

**BUSINESS REPORT REVIEW-2019**

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| SL  No | DATE | ORDER  DROP | TRAFFIC  FLUCTUATION | OVERALL  CONVERSION | KEY FACTORS (when compared with last week data) | REASON(when compared with last week data) |
| 01 | 10-01-2019  V/S  03-01-2019 | -45% | -49% | 7% | 1.Facebook, YouTube, Twitter wise traffic decreased  2.Average cost for two has increased by 7% | 1.Channels came up with less traffic compared to last week, therefore there was huge drop in orders.  2.Increase in Average cost for 2 also compliments the order drop. |
| 02 | 29-01-2019  V/S  22-01-2019 | -72% | -40% | -52% | 1.Facebook, Twitter and others wise traffic decreased  2.Average package charges increased by 29.4%  3.L2M has decreased by 53%  4.Count of restaurants decreased by 28%. | 1.L2M is decreased due to No of closed restaurants. As the customer favorite hotels were closed the orders were dropped in listing level.  2.Some of the orders were dropped at C2P due to increased packing charges. |
| 03 | 19-02-2019  V/S  12-02-2019 | -56% | -4% | -54% | 1.M2C 56% decreased.  2.Packing charges increased by 11%. 3.delivery charges increased by 16%. | 1.Due to out of stock of favorite foods menu to cart orders have dropped  2.Some % of orders dropped due to  Increased packing and delivery charges. |
| 04 | 02-03-2019  V/S  23-02-2019 | -38% | 8% | -42% | 1.C2P decreased by 49%  2.Delivery charges are doubled  3.Average cost for 2 is increased by 10% | 1.As there is highest surge in delivery charges and food price the orders were dropped in cart level only. |
| 05 | 19-03-2019  v/s  12-03-2019 | -46% | 2% | -47% | 1.P2O decreased by 51%  2.Success rate of payment decreased by 28% | 1.The app faced issue in payment, where it lost almost 50% of the orders at payment level. |
| 06 | 04-04-2019  v/s  28-03-2019 | -52% | 3% | -53% | 1.M2C decreased by 48%  2.Average discount decreased by 41%  3.C2P decreased by 8%  4.P2O decreased by 7% | 1.Low discounts led to order drop in Menu to Order Funnels. |
| 07 | 12-04-2019  v/s  05-04-2019 | -27% | -9% | -20% | 1.Traffic collected from the channels were decreased. | 1.Decreased traffic leads to decreased order. |
| 08 | 25-04-2019  v/s  18-04-2019 | -39% | 0% | -39% | 1.M2C decreased by 43%  2.Average discount was reduced by 41% | 1.Low discounts led to order drop in Menu to Cart Funnel |
| 09 | 20-06-2019  v/s  13-06-2019 | -54% | -53% | -3% | 1.Traffic was reduced by 52% | 1. Traffic management strategies weren’t implemented properly. |
| 10 | 16-07-2019  v/s  09-07-2019 | -63% | -10% | -59% | 1.Average food charges for 2 has been increased by 18%  2.L2M decreased by 20% | 1.Due to over pricing of food, most of the orders are dropped in listing to menu funnel. |
| 11 | 11-08-2019  v/s  04-08-2019 | -54% | 0% | -54% | 1.Average packing charge increased by 31%, C2P decreased by 95%  2.No of images by restaurant has been decreased by 20% | 1. Due to high surge in packing charges, orders were dropped at payment level.  2.Less picture attraction have also lost some orders. |
| 12 | 14-09-2019  v/s  07-09-2019 | -54% | -5% | -51% | 1.Out of stock items increased by 88%. M2C decreased by 55%  2.Average packing charges increased by 18%  3.Average delivery charges increased by 15% | 1.Due to out-of-stock items, orders were dropped at menu to cart level. |
| 13 | 17-11-2019  v/s  10-11-2019 | -57% | -7% | -54% | 1.Out of stock items increased by 220%.M2C decreased by 56% | 1. Due to out-of-stock items, orders were dropped at menu to cart level. |

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| SL  No | DATE | ORDER  HIKE | TRAFFIC  FLUCTUATION | OVERALL  CONVERSION | INSIGHTS (when compared with last week data) | REASON (when compared with last week data) |
| 01 | 17-01-2019  V/S  10-01-2019 | 106% | 110% | -2% | 1.There is high surge in traffic fluctuation.  2.There is decrease in packing charges and average food cost by 13% and 8% respectively. | 1.When there is high push in the traffic section, and decrease in food and packing prices, orders get increased. |
| 02 | 21-01-2019  V/S  14-01-2019 | 23% | 5% | 17% | 1.No of food images by hotel increased by 19%  2.M2C and C2P numbers increased.  3.Traffic percentage has gradually increased by 5% | 1.Food images attracts the more customers. Therefore, we can see the order numbers passing through Menu, cart, payment has been increased.  2.The traffic percentage also contributed 5% to the order hike. |
| 03 | 22-01-2019  v/s  15-01-2019 | 85% | 77% | 5% | 1.Facebook and twitter contribution towards order hike is 77% and 747%  2.There is 6% decrease in hotel count. | 1.The campaign done from Facebook and twitter gave best results in bringing customers and create traffic.  2.Due to decrease in hotel counts, customer couldn’t order their favorite cuisines.  3.Even though the traffic is high the conversion rates are not much considerable. |
| 04 | 31-01-2019  v/s  24-01-2019 | 20% | 1% | 19% | 1.Average delivery charges and food cost decreased by 14% and 10% respectively. | 1.As there is a decrease in delivery charges and food cost, the orders were increased in menu, cart, payment, and order funnels |
| 05 | 05-02-2019  v/s  29-01-2019 | 115% | 0% | 115% | 1.Restaurant count increased by 49%  2.No of images per restaurant are also increased a bit | 1.As there are multiple options to choose, the listing to order funnels are filled with orders with minimal % of drop. |
| 06 | 26-02-2019  v/s  19-02-2019 | 120% | 2% | 116% | 1.There is 14% increase in images per restaurant  2.M2C increased by 140% | 1.Food images attracted customers to add food from menu to cart and order the food. |
| 07 | 28-02-2019  v/s  21-02-2019 | 22% | 8% | 13% | 1.There is 2% increase in FB and YT contribution to the traffic. | 1.Due to increase in traffic there are more push towards order change |
| 08 | 09-03-2019  v/s  02-03-2019 | 102% | 0% | 102% | 1.There is 5% increase in restaurant counts.  2.There is huge drop in delivery charges (50%) | 1.As there are some restaurants added up with 50% dropped delivery charges.  We can see 115% rise in cart to payment funnels. |
| 09 | 24-03-2019  v/s  17-03-2019 | 22% | 6% | 15% | 1.Average food cost reduced by 8%.  2.We can see the traffic has increased by 6% | 1.Due to reduced average food costs and little increase in traffic there is reasonable increase in order rate. |
| 10 | 26-03-2019  v/s  19-03-2019 | 78% | -5% | 87% | 1.There is huge increase in P2O by 117%.  2. Average cost for food is decreased by 9%.  3.Payment success is increased by 44%. | 1.Due to Payment success increased there is huge difference in order rate when compared with last week.  2.Decrease in average food price also contributed to increasing the order rate. |
| 11 | 11-04-2019  v/s  04-04-2019 | 92% | -7% | 107% | 1.There is 80% increase in discount coupons.  2.10% increase in C2P. | 1.As there is increased discount, the orders are more hiked in cart to payment funnel. |
| 12 | 14-04-2019  v/s  07-04-2019 | 28% | 8% | 19% | 1.There is slight increase in traffic.  2.No of food images has been increased. | 1. When compared to last week, there is slight increase in traffic and in food images have led to considerable amount of order rise. |
| 13 | 18-04-2019  v/s  11-04-2019 | 73% | 11% | 57% | 1.There is 71% increase in M2C.  2.There is 61% increase in discount and 6% decrease in average food cost | 1.As there is decrease in food cost and increase in discount orders are hiked in M2C and further next funnels. |
| 14 | 19-04-2019  v/s  12-04-2019 | 25% | 7% | 16% | 1.There is 7% increase in traffic.  2.2% decrease in average food cost  3.Decrease in delivery cost and increased discount of 5%. | 1.Due to decrease in food cost, delivery cost and 5% increased discount and traffic.  There is 25% increased order rate. |
| 15 | 27-06-2019  v/s  20-06-2019 | 115% | 119% | -2% | 1.119% increase in traffic.  2.increase in restaurant count by 5%  3.Increased discount and decreased packing charges and average food cost | 1.Due to large increase in traffic there is huge order rate for this day.  2.Other factors like discount, packing charges and average food cost has changed in small amount which overall contributed for the order hike. |
| 16 | 23-07-2019  v/s  16-07-2019 | 135% | 3% | 138% | 1.There is huge decrease in food cost (Rs 76 less compared to last week)  2.11% increased food discount | 1.Due to lesser food price and more food discount there is huge order surge of 135% |
| 17 | 18-08-2019  v/s  11-08-2019 | 107% | 3% | 100% | 1.C2P increased by 96%.  2.Average packing charges came down by 31%. | 1.As there is decreased packing charges, there are orders hike from cart to payment funnel. |
| 18 | 21-09-2019  v/s  14-09-2019 | 112% | -1% | 114% | 1. M2C increased.  2.Out of stock foods decreased by 64% | 1.As the out of stocks foods decreased, gradually the orders from menu to cart got increased. |
| 19 | 09-10-2019  v/s  02-10-2019 | 22% | -4% | 27% | 1.Average food cost decreased by 3%  2.No of food images increased by 13% | 1.increased No of images attracted many customers  2.Average food cost price also complimented the little order hike when compared with last week same day. |
| 20 | 21-10-2019  v/s  14-10-2019 | 32% | 9% | 21% | 1.There is light increase in discount.  2.The traffic has been increased. | 1.Due to increase in traffic and discount increase the order rate has been increased. |
| 21 | 09-11-2019  v/s  02-11-2019 | 26% | 7% | 18% | 1. There is light increase in discount and decreased delivery cost.  2.The traffic has been increased. | 1.Due to increase in traffic and discount increase the order rate has been increased |
| 22 | 24-11-2019  v/s  17-11-2019 | 135% | 5% | 124% | 1.There is 70% decrease in out-of-stock items. | 1.As there are less out-of-stock, favorite food are ordered and can see increase in M2C. |
| 23 | 1-12-2019  v/s  24-11-2019 | 21% | 1% | 20% | 1.There is slight increase in traffic by 1% | 1.As there is increase in traffic and other factors were almost same. |
| 24 | 21-12-2019  v/s  14-12-2019 | 21% | 0% | 21% | 1.Average food cost has been decreased by 10%. |  |

HYPOTHESIS

1. Order Fluctuations:

Null Hypothesis (H0): There is no significant change in the number of orders.

Alternative Hypothesis (H1): The number of orders has significantly increased or decreased.

1. Traffic Fluctuations:

Null Hypothesis (H0): There is no significant change in traffic compared to the same day last week.

Alternative Hypothesis (H1): Traffic has significantly increased or decreased.

1. Overall Conversion Fluctuations:

Null Hypothesis (H0): Overall conversion remains constant.

Alternative Hypothesis (H1): Overall conversion has significantly increased or decreased.

1. Smaller Conversions (L2M, M2C, C2P, P2O) Fluctuations:

Null Hypothesis (H0): Smaller conversions remain constant.

Alternative Hypothesis (H1): One or more smaller conversions have significantly increased or decreased.