REPORT ON Freshco Hypermarket Capstone

❖ **BUSINESS METRICS**

➢ From the Business Metrics Calculations, we have acquired some important data such as
- Order Completion Rate
- Overall Delivery Time
- Overall Arrival to Pickup Time
- Overall Pickup to Delivery Time
- Customer LTV (Life Time Value)
- Acquisition Month and much more

➢ All these data are used for deep analysis. The Overall Completion Rate is 99.55%, meaning that almost all the orders are delivered or cancelled and not left out.

➢ From the data, we understood that the time taken to deliver the products takes more time, and the delivery partners spend less amount of time waiting in the shop for pickup. We have 3750 unique User IDs.

➢ We also calculated the Customer LTV (Life Time Value), which shows the Total Revenue generated per customer and from these data sets, we also formulated the Acquisition Month of each customer.

➢ From the data, we can identify that among all the 22823 orders, 17103 orders were completed successfully without cancellation, which gives us a success rate of **74.94%.**

❖ **ORDER LEVEL ANALYSIS**

➢ In the Order Level Analysis, we have carried out 5 important calculations with the help of the Pivot Table.

➢ **First - Order distribution at slot and delivery area level**. From this Analysis, we found that the majority of the orders were placed during the afternoon, generating a total revenue of over **2 million** and very few orders were placed at late night with a total revenue of 0.4 million.

➢ **Second - Areas having the highest increase in monthly orders**. We found that we have received the majority of the orders in HSR Layout, throughout the last 9 months, we have received a total of **15.6K** orders. Although it is high, we have other regions with more potential markets like ITI Layout, and Harlur. Because, from what we have noticed, from January and September, the increase in the order is just **59%.** Whereas, in the ITI Layout and Harlur, we have a significant increase of **71%** and **90%.**

➢ **Third - Delivery Charges as a Percentage of Product Amount at Slot and Month Level.** We can that the delivery charge percentage is decreasing gradually throughout the time. Also, the percentage is always high during Late Night when compared to others.

➢ **Fourth - Discount as a Percentage of Product Amount at Slot and Month Level.** From the data, we can clearly see that the discounts were given in very small amounts, but to increase business and to pull more customers, discounts were increased, and by August, the discounts were topped up to 20%.

SLOT & MONTH LEVEL ANALYSIS	Discount as a Percentage of Product Amount at Slot and Month Level								
Average of Discount Percentage	Column Labels								
Row Labels	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Morning	0.93%	1.13%	0.56%	0.68%	4.15%	1.70%	4.64%	20.86%	10.96%
Afternoon	1.04%	0.37%	0.89%	1.02%	4.78%	2.35%	4.84%	21.50%	10.46%
Evening	1.23%	0.43%	0.60%	0.61%	4.54%	1.86%	5.90%	20.60%	11.46%
Night	1.00%	0.80%	0.59%	0.90%	5.07%	1.89%	6.74%	22.11%	9.76%
Late Night	0.72%	0.59%	0.63%	0.59%	3.39%	1.93%	3.29%	12.77%	5.10%

➢ **Fifth - Discount as a Percentage of Product Amount at Drop Area and Slot Level.** On comparing the average discounts given, with respect to the delivery location and slot level, it is very clear that the majority of the discounts were given in Bilekhalli and Bellandur, Sakara. But when you take a look at the discount percentage of HSR Layout is less than 6%.

❖ COMPLETION RATE ANALYSIS

➢ **First - Completion Rate at SLOT vs Day of the Week.** As we have calculated the Completion Rate, we are now performing some analysis in Power Pivot, so firstly, upon analysis it with the slot and day of the week, except for Wednesday, Friday and Saturday, the remaining days have 100% completion rate and also, orders made during the afternoon and evening have completed.

➢ **Second - Completion Rate at Drop Area Level.** From the calculation, except for the 13 cities, we have a 100% completion rate on all orders from the remaining cities. Those cities are Whitefield, Cox Town, Bellandur, Marathahalli, Domlur, Viveka Nagar, Indiranagar, Bommanahalli, Manipal County, Bellandur, Bomannahali – MicoLayout, Koramangala and Kudlu.

➢ **Third - Completion Rate at No. of Products Ordered Level.** From the data, we identified customers ordering a single product and multiple products together with up to 25 items. But most of the customers ordered to purchase a single product/item. This is expressed in the form chart in the Excel sheet – Completion Rate Analysis.

➢ **Fourth - Completion Rate at Slot Level and No. Order ID.** Upon calculating this, out of the 22.8K orders, 5.9K orders were placed during the afternoon and almost 100% per cent of the orders were completed. The same goes for the orders made during the evening.

❖ CUSTOMER LEVEL ANALYSIS

➢ **First - Completion Rate at SOURCE Level.** Apart from the Instagram and Offline Campaign sources, all other sources have a 100% completion rate. Especially the Google and Organic sources are high and also have full completion rates.

➢ **Second - LTV for Every Customer/User.** We have calculated the Life Time Value of every order, but now in this analysis, we have calculated the overall LTV rate for every customer, as each customer's orders are different and no. of orders also differs. From this calculation, we can identify the type of customers.

➢ **Third - Aggregated LTV at Customer Acquisition Source Level.** From this Analysis, we have found the total number of users from different sources and from which, the sum of LTVs from these sources are also calculated. The results have proven that Google and Organic sources are the best as they have generated the maximum number of orders and LTVs. We can focus more on organic and Google promotions, as they are working out better than other sources.

➢ **Fourth - Aggregated LTV at Acquisition Month Level.** In this analysis, we have calculated the aggregated LTV at the customer acquisition month level. From this report, we can see a significant increase in the LTV from January to September of the year 2021. The sum of the LTV for September alone is 1.2 million, which is double the LTV of January.

➢ **Fifth - Average Revenue at Customer Acquisition Source Level.** In this analysis, we have identified the best source for generating revenue. The result shows that Snapchat and Google have generated the best average revenue.

- ➢ **Sixth - Average Revenue at Acquisition Month Level.** From this analysis, it is clear that the number of users has increased over the period but the average revenue is decreasing from the month of May, up until then, it was increasing steadily.
- ➢ **Seventh - Order Rating across Slots, No. of Products, Delivery Charges, Discount.** We have 4 different pivot tables as asked, and we found that the percentage for 5 Star ratings upon the Slots – Morning, Afternoon, Evening, Night and Late Night are almost the same. Also, the average amount of delivery charges and discounts are almost the same.

❖ **DELIVERY ANALYSIS**

- ➢ **First - Average Overall Delivery Time at Slot Level.** There are few cities with very few orders and high delivery time taken. This will create a bad impression among the customers of that region. We need to focus more on those cities to increase sales.
- ➢ **Second - Average Overall Delivery Time at Month and Weekday/Weekend Level.** The Average delivery time taken during the weekday and weekend are so close. This means that the orders are placed more on weekends, rather than weekdays.
- ➢ **Third - Average Overall Delivery Time at Slot Level.** The Average delivery time of Late Night is less than the remaining. This drastic difference is mainly because of traffic. This proves that the traffic plays a major role in delivering the products to the customers.
- ➢ **Fourth - Delivery Charges with Slot and Area Level.** The difference between the delivery charges for the late-night deliveries and the remaining slots is high. This difference is due to the time of the day the orders are taken and delivered.
- ➢ **Fifth - Delivery Time and Delivery Area.** This analysis shows the average time taken to deliver the products in each region. With this, we can identify the regions where we need to focus more on delivering products on time.