# BUSINESS REPORT :SWIGGY ANALYSIS

**(CAPSTONE)**

# INTRODUCTION

Swiggy, a prominent player in the rapidly evolving food e-commerce landscape, stands as one of the largest platforms facilitating the seamless delivery of meals to customers across the country. With an extensive reach and a diverse array of culinary options, Swiggy has become an integral part of the daily lives of millions of users. Daily, more than 1 million users actively engage with the platform, making transactions and enjoying the convenience of having their favorite meals delivered right to their doorsteps.

As the Growth and Strategy Analyst of Swiggy, it is imperative to delve into the performance metrics of the company, particularly focusing on the pivotal year 2019. By scrutinizing session details, analyzing traffic patterns, and delving into order dynamics, the goal is to unearth valuable insights that can steer strategic decisions and foster continuous growth. This report aims to provide a comprehensive overview of Swiggy's performance in 2019, shedding light on the intricacies of user sessions, traffic trends, and order dynamics to inform future strategies and enhance overall company performance.

# KEY FINDINGS:

**Summary:**

In the meticulous examination of our expansive dataset, a discerning approach was adopted, filtering values to consider only those above 20% and below -20%. This nuanced exploration aimed at extracting actionable insights into Swiggy's performance dynamics throughout the year 2019.

**1. Day-wise Trends:**

- On closer inspection, weekdays, particularly Thursdays, Tuesdays, and Mondays, emerged as days with lower performance indicators. Conversely, weekends and special occasion holidays witnessed a remarkable rise of up to 100-150% in various metrics.

**2. Platform-specific Traffic Analysis:**

- Notably, Facebook stood out as the primary driver of traffic, while Twitter exhibited the least traction. Weekends, especially Saturdays and Sundays, exhibited a substantial spike in both orders and traffic, with Facebook consistently dominating the platform landscape.

**3. Monthly Traffic Stability:**

- Across most months, the overall traffic exhibited stability, indicative of a consistent user engagement pattern. However, anomalies were observed in June and January, where a significant dip in traffic was recorded.

**4. Restaurant Metrics:**

- An intriguing trend emerged in September, showcasing a drastic increase in the number of restaurants. This surge could be attributed to the festive season, signifying a strategic alignment with national celebrations.

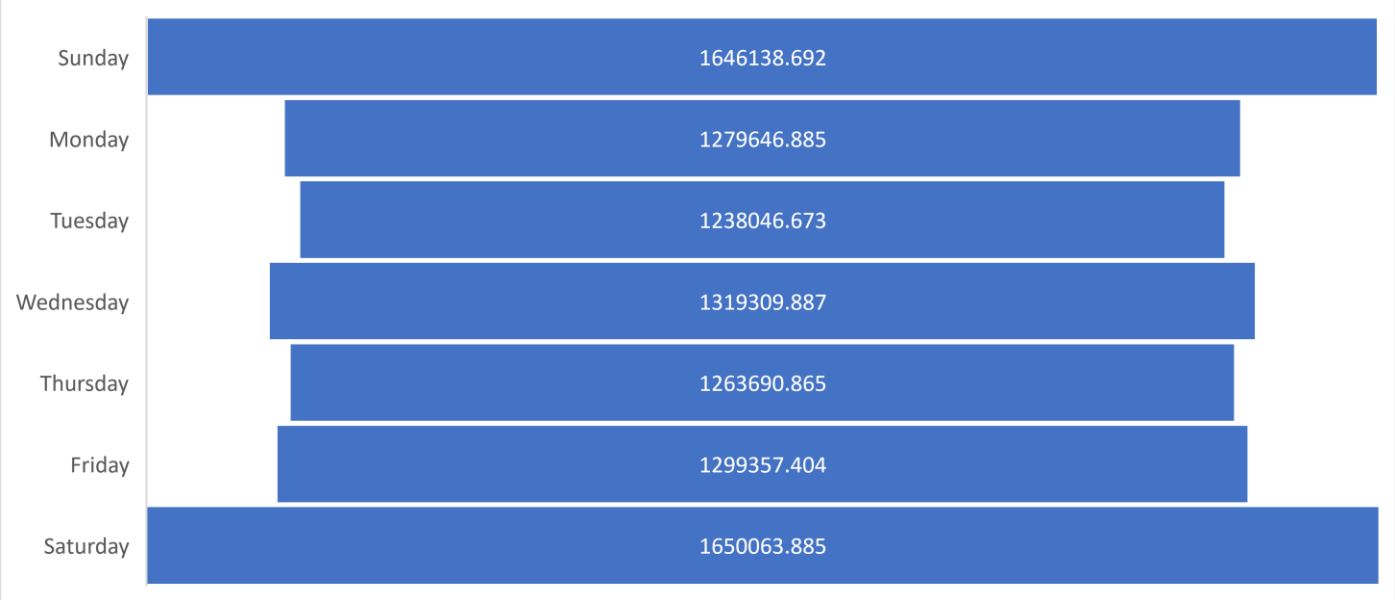
**5. Fluctuations in January and February:**

- Contrasting January's low restaurant count, February witnessed a notable spike, highlighting a potential shift or enhancement in restaurant partnerships.

**6. Order Loss Analysis:**

- Noteworthy is the impact of out-of-stock items and elevated packing and delivery fees, contributing significantly to order loss during specific months or quarters. Moreover, a discernible correlation emerged, suggesting user order cancellations during periods of elevated average meal costs.

## ORDER ANALYSIS INSIGHTS:




### 1. Order Trends:

- Saturdays and Sundays consistently record a higher volume of orders, in line with industry norms.

- Tuesdays and Thursdays exhibit lower order volumes, aligning with the typical mid-week lull.

### 2. Anomaly on Wednesdays:

- Wednesdays stand out with the highest number of orders among weekdays.

- Potential influencers include strategic discounts across the application or special promotions from specific

restaurants, such as the case with KFC outlets.

**3. Importance of Completion Rate:**

- The orders chart, while informative, lacks insights into the rate of completion.

- Completion rate, calculated as the ratio of successful deliveries to initiated orders, offers a more comprehensive

understanding of transaction outcomes.

**4. Factors Impacting Completion:**

- Analysis of completion rates considers factors like order cancellations, delivery delays, and unsuccessful

transactions.

- Identifying pain points in the user journey becomes essential for refining operational efficiencies.

**5. Holistic View with Overall Conversion:**

- Beyond completion rates, a focus on overall conversion provides insights from user engagement to successful

order fulfillment.

- Examining the end-to-end journey allows for targeted interventions, optimizing the conversion funnel.

**6. Operational Refinement:**

- A comprehensive approach positions Swiggy to refine operational strategies and enhance user experience.

- Insights from completion rates and overall conversion pave the way for targeted improvements in delivery

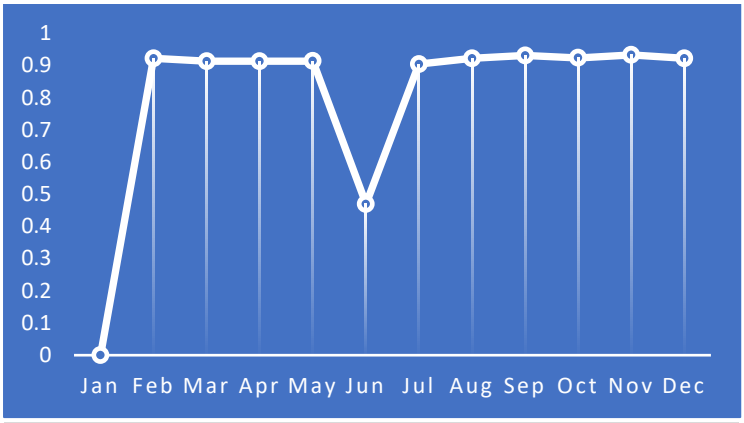
processes and customer satisfaction.

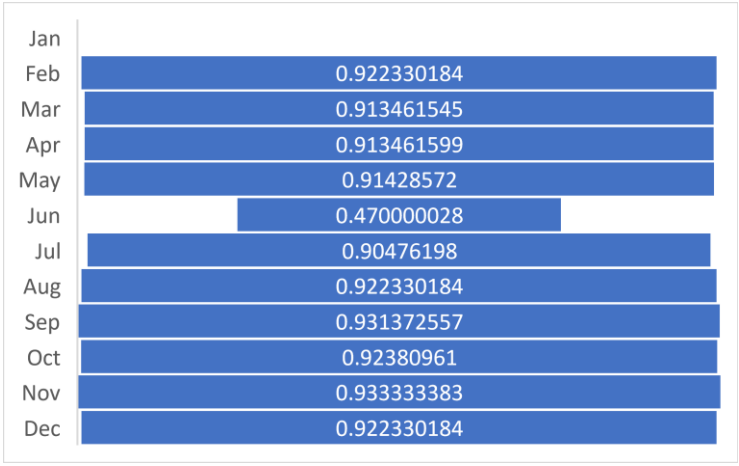
**7. Business Growth and Loyalty:**

- Beyond attracting orders, a seamless and satisfactory user journey fosters long-term loyalty.

- A focus on completion rates and overall conversion contributes to sustained business growth.

## TRAFFIC ANALYSIS:




**1. Monthly Traffic Fluctuations:**

- Significant traffic variations observed, with a spike in February and a dip in June.

- Weather conditions in certain areas may contribute to these fluctuations.

**2. Low Conversion Rates (< -20%):**

- Dates with conversion rates below -20% indicate consistently poor performance on Twitter.

- Facebook consistently drives maximum traffic during these periods.

**3. Traffic Analysis with >20% Conversion Rate:**

- Facebook emerges as the primary channel for maximum traffic on dates with an overall conversion rate exceeding 20%.

**4. Date-wise Traffic Dynamics - Min Channel vs. Max Traffic:**

- On multiple dates, Twitter consistently registers low conversion rates, while Facebook consistently attracts the highest traffic.

**Implications:**

- Optimize Twitter engagement strategies during low conversion rate periods.
- Leverage Facebook's consistent influence to sustain and amplify traffic during favorable conversion rate phases.

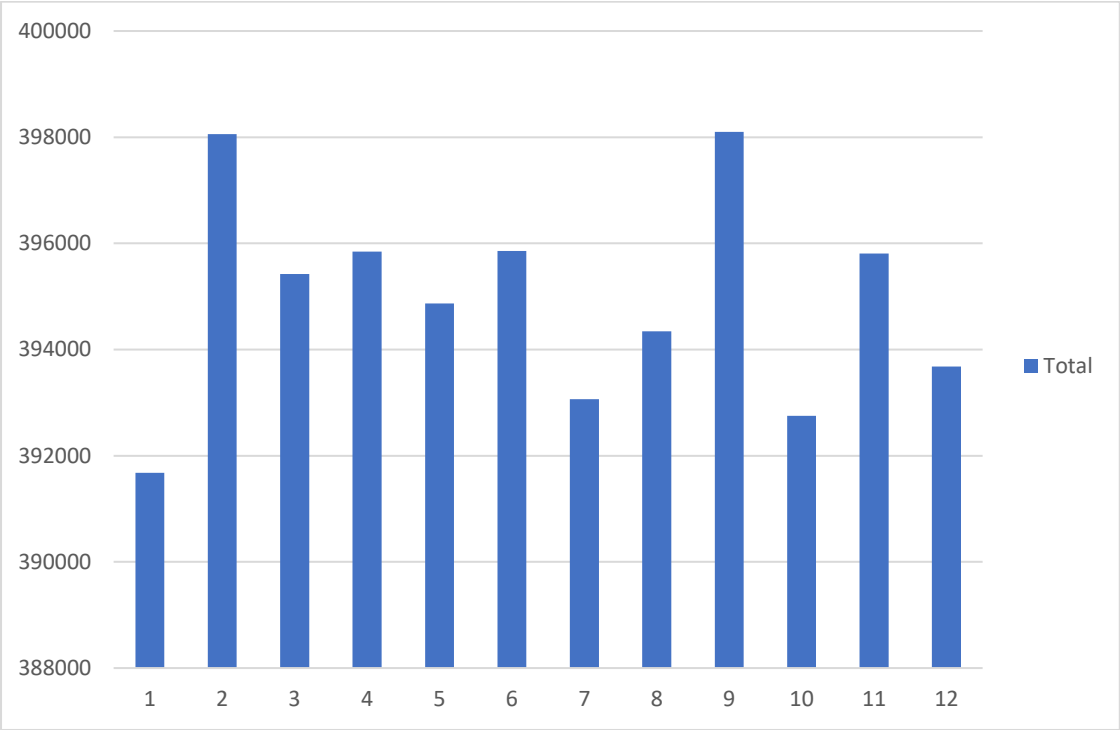
**Strategic Recommendation:**

- Tailor marketing and engagement efforts based on channel performance during distinct conversion rate scenarios.
- Align promotional activities with Facebook's effectiveness in attracting higher traffic during favorable conversion rate periods.

<-20%

| DATE | MIN CHANNEL | MAX TRAFFIC |
|---|---|---|
| 1/29/2019 | TWITTER | FACEBOOK |
| 2/19/2019 | TWITTER | FACEBOOK |
| 3/2/2019 | TWITTER | FACEBOOK |
| 3/19/2019 | TWITTER | FACEBOOK |
| 4/4/2019 | TWITTER | FACEBOOK |
| 4/12/2019 | TWITTER | FACEBOOK |
| 4/12/2019 | TWITTER | FACEBOOK |
| 4/25/2019 | TWITTER | FACEBOOK |
| 7/16/2019 | TWITTER | FACEBOOK |
| 8/11/2019 | TWITTER | FACEBOOK |
| 9/14/2019 | TWITTER | FACEBOOK |
| 11/17/2019 | TWITTER | FACEBOOK |

# RESTAURANTS ANALYSIS:




1. Spike in September: The data shows a significant increase in the number of restaurants during the month of September.

2. Dips in January and October: Conversely, there are noticeable dips in the count of restaurants during the months of January and October.

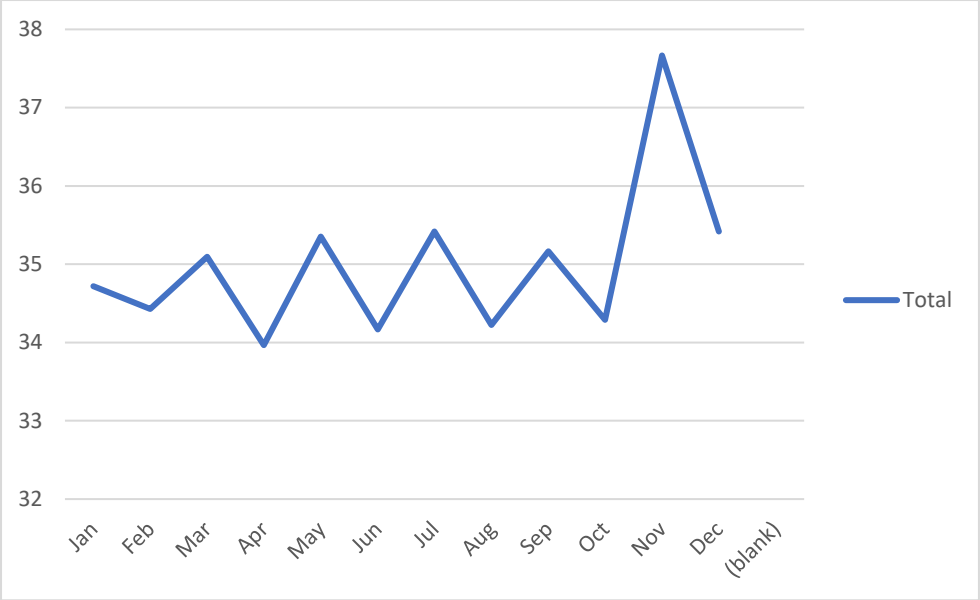
3. Correlation with Item Availability:A correlation is observed between the count of restaurants and the availability of items. The "charge" metric, indicating the number of items out of stock, suggests that fluctuations in restaurant counts may be linked to variations in item availability.

4. Charge as an Indicator: The "charge" metric serves as an indicator of items being out of stock. This implies that the operational status of restaurants is influenced by the availability of items in their inventory.

5. Potential Impact of Orders:The observed correlation implies that the ordering patterns, possibly influenced by factors such as customer demand or supply chain dynamics, may impact the overall operational capacity of restaurants.

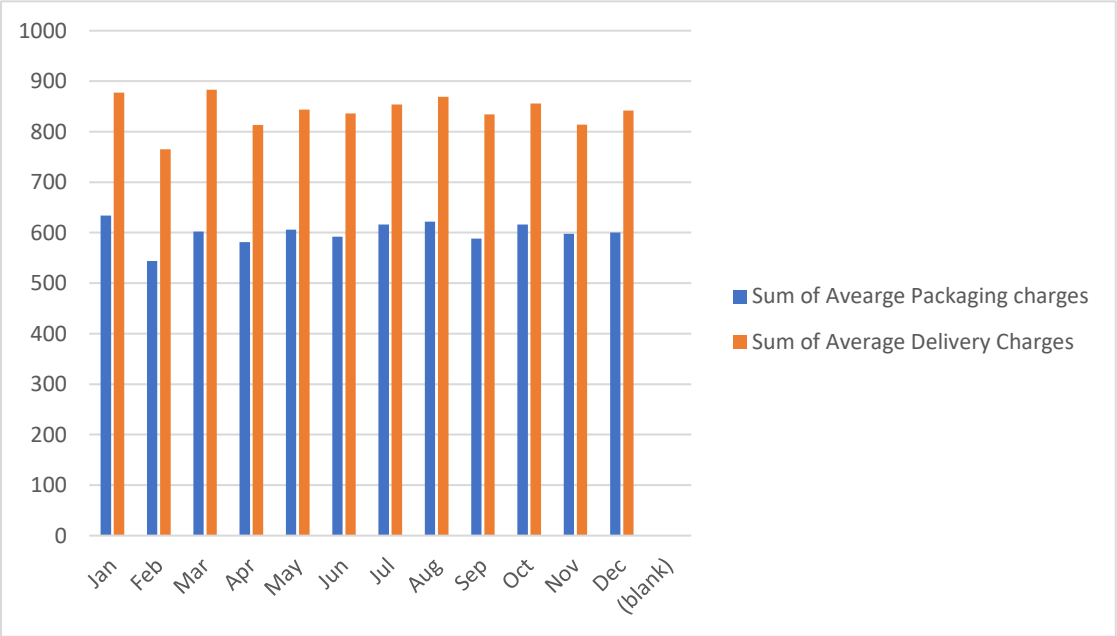
6. Consideration of External Factors:It's important to consider external factors, such as seasonal trends or economic conditions, that might contribute to the observed patterns.

AVERAGE COUNT OF OUT OF STOCK ITEMS WRT MONTHS:




The graphical representation illustrates a discernible variability in delivery charges over time, with notable peaks occurring in the months of March and January. Intriguingly, these months coincide with a relatively lower volume of orders. Conversely, during the month of September, characterized by a substantial increase in order frequency, the delivery charges exhibit a more stabilized pattern.

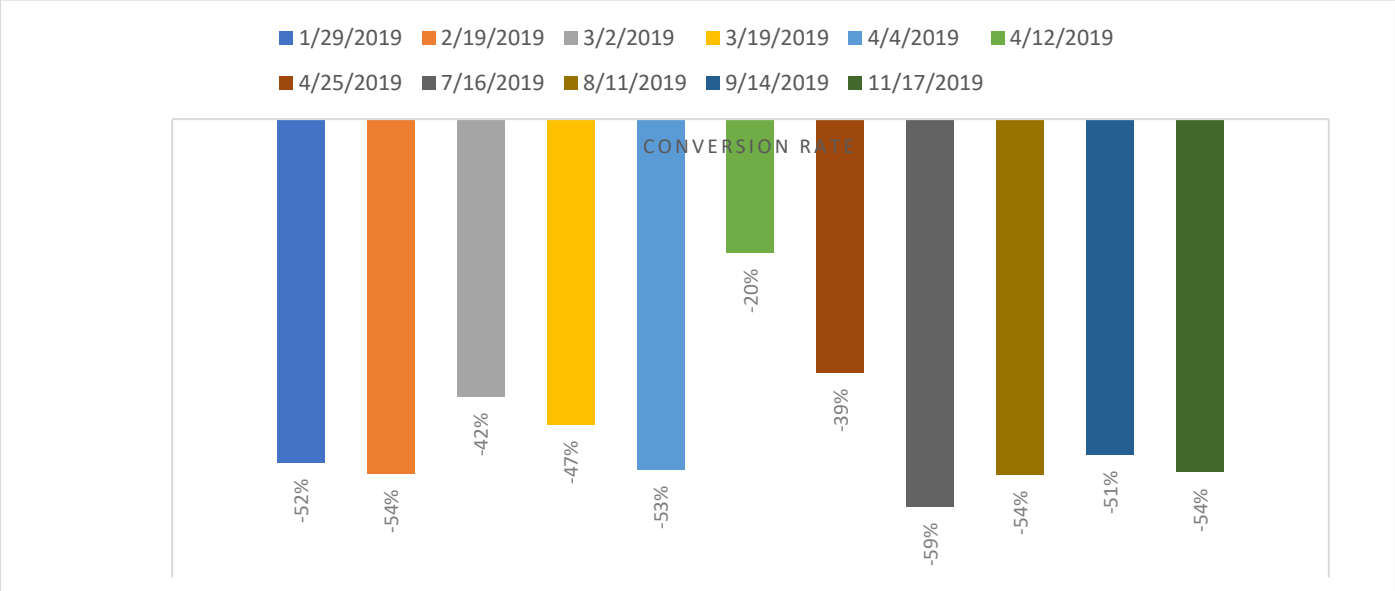
This observed phenomenon suggests a potential inverse correlation between delivery charges and order volume. Specifically, when order counts are low, delivery charges tend to peak, and conversely, during periods of heightened order activity, delivery charges appear to stabilize. This pattern prompts further investigation into the factors influencing delivery charges during periods of varying order volumes, encompassing potential operational adjustments, market dynamics, or strategic considerations.



# OVERALL CONVERSION ANALYSIS:

**Overall conversion<-20%**

| DATE | DAY | CONVERSION RATE | L2M | M2C | C2P | P2O |
|---|---|---|---|---|---|---|
| 1/29/2019 | Tuesday | -52% | 12% | 42% | 72% | 80% |
| 2/19/2019 | Tuesday | -54% | 26% | 17% | 77% | 85% |
| 3/2/2019 | Saturday | -42% | 21% | 34% | 33% | 81% |
| 3/19/2019 | Tuesday | -47% | 26% | 42% | 76% | 39% |
| 4/4/2019 | Thursday | -53% | 26% | 20% | 69% | 78% |
| 4/12/2019 | Friday | -20% | 24% | 38% | 73% | 81% |
| 4/25/2019 | Thursday | -39% | 25% | 38% | 69% | 84% |
| 7/16/2019 | Tuesday | -59% | 10% | 40% | 73% | 84% |
| 8/11/2019 | Sunday | -54% | 22% | 33% | 33% | 74% |
| 9/14/2019 | Saturday | -51% | 21% | 15% | 67% | 74% |
| 11/17/2019 | Sunday | -54% | 21% | 14% | 71% | 77% |




If we look at this graph we can see that the highest low is on 7/16/2019

And the least is on 4/12/19 . if we do a deep analysis we can find

That

- **1/29/19**

  On January 29, 2019 (Tuesday), the L2M is 12, indicating lower performance. This is attributed to an increase in average packing charges (Rs 22). Additionally, the number of open restaurants is relatively lower. The discount offered is also below the average at 17%, contributing to the overall subdued performance on this date.

- **2/19/19**

  On February 19, 2019, M2C is notably low, while C2P and P2O are high. This suggests that despite a lower number of orders, they are efficiently fulfilled, and delivery charges are below the average.

- **3/2/19**

  This day had low C2P, high out-of-stock items (40), elevated delivery charges (56), and a higher average cost of two meals (399). However, a substantial number of images could boost customer trust and future orders.

- **4/4/19**

  On this day, both L2M (Lead to Meal) and M2C (Meal to Checkout) metrics are lower, indicating reduced customer engagement. The presence of 35 out-of-stock items might contribute to this decline. Additionally, the discount offered is comparatively low at 10%, potentially affecting customer attraction and conversion.

- **4/12/19**

  On this specific day, the average discount provided to customers is relatively low. Similarly, the packing charges incurred by the restaurants are also on the lower side. These trends may be influenced by the fact that it is the start of the weekend, particularly a Friday, when there is a traditionally lower volume of orders. The reduced demand during this period could contribute to the observed lower figures in both discount rates and packing charges.

- **4/25/19**

  On this particular weekday, the recorded figures for discount, packing charges, and average delivery charges are notably lower. This observation aligns with the expectation that during weekdays, there might be a decrease in the number of orders or overall customer traffic. The lower demand during weekdays could be influencing the reduced values for discount, packing charges, and average delivery charges.

- **7/16/19**

  This Tuesday saw a low L2M (10) along with a reduced discount and elevated delivery charges. Furthermore, the average cost of two meals was also on the higher side for this particular day, emphasizing a distinctive pattern on a Tuesday.

- **8/11/19**

  On this day, M2C, C2P, and P2O are notably low at 33, 33, and 74, respectively. Examining the additional data reveals a high average packing charge, but the low number of images could be a contributing factor. Being a weekend, customers may tend to prefer restaurants with more images or reviews, influencing these metrics.

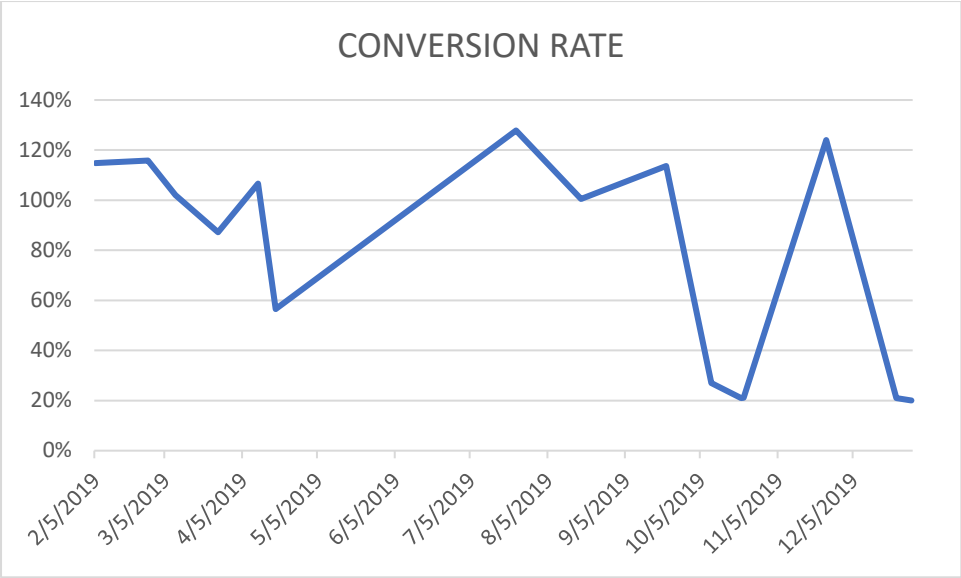
- **9/14/19**

  On this day, both M2C and P2O are low. A closer look reveals low discounts, high out-of-stock items, and elevated packing and delivery charges. Considering it's a weekend, these factors may contribute to the lower metrics observed.

- **11/17/19**

  On this day, M2C and the count of restaurants are low, while the discount is high. However, the presence of high out-of-stock items and packing charges may impact customer satisfaction, as they may not find the desired items in stock at that particular restaurant.

**Overall conversion >20%**




| DATE | DAY | CONVERSION RATE | L2M | M2C | C2P | P2O |
|---|---|---|---|---|---|---|
| 2/5/2019 | Tuesday | 115% | 26% | 40% | 71% | 80% |
| 2/26/2019 | Tuesday | 116% | 24% | 41% | 74% | 81% |
| 3/9/2019 | Saturday | 102% | 21% | 34% | 71% | 79% |
| 3/26/2019 | Tuesday | 87% | 24% | 40% | 72% | 85% |
| 4/11/2019 | Thursday | 107% | 25% | 39% | 76% | 80% |
| 4/18/2019 | Thursday | 57% | 24% | 67% | 73% | 79% |
| 7/23/2019 | Tuesday | 128% | 24% | 40% | 75% | 78% |
| 8/18/2019 | Sunday | 100% | 21% | 33% | 65% | 78% |
| 9/21/2019 | Saturday | 114% | 20% | 34% | 65% | 75% |
| 10/9/2019 | Wednesday | 27% | 26% | 40% | 77% | 84% |
| 10/21/2019 | Monday | 21% | 25% | 42% | 74% | 84% |
| 10/22/2019 | Tuesday | 21% | 25% | 39% | 74% | 86% |
| 11/24/2019 | Sunday | 124% | 21% | 34% | 66% | 76% |
| 12/22/2019 | Sunday | 21% | 21% | 36% | 65% | 80% |
| 12/28/2019 | Saturday | 20% | 21% | 34% | 67% | 80% |

- **2/5/19**
  On this day, L2M and the count of restaurants are high. The out-of-stock items are low, and the discount is moderate. Additionally, a significant number of images are provided, contributing to a high conversion rate, possibly influenced by the day being a Tuesday, suggesting increased orders, potentially due to it being a holiday or a day off for many people.

- **2/26/19**
  On this day, the packing charge is low, but the number of images per restaurant is high. The order/listing ratio is also high, suggesting a potential scenario where there are fewer listings but a higher number of orders, contributing to increased demand.

- **3/9/19**

Despite being a weekend, the discount rates are low, and the metrics such as L2M, M2C, C2P, and P2O remain stable. This suggests that it could be a day focused on maximizing profits, where the pricing and conversion metrics are maintained at a steady level.

- **3/26/19**
  On this day, the discount is low, out-of-stock items are high, and delivery charges are low. Considering it's the start of the weekend, it's likely that the number of orders is higher.

- **4/11/19**
  On this Thursday, the cart-to-payment ratio (C2P) is high, and the delivery charge is low. This suggests that the number of items ordered or carts created is relatively high compared to the actual payments, making it a notable day for transactions.

- **4/18/19**
  On this day, the menu-to-conversion ratio (M2C) is high. The average discount is also notably high, and there is a substantial number of images available, contributing to customer trust. The extensive menu options or increased menu diversity could be a contributing factor to this positive trend.

- **7/23/19**
  On this particular Tuesday, the discount offered is high, and the delivery charges are relatively low. This combination makes it an attractive deal for customers, potentially leading to increased orders.

- **8/18/19**
  On this day, the discount is low, and delivery charges are high. The metrics M2C and C2P are low, but P20 is considerably high. Additionally, the number of images is significant, and the success rate of payment is 95%.

- **9/21/19**
  On this Saturday, while L2M is low, indicating a lower profit margin, C2P and P20 rates are slightly reduced. However, the delivery charge is low, and payment success is high. Potential factors influencing lower C2P and P20 may relate to weekend order patterns or customer preferences on Saturdays.

- **10/9/19**
  On this Wednesday, L2M and C2P are high, suggesting a profitable day. The number of restaurants is high, and the average discount is also elevated. This may be attributed to increased orders relative to the number of listings or carts, potentially influenced by midweek customer behavior.

- **10/21/19**
  On this Monday, the number of restaurants is low, but the average discount, packing charges, and delivery charges are high. This trend could be attributed to a weekend hangover or a potential holiday, resulting in increased customer activity on the platform.

- **11/24/19**
  On this Sunday, the average discount and packing charges are high, but the average cost of two meals is low. This combination presents an attractive opportunity for customers, making it an ideal day for a special meal or occasion.

- **12/22/19**
  On this particular day, the restaurant faces a low count of out-of-stock items, indicating good inventory management. The offered discount and delivery charges are also kept at a minimal level. However, the restaurant has made an effort to showcase a variety of images, possibly aiming to attract customers visually. The overall payment success rate is high at 93%, indicating a smooth transaction process.

- **12/28/19**
  On this weekend day, there is a lower count of restaurants, possibly due to specific operating hours or lower weekend participation. The restaurant offers a high discount, making it an attractive option for customers. The out-of-stock items are minimal, indicating effective inventory management. Both packing charges and delivery charges are relatively low, which could contribute to increased customer satisfaction.

# HYPOTHESIS AND SOLUTIONS

1. Targeted Ads for Demographics:

- Idea: Create targeted ads on Twitter based on specific demographics.
- Implementation: Use Twitter's ad platform to tailor ads to user demographics, optimizing for engagement.

2. Regional Dish Promotions:

- Idea: Highlight regional dishes on Twitter during festive days.
- Implementation: Design campaigns with visuals and offers, emphasizing limited-time promotions.

3. Limited-Time Offers for Urgency:

- Idea: Leverage limited-time offers for exclusive and urgent engagement.
- Implementation: Craft time-bound campaigns with hashtags, visuals, and concise messaging.

4. Collaborations and Influencer Marketing:

- Idea: Collaborate with influencers for wider campaign reach.
- Implementation: Identify and partner with influencers relevant to your audience for increased visibility.

5. Cloud Kitchen Promotion:

-Idea: Actively promote cloud kitchens to increase orders.

- Implementation: Highlight the diverse menu offerings, convenience, and quick service of cloud kitchens through targeted marketing.

6. Supporting Small Owner Restaurants:

- Idea: Promote and support small-owner restaurants on the platform.

-Implementation: Feature local and small establishments, emphasizing unique offerings and personalized experiences.

7. Timely Deliveries Guarantee:

- Idea:Ensure timely deliveries to enhance customer satisfaction.

- Implementation: Implement efficient logistics and optimize delivery routes to meet or exceed promised delivery times consistently.

8. Bank Partnerships for Festive Offers:

- Idea: Collaborate with banks to create attractive festive season offers.

- Implementation: Partner with banks to provide exclusive discounts or cashback offers during festive periods, enticing customers to order more.

9. Localized Festive Promotions:

- Idea: Tailor promotions to specific regional or cultural festivals.

- Implementation: Create region-specific campaigns, offering discounts or special dishes aligned with local festivities.

10. Customer Loyalty Programs:

- Idea: Implement loyalty programs to retain and reward regular customers.

- Implementation: Introduce point-based systems, exclusive deals, or early access for loyal customers to encourage repeat business.

11. Quality Assurance:

- Idea: Ensure food quality and consistency.

- Implementation: Regularly audit partner restaurants, maintain quality standards, and address customer concerns promptly.

# CONCLUSION

In conclusion, the detailed analysis of Swiggy's performance in 2019 provides valuable insights that can guide strategic decisions and fuel continuous growth. The key findings underscore the significance of understanding user behavior, platform-specific dynamics, and external factors influencing order dynamics.

1. User Engagement Patterns: Weekday trends, especially on Thursdays, Tuesdays, and Mondays, indicate lower performance, while weekends witness substantial rises in metrics. This pattern highlights the importance of tailoring strategies based on daily fluctuations in user engagement.

2. Platform-Specific Traffic: Facebook emerges as the primary driver of traffic, showcasing the platform's reliance on specific channels. The insights suggest the need to diversify marketing efforts and explore opportunities for increased engagement on other platforms.

3. Monthly Traffic Stability: Despite overall traffic stability, anomalies in June and January emphasize the impact of external factors on user engagement. Adaptable strategies are crucial to navigate unpredictable events and maintain consistent performance.

4. Restaurant Metrics: The surge in the number of restaurants in September, aligned with festive seasons, suggests strategic alignment with national celebrations. This trend encourages Swiggy to leverage external events for targeted campaigns and promotions.

5. Order Loss Analysis: The correlation between order cancellations and elevated average meal costs signifies the importance of maintaining competitive pricing. Strategies focused on managing out-of-stock items and optimizing packing and delivery fees can mitigate order loss.

The proposed strategies, ranging from targeted ads and regional dish promotions to collaborations and loyalty programs, aim to address specific challenges and capitalize on opportunities identified in the analysis. Swiggy's potential for growth lies in a multi-faceted approach, combining user-centric promotions, strategic collaborations, and continuous quality assurance.

By implementing these strategies and staying agile in response to evolving market dynamics, Swiggy can enhance its position in the competitive food e-commerce landscape, ensuring sustained user engagement, increased order volumes, and overall business success.