** | **Twitter** | **Others** | **Total** | | 0% | 0% | 0% | 0% | 0% | | **+21%** | |  |  |  |  | | --- | --- | --- | --- | | **L2M** | **M2C** | **C2P** | **P2O** | | 21% | 36% | 65% | 80% | | **Usual increase in orders as it is a weekend.** |

**ADDITIONAL INSIGHTS: -**

* Menu to Cart conversion is inversely proportional to the number of items out of stock per restaurant; i.e, when there are more items out of stock in a restaurant, M2C conversion is low, leading to low overall orders.

* Payment to Order conversion is relatively less when the average delivery charge is high.

* Also, lower the average delivery charge, higher the overall conversion percentage.

* Higher the average cost for two, lower the overall conversion rate.

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