

03/10/2024

# Retail Analytics for Freshco Hypermarket

Excel Project

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PRESENTED TO  
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# Agenda

**SkilloVilla**

- 3 Completion Rate Analysis
- 6 Slot Level Analysis
- 7 Customer-Level Analysis
- 9 Delivery Level Analysis
- 10 Project Summary

# COMPLETION RATE ANALYSIS

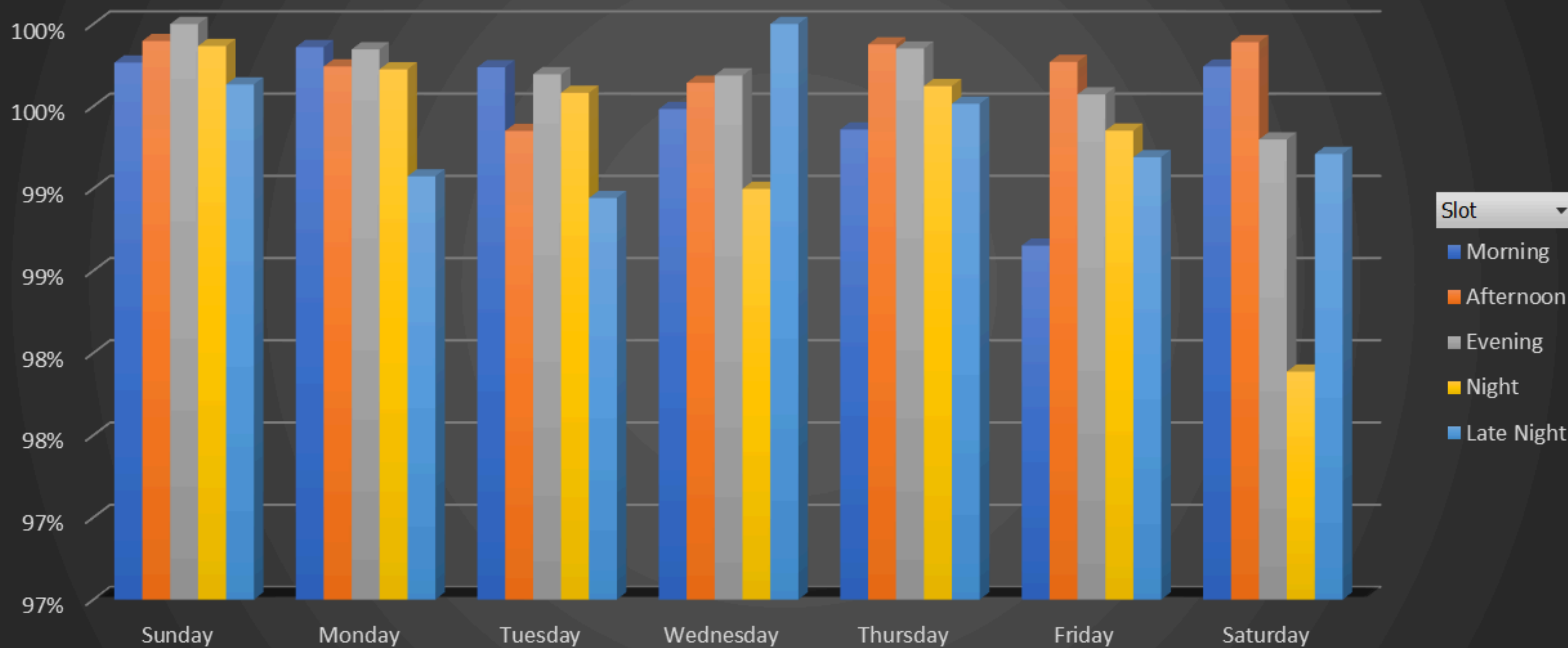
COMPLETION RATE	
Row Labels	Count of Order ID
YES	99.55%
NO	0.45%
Grand Total	100%
COMPLETION RATE	100%

OVERALL DELIVERY TIME	3:43:07 AM
OVERALL ORDER TO ARRIVAL TIME	8:29:56 AM
OVERALL ARRIVAL TO PICKUP TIME	1:44:56 AM
OVERALL PICKUP TO DELIVERY TIME	11:27:14 AM

AGGREGATED LTV	
Row Labels	Average of LTV
Facebook	349.06
Google	363.05
Instagram	322.85
Offline Campaign	346.72
Organic	343.86
Snapchat	363.52
Grand Total	348.9301144

Average of Order Status

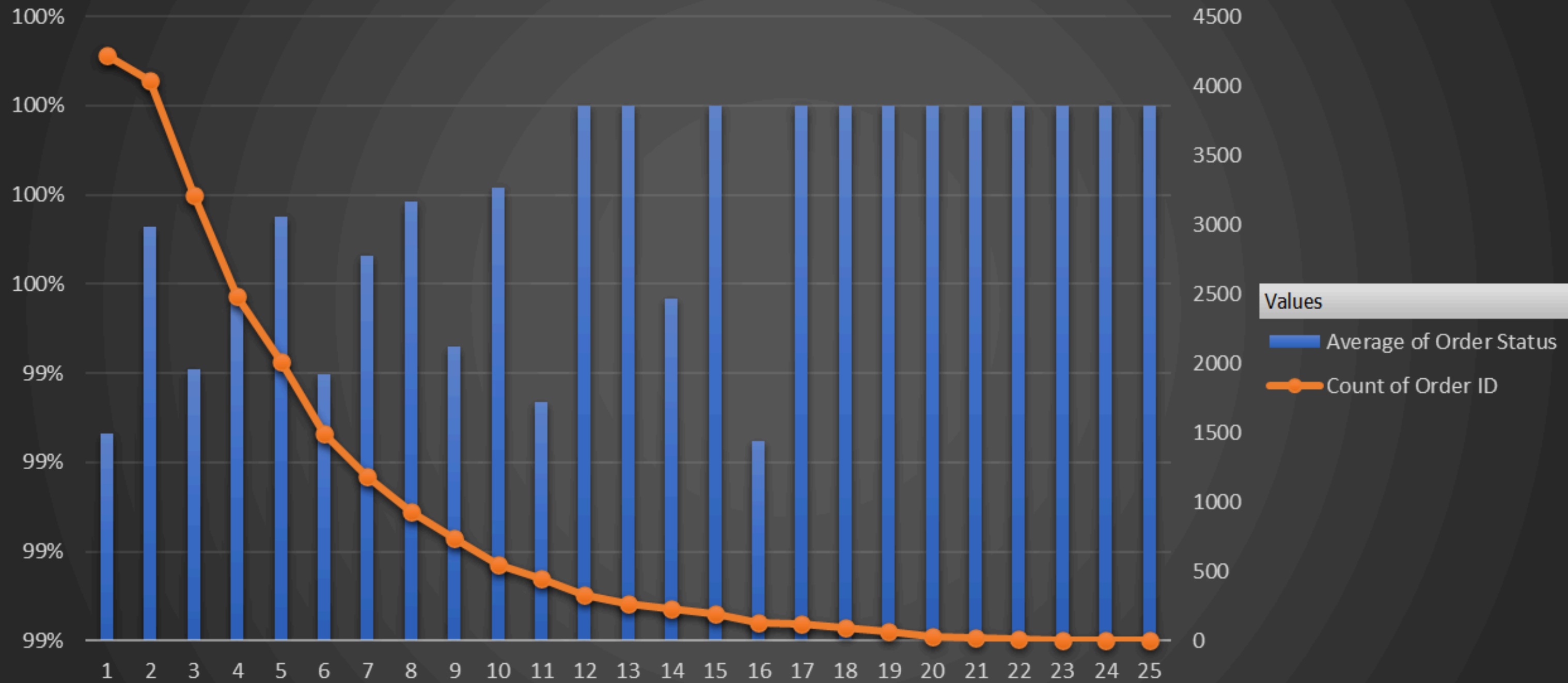
## Completion Rate at Slot vs Day of the Week



Day of the Week ▼

Average of Order Status    Count of Order ID

## Completion Rate Based on Number of Products Ordered



No. of Products ▼

# SLOT LEVEL ANALYSIS

SLOT LEVEL ANALYSIS	Order Distribution at SLOT and DELIVERY AREA level.	
Row Labels	Count of Order ID	Sum of Revenue
Morning	5389	1,801,056
Afternoon	5924	2,090,212
Evening	4712	1,631,076
Night	5209	1,571,915
Late Night	1589	400,427
Grand Total	22823	7,494,686

SLOT & MONTH LEVEL ANALYSIS	Delivery Charges as a Percentage of Product Amount at Slot and Month Level								
Average of Delivery Percentage	Column Label								
Row Labels	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Morning	10.82%	10.10%	8.51%	7.91%	4.92%	4.73%	5.06%	2.78%	1.89%
Afternoon	9.33%	7.77%	7.53%	7.81%	4.89%	5.16%	4.33%	2.59%	1.73%
Evening	10.22%	8.69%	8.35%	7.99%	5.64%	5.38%	5.14%	2.22%	1.71%
Night	10.82%	10.04%	8.89%	9.44%	6.50%	6.37%	6.69%	2.83%	2.17%
Late Night	15.91%	16.95%	15.92%	15.61%	4.42%	12.68%	12.92%	7.73%	5.59%

# CUSTOMER LEVEL ANALYSIS

Aggregated LTV at Customer Acquisition Source Level		
Row Labels	Count of User ID	Sum of LTV
Organic	6680	2,296,992.00
Google	5348	1,941,601.00
Offline Campaign	2862	992,309.00
Snapchat	2531	920,066.00
Facebook	2618	913,843.00
Instagram	2784	898,821.00
Grand Total	22823	7,963,632.00

Average Revenue at Customer Acquisition Source Level		
Row Labels	Count of User ID	Average of Revenue
Snapchat	2531	344
Google	5348	343
Facebook	2618	328
Offline Campaign	2862	326
Organic	6680	324
Instagram	2784	301
Grand Total	22823	328.38

Aggregated LTV at Acquisition Month Level		
Row Labels	Count of User ID	Sum of LTV
Jan-2021	1606	589,675.00
Feb-2021	1663	610,776.00
Mar-2021	2185	772,457.00
Apr-2021	2477	931,572.00
May-2021	2465	990,513.00
Jun-2021	2647	963,495.00
Jul-2021	2645	953,434.00
Aug-2021	2904	938,723.00
Sep-2021	4231	1,212,987.00
Grand Total	22823	7,963,632.00

Average Revenue at Acquisition Month Level		
Row Labels	Count of User ID	Average of Revenue
Jan-2021	1606	331
Feb-2021	1663	334
Mar-2021	2185	324
Apr-2021	2477	346
May-2021	2465	381
Jun-2021	2647	345
Jul-2021	2645	340
Aug-2021	2904	312
Sep-2021	4231	280
Grand Total	22823	328.38

# CUSTOMER LEVEL ANALYSIS

Completion Rate at SOURCE Level		
Row Labels	Average of Order Status	Count of User ID
Organic	100%	6680
Google	100%	5348
Offline Campaign	99%	2862
Instagram	99%	2784
Facebook	100%	2618
Snapchat	100%	2531
Grand Total	100%	22,823.00

Order Rating across Slots, No. of Products, Delivery Charges, Discount.						
Count of User ID	Column Labels					
Row Labels	Morning	Afternoon	Evening	Night	Late Night	Grand Total
(blank)	1279	1439	1151	1354	497	5720
1	37	35	39	45	15	171
2	17	19	13	17	7	73
3	51	74	49	55	19	248
4	290	284	233	264	56	1127
5	3715	4073	3227	3474	995	15484
Grand Total	5389	5924	4712	5209	1589	22823



# DELIVERY LEVEL ANALYSIS

Average Overall Delivery Time at Slot Level	
Row Labels	Average of Delivery Time
Morning	12:25:04 AM
Afternoon	12:25:46 AM
Evening	12:25:32 AM
Night	12:22:31 AM
Late Night	12:17:29 AM
Grand Total	12:24:14 AM

Average Overall Delivery Time at Month and Weekday/Weekend Level										
Average of Delivery Time	Column Labels									
Row Labels	Jan-2021	Feb-2021	Mar-2021	Apr-2021	May-2021	Jun-2021	Jul-2021	Aug-2021	Sep-2021	Grand Total
Weekday	12:22:40 AM	12:19:22 AM	12:20:11 AM	12:27:22 AM	12:42:32 AM	12:22:55 AM	12:19:34 AM	12:22:37 AM	12:19:35 AM	12:23:48 AM
Weekend	12:21:10 AM	12:19:18 AM	12:20:33 AM	12:29:24 AM	12:48:30 AM	12:22:53 AM	12:20:32 AM	12:22:53 AM	12:19:38 AM	12:25:14 AM
Grand Total	12:22:10 AM	12:19:21 AM	12:20:17 AM	12:27:56 AM	12:44:35 AM	12:22:54 AM	12:19:52 AM	12:22:42 AM	12:19:36 AM	12:24:14 AM

# PROJECT SUMMARY

- Analyzed a real-world dataset from Freshco Hypermarket (Bangalore) focusing on order-level data from their 2021 home delivery service.
- Conducted four core analyses: Order-Level, Customer-Level, Delivery, and Completion Rate.
- Used advanced Excel functions and formulas to clean, process, and summarize data with 100% accuracy.
- Identified gaps in delivery performance and patterns in customer purchase behavior.
- Improved visibility into reasons behind incomplete or delayed orders.
- Delivered actionable insights that helped pinpoint operational inefficiencies.
- Recommendations supported increased order completion rate and improved customer satisfaction.