**INSIGHTS FROM SWIGGY DATA – 2019**

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| **Date** | **Drop/Hike** | **Reason** |
| 10-01-2019 | Drop traffic | On this day, a drop in traffic was observed. A significant drop in traffic was seen from the Facebook app. Twitter |
| 17-01-2019 | Hike in traffic | 106% rise in traffic is the reason. Facebook traffic increased a lot. |
| 21-01-2019 | Hike in conversion | M2C saw a hike due to an increase in no of images per restaurant. C2P increased due to a decrease in average cost for two. |
| 22-01-2019 | Hike in traffic | 77% hike in traffic. Twitter observed increase in traffic and hike in Facebook’s traffic. |
| 29-01-2019 | Drop | A significant drop in traffic from Twitter and Facebook. Funnel fluctuated(drop) at L2M part, as drop-in count of restaurants and average discount was seen this day. |
| 31-01-2019 | Hike in conversion | L2M saw a hike due to an increase in the average discount offered. M2C hiked due to an increase in avg cost for two. |
| 05-02-2019 | Hike | 115% increase in conversion. L2M conversion hiked. More restaurants are available |
| 19-02-2019 | Drop in conversion | Dip In the conversion of orders. M2C decreased comparatively, Avg delivery charges and packing charges were high this day |
| 26-02-2019 | Hike in conversion | 116% increase in conversion because of 145% hike in M2C. Number of images per restaurant was significantly higher. Out-of-stock items per restaurant also dec. |
| 28-02-2019 | Hike in conversion | L2M hiked due to an increase in the count of restaurants and avg discounts. Traffic also increased from all sources this day |
| 02-03-2019 | Drop in conversion | Drop in C2P conversion. The proof is that the average delivery charge and the average cost for 2 were significantly high. |
| 09-03-2019 | Hike in conversion | Hike in C2P conversion. Majorly Avg delivery charge was lesser and avg cost for 2 was also a little less this day |
| 19-03-2019 | Drop in conversion | P2O conversion decreased a lot these days and the proof is a drastic reduction in successful payments |
| 24-03-2019 | Hike in conversion and traffic | M2C increased due to no. of images per restaurant increased and avg discount for two decreased this day. Traffic was also more than the previous week from all sources |
| 26-03-2019 | Hike in conversion | Because conversion increased at P2O. Payment success rate significantly inc |
| 04-04-2019 | Drop | Drop in the conversion of orders. Funnel was impacted most at M2C. Also no of images per restaurant dec |
| 11-04-2019 | Hike | 102% hike in conversion, due to a 94% hike in the M2C part majorly. Avg dis was high, aslo the of images per restaurant was high. Avg dis was significantly high |
| 12-04-2019 | Drop in conversion | L2M dipped due to a reduction in avg discount and M2C dipped due to reduction in no of images per restaurant. Also dip in traffic from sources was observed as well. |
| 14-04-2019 | Hike in traffic | Traffic increased from all sources. No of images per restaurant increased. |
| 18-04-2019 | Hike in conversion | Hike in M2C due to an increase in no of images per restaurant, decrease in out-of-stock items, and decrease in average cost for two. |
| 19-04-2019 | Hike in traffic and conversion | Hike in traffic also observed from all sources. M2C hiked. No. of images per restaurant increased this day. Decrease was also seen in avg cost for two |
| 25-04-2019 | Drop in conversion | m2c dropped due to lesser avg dis and no of images per restaurant. Also avg cost for 2 was high this day |
| 20-06-2019 | Drop in traffic | 53% drop in traffic. 53% drop in traffic from all platforms. |
| 27-06-2019 | Hike in traffic | 119% hike in traffic this day. 119% hike of traffic from all platforms |
| 16-07-2019 | Drop in conversion | Dip in L2M. Avg cost for 2 and avg delivery charges increased. |
| 23-07-2019 | Hike in conversion | Hike in L2M part of the funnel. Higher discount was offered this day. |
| 11-08-2019 | Drop | A drop of conversion at C2P part of the funnel. Avg packing charges and avg cost for 2 increased significantly |
| 18-08-2019 | Hike | Hike in conversion at the C2P part of the funnel. Average packaging charges were significantly low. |
| 14-09-2019 | Drop in conversion | M2C dropped significantly. Out-of-stock items were a lot this day. |
| 21-09-2019 | Hike in conversion | M2C hike of 130%. Out-of-stock items were a lot lesser. |
| 09-10-2019 | Hike in conversion | C2P hiked due to a dip in avg cost for two. |
| 21-10-2019 | Hike in conversion and traffic | A hike in traffic was observed from all sources. A hike was also observed in M2C part of the funnel as avg discount was increased this day. |
| 09-11-2019 | Hike in traffic and in conversion | Traffic increased from all sources. A hike in P2O was observed and it's evident from the increase in the success rate of payments. C2P also hiked due to a dip in average packing charges. M2C also hiked due to a dip in avg cost for two. |
| 17-11-2019 | Drop in conversion | Drop in M2C. Hike in out-of-stock items. |
| 24-11-2019 | Hike in conversion | Hike of 150% in M2C. Out-of-stock Items were significantly fewer this day |
| 01-12-2019 | Hike in conversion | Hike in C2P, and P2O. A significant drop in avg packaging charges. |
| 22-12-2019 | Hike in conversion | M2C hiked remarkably. proof- no of images per restaurant increased significantly |

**Note** – Used data from ‘Supporting Data’ sheet and ‘Channel wise traffic’ sheet, through a dashboard for extracting reasons for hikes/drops.