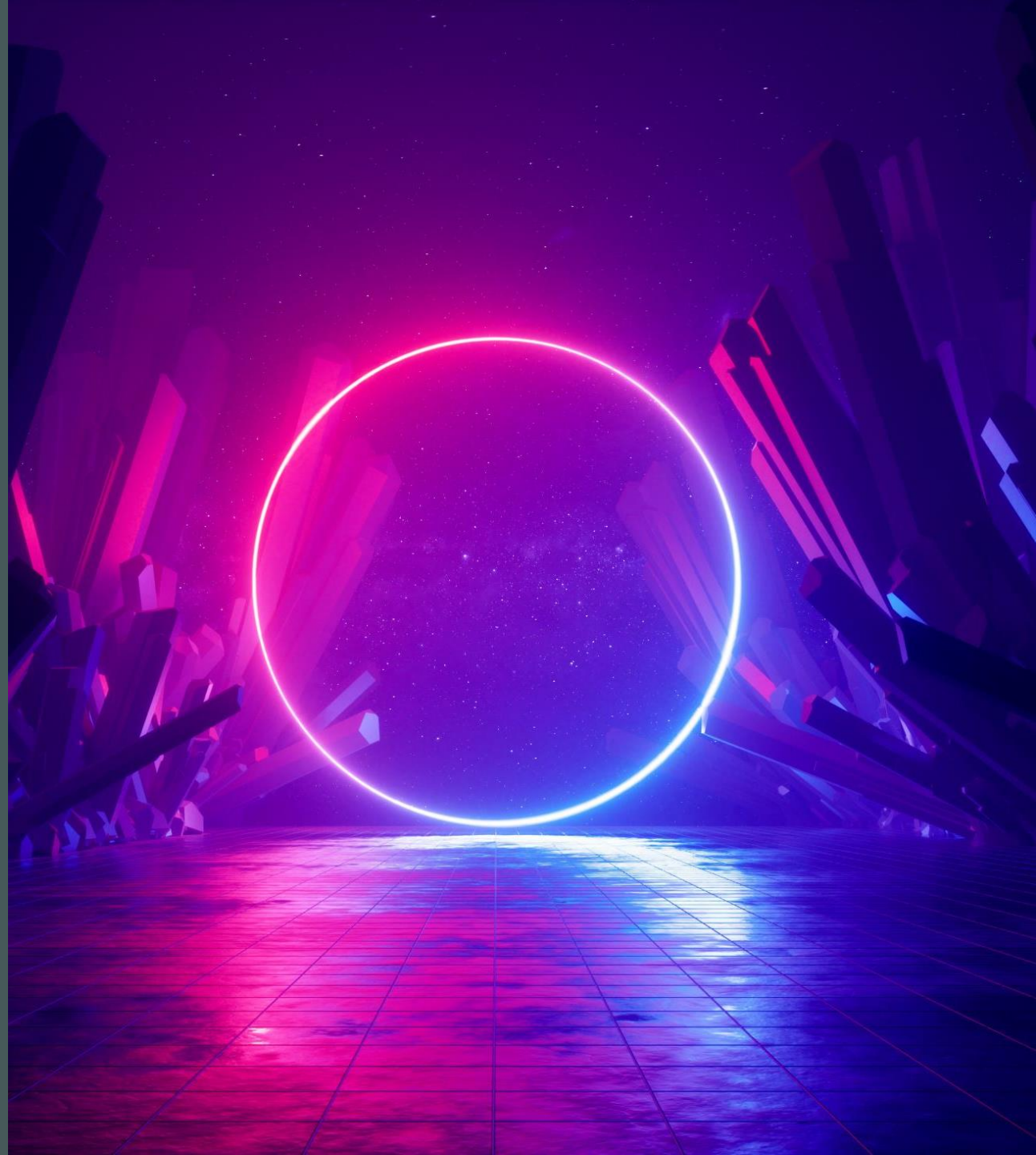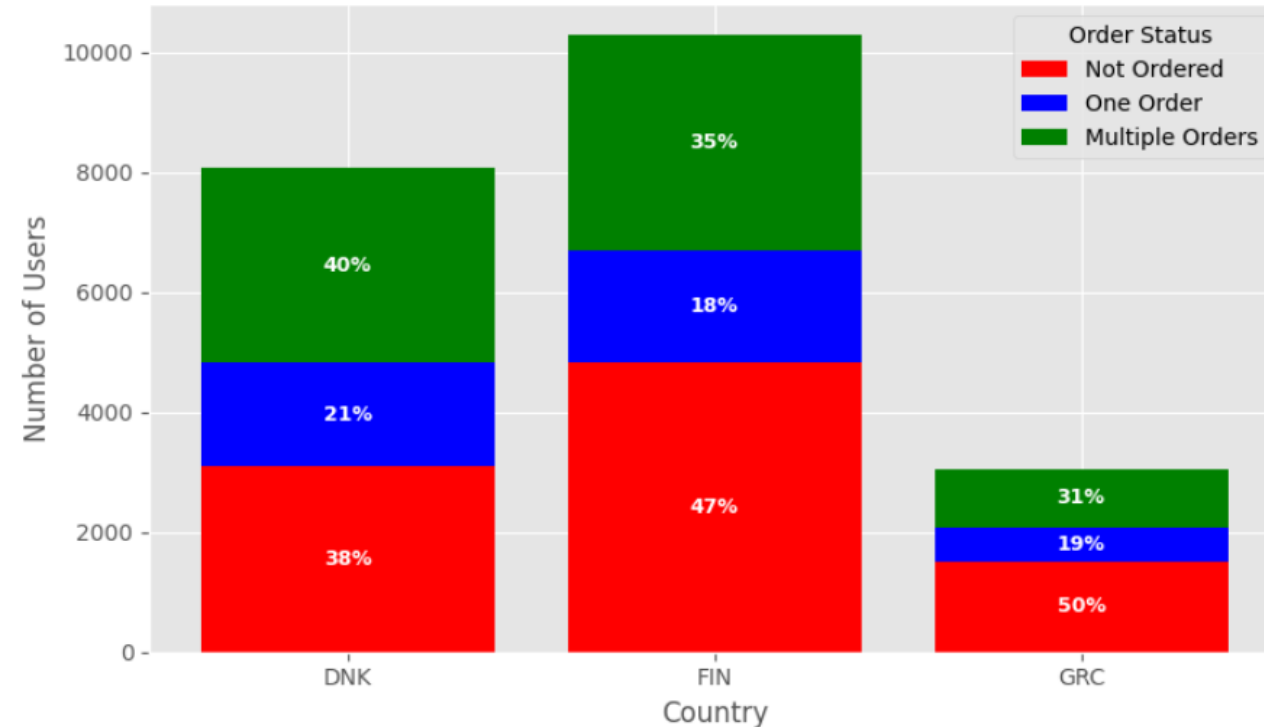# Wolt Data Analysis

By. Valtteri Kimmo

User data

Potential customers aka Registered Users without orders 9955
Non-returners aka Registered Users with only one order: 4179
Regulars aka users with more than one order: 7849

What portion of the registered users have made orders?

- Dataset has 21983 registered users

- Majority of them have not made a single order

- For actual customers, roughly 2/3 have made more than one order

- Finland has most registered users. They have more users without orders than Greece have registered users combined.

- Denmark has biggest portion of the customers who have made multiple orders

- Greece has relatively biggest potential for growth with 50% of the registered users not having made orders yet

What is this service used for?

- Restaurant service dominates, retail and grocery stores have significant share as well
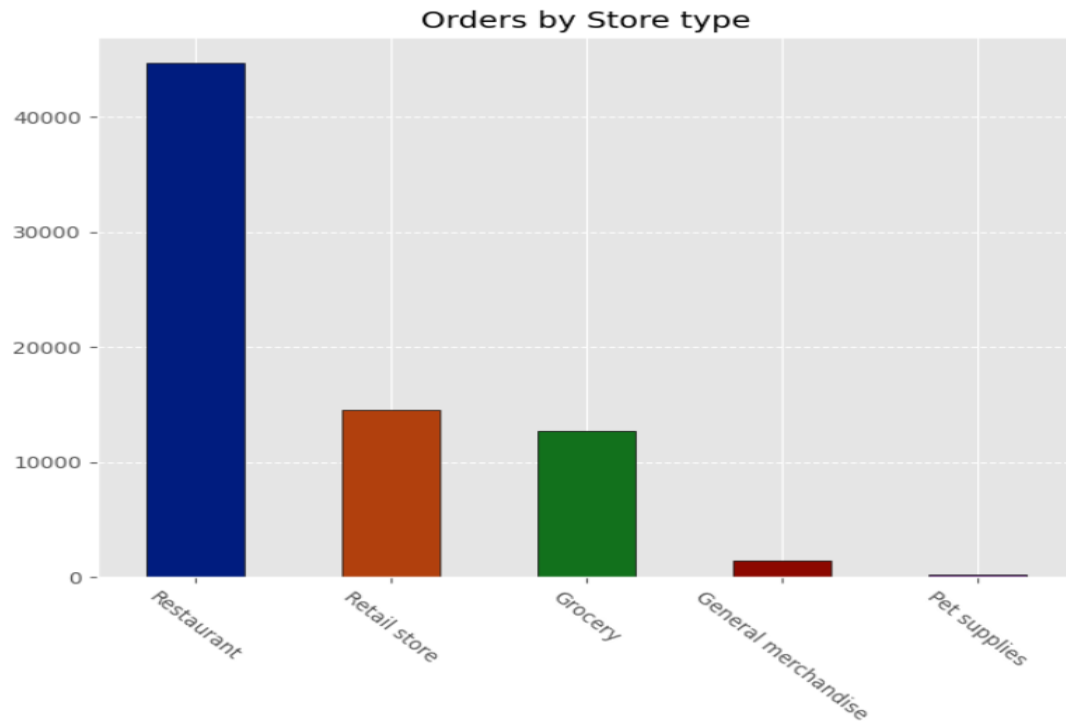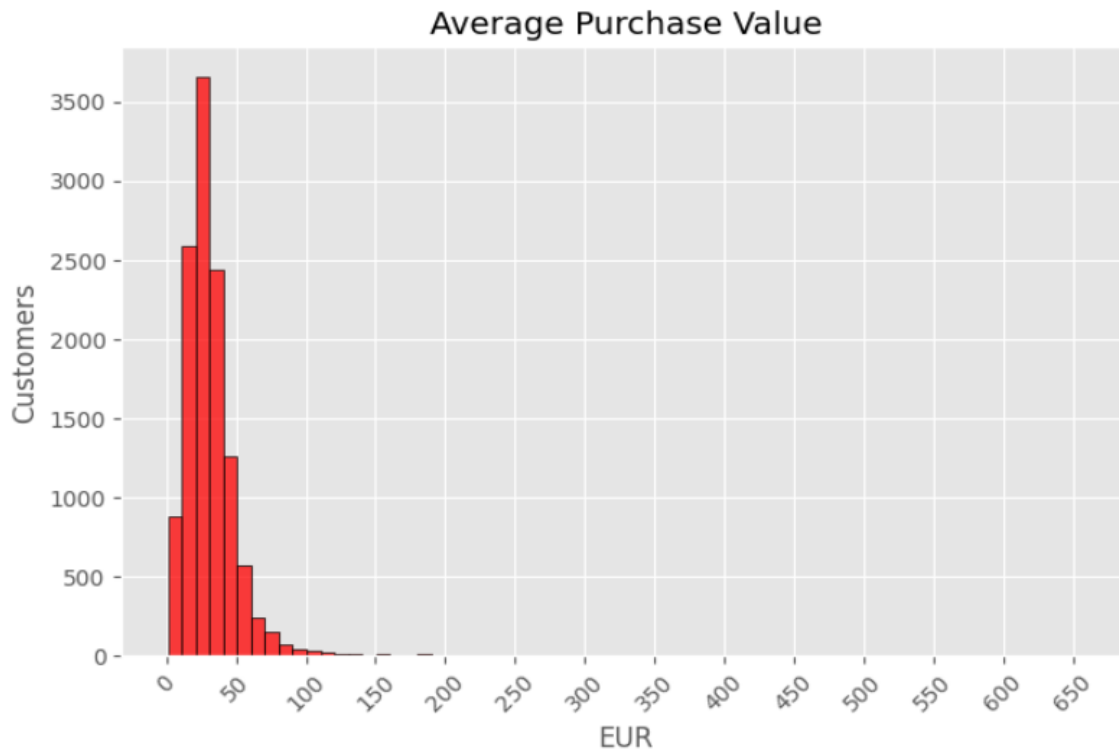
- Dinner and lunch services are most popular

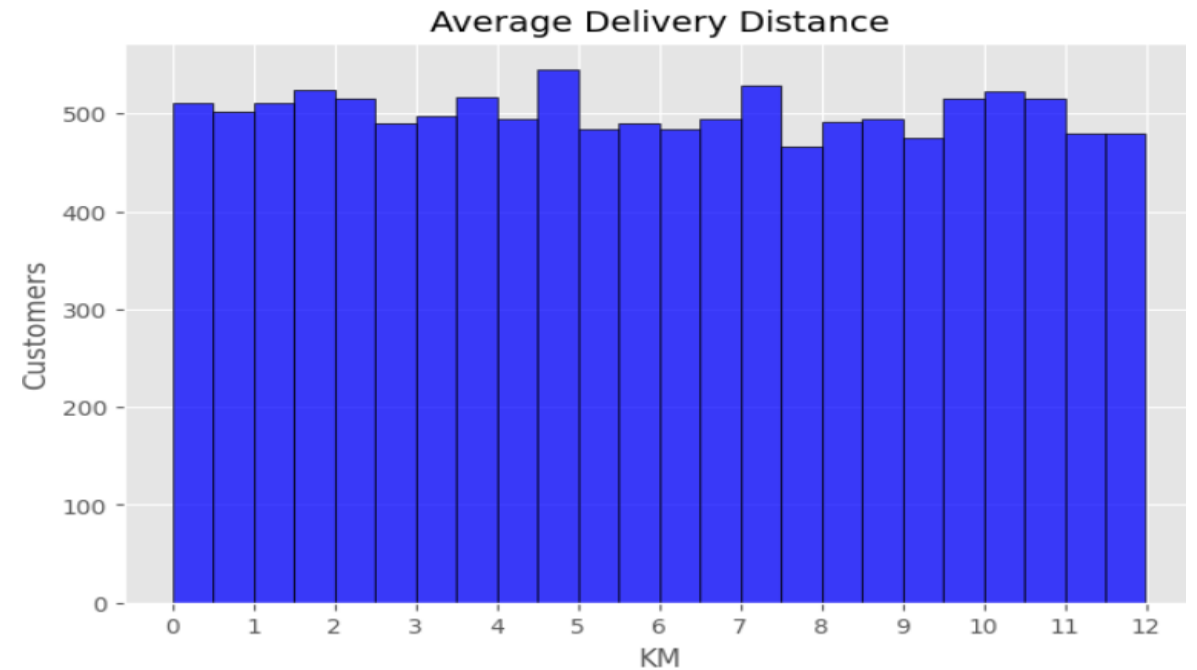Orders by Store type

Orders by Meal Type
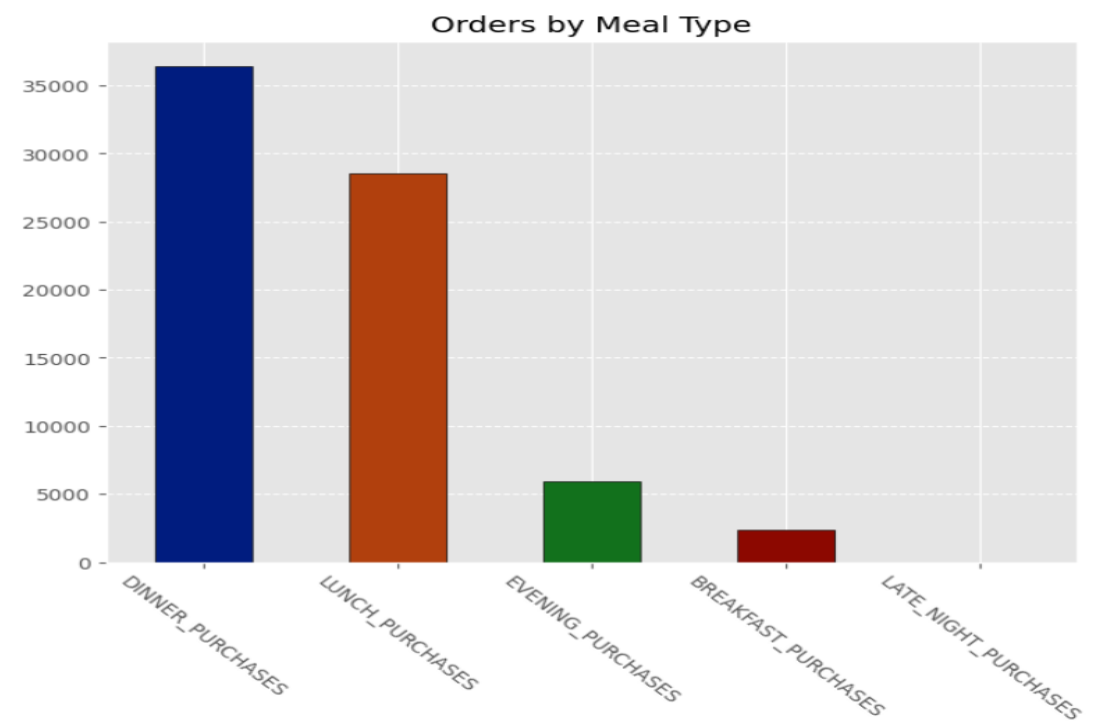
What kind of orders customers make?

- Average orders are mostly between 10 and 40 euros, with 20 to 30 euros being the most common.

- The spread in average delivery distance is remarkably even: Delivery distance seems to be irrelevant for customers.

Average Purchase Value
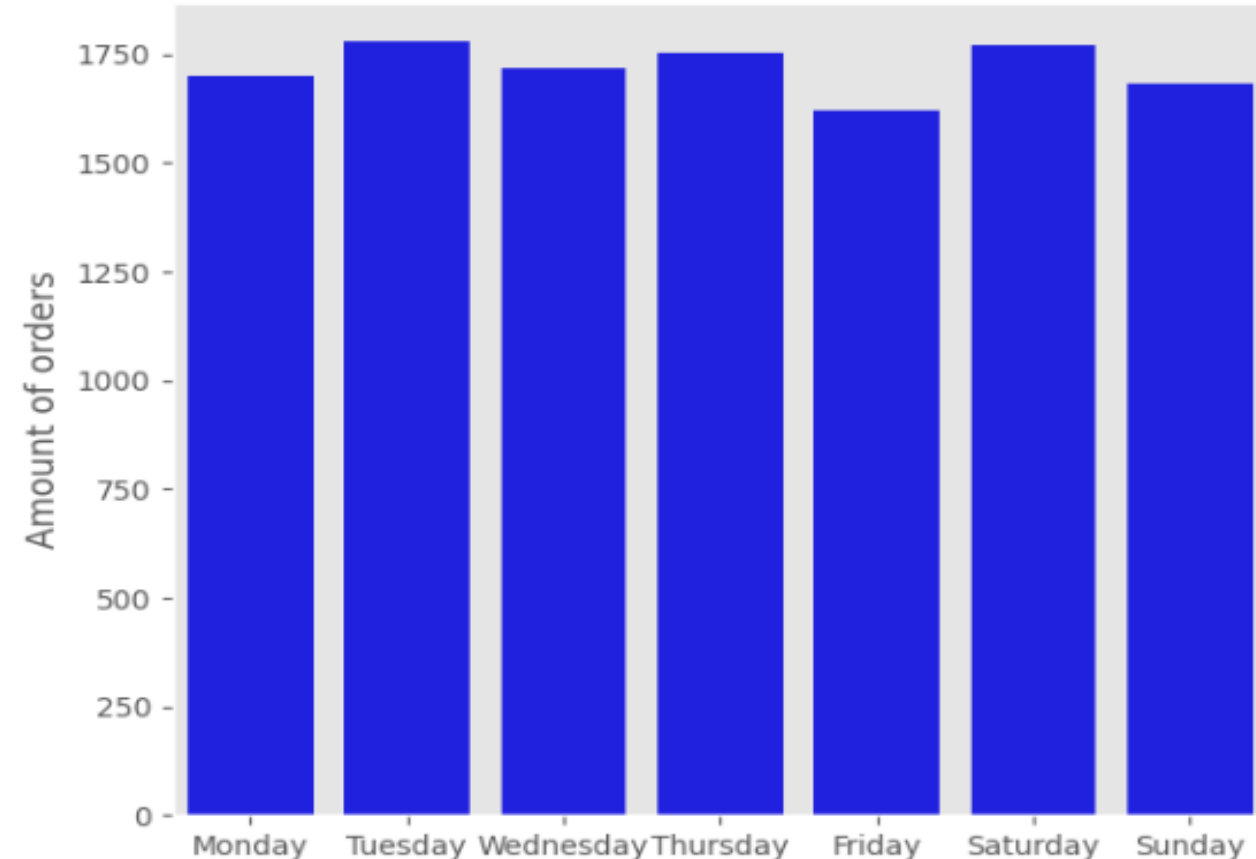

Average Delivery Distance

When are the orders made?

- Most common hour to order is 18, interestingly followed by hours 1 and 2.
- Least common hours come right after lunch time at hours 13 and 15.
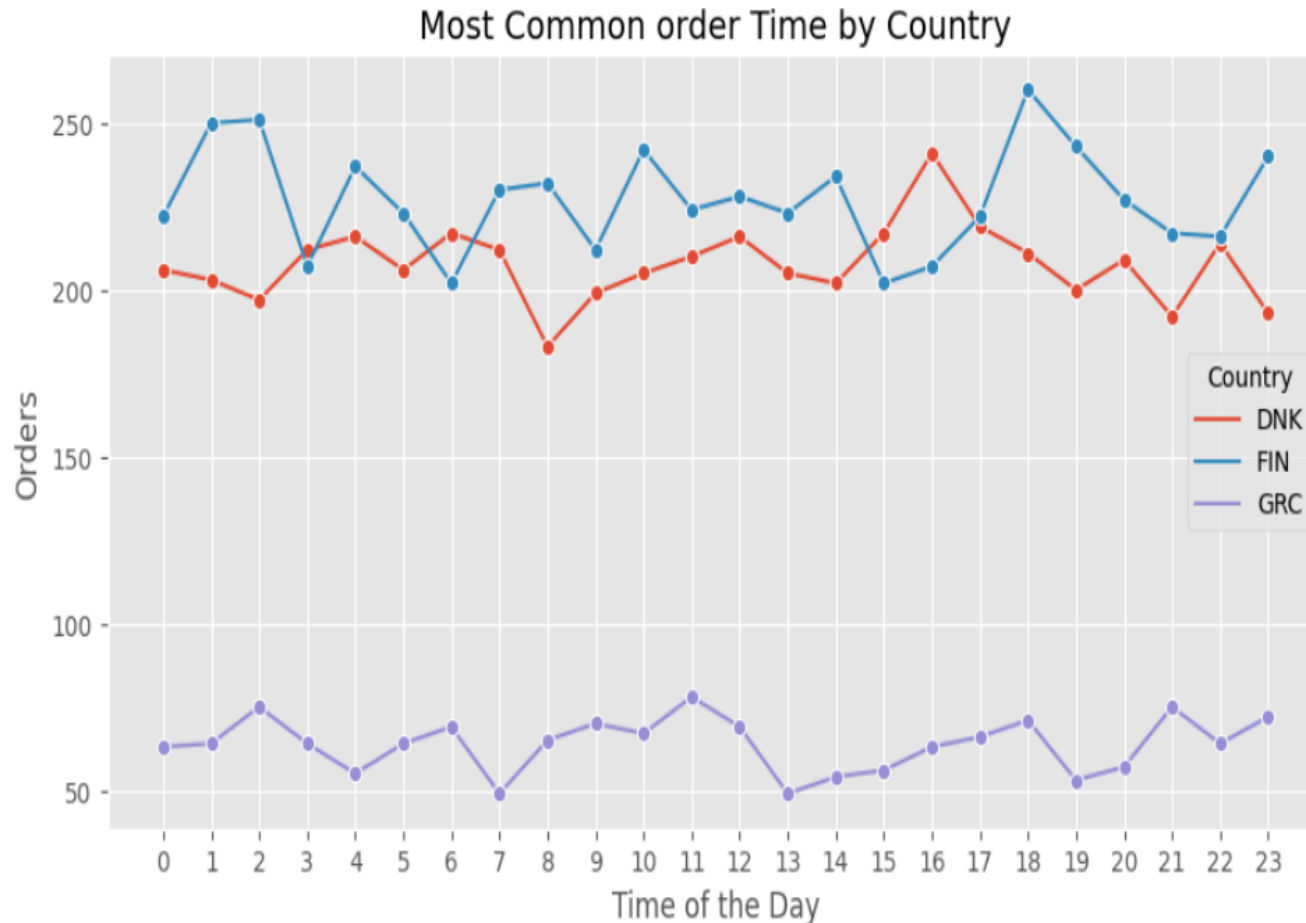- There are very little variation between most common days to order.

Most common order time by hour
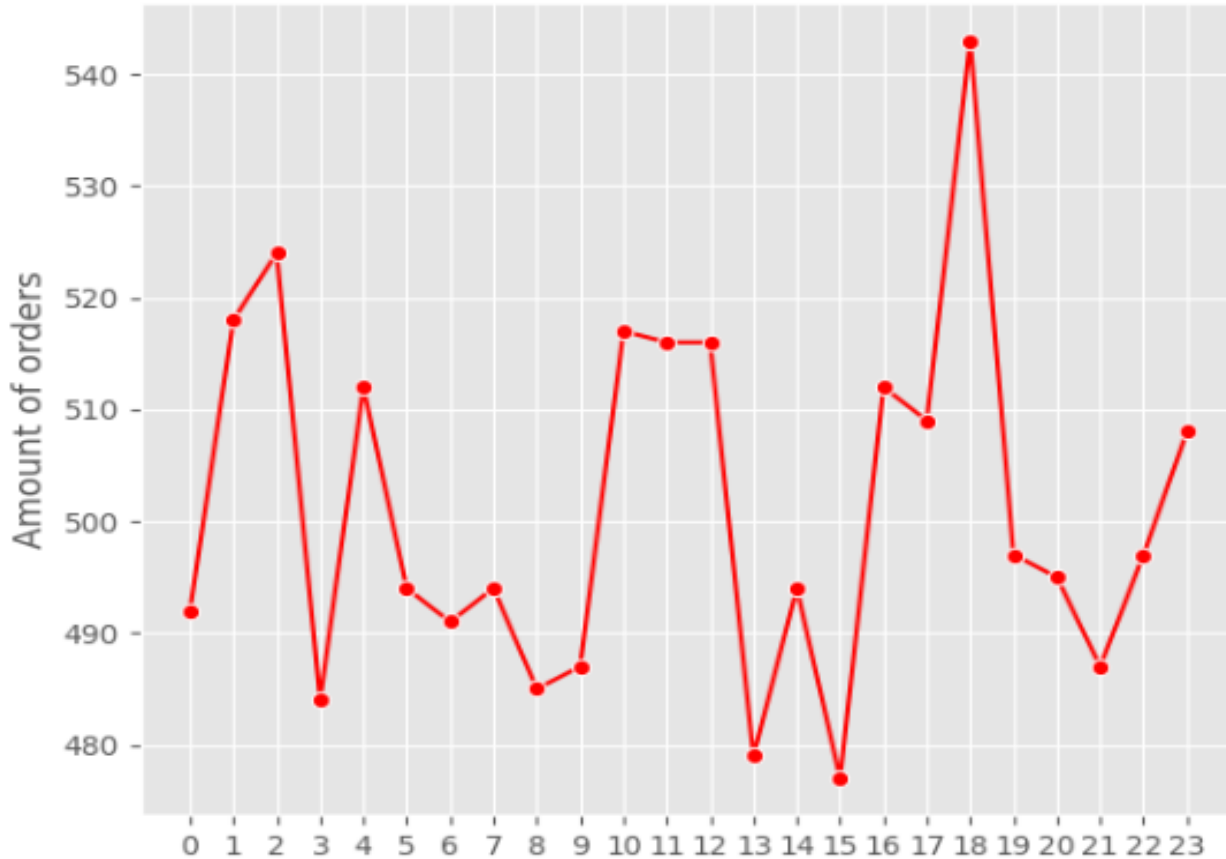
Most Common day to order

Order timing between countries

Most Common order Time by Country

- The three major countries show some variation in order timing.

- Most common hours for each country are 18 for Finland, 16 for Denmark and 11 for Greece.

- Finland and Greece seem to form similar patterns with Denmark having its own timing.

- Previous slide we saw interestingly that hours 1 and 2 were one of the most common hours for purchase. This seems to be driven mostly by Finland with Denmark seeing downward trend at those hours.

When are customers making their first order?


First Purchases per Day of the Week
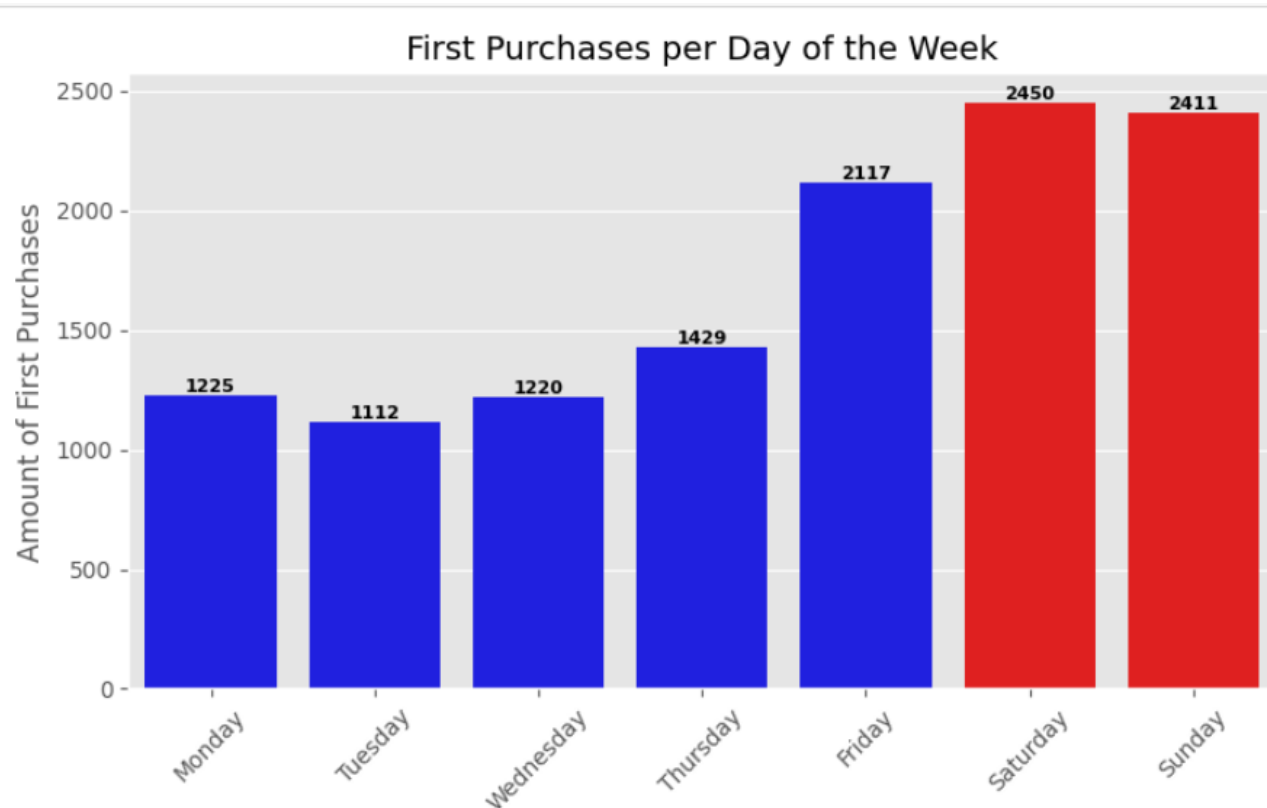
- Most common days to make first purchase in this service are weekends with Friday following closely.

- While earlier plot showed very little variation between different days in most common days, First purchase days tend to be weekends.

=> Weekends are best time to acquire first time customers

New customer acquisition history

- Monthly first purchases have been relatively stable month over month

- Monthly last purchases overtook first purchases in March 2020

- The rate that first time customers are becoming regulars have been declining since March

- Part of this percentage is due to dataset ending at October
  - Red dashed line demonstrates average days between orders before the end of dataset
  - Customers on the left side of the line are not likely to return as customers

- Service has been losing more customers than it has gained since March 2020

Number of First Purchases Each Month

What percentage of customers returned after their first purchase?
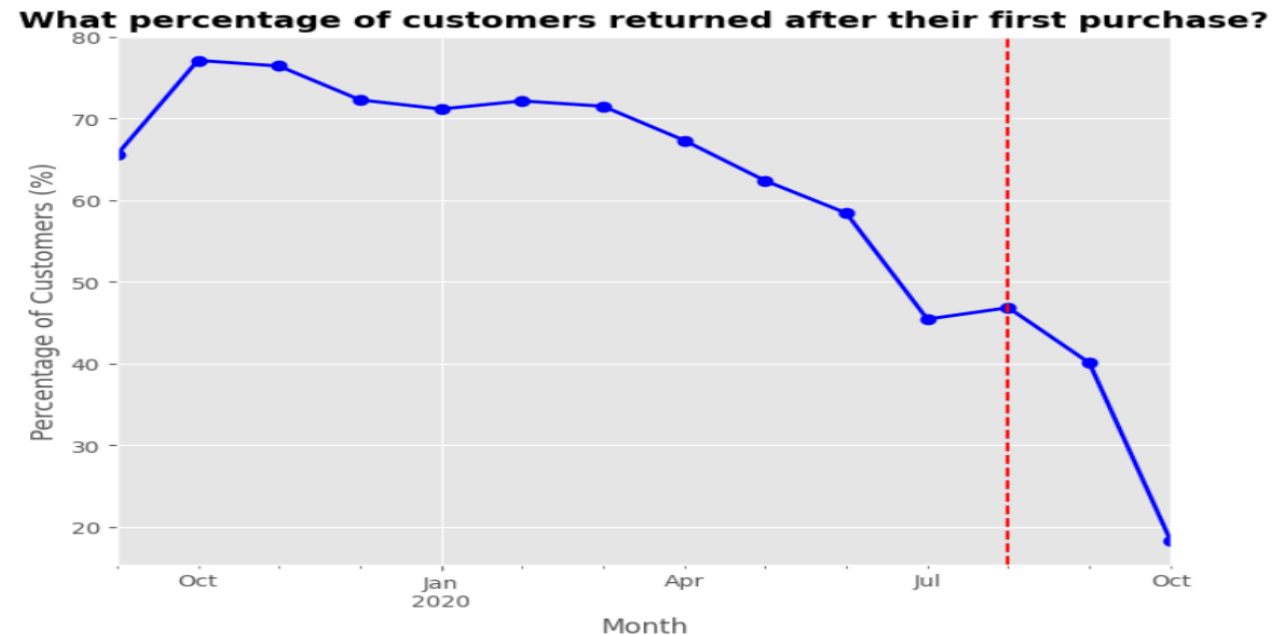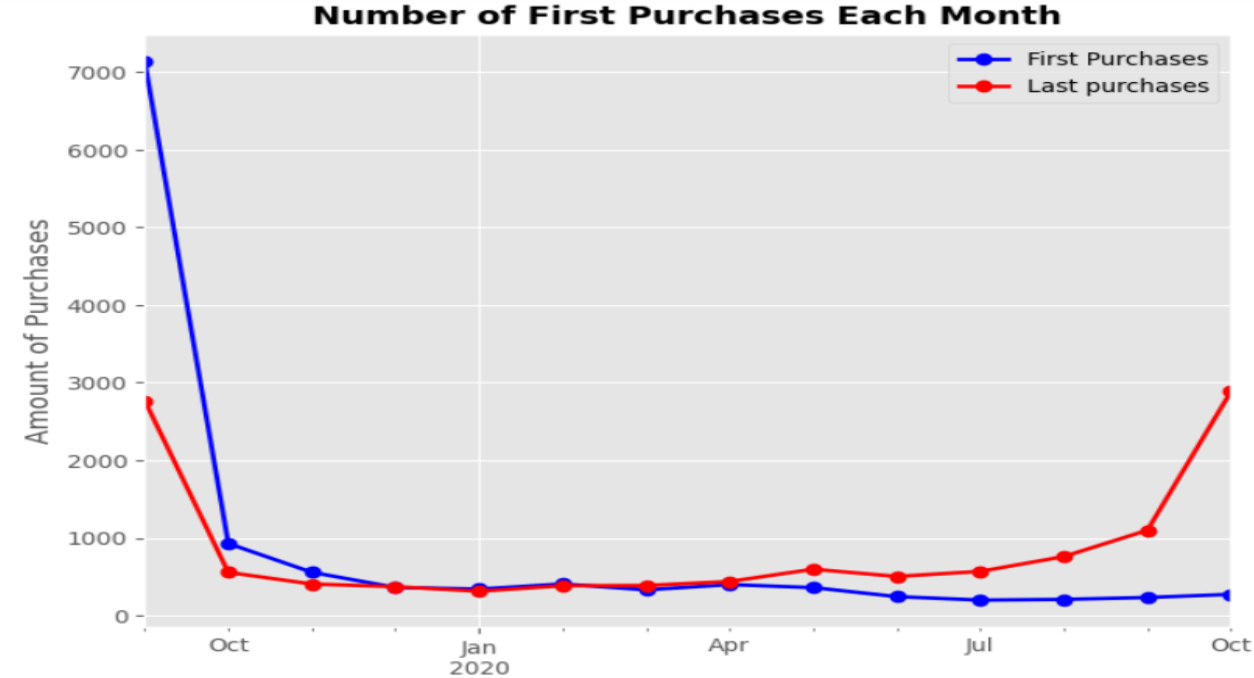
What do the one time customers use the service for?

Orders by Store type among one time customers
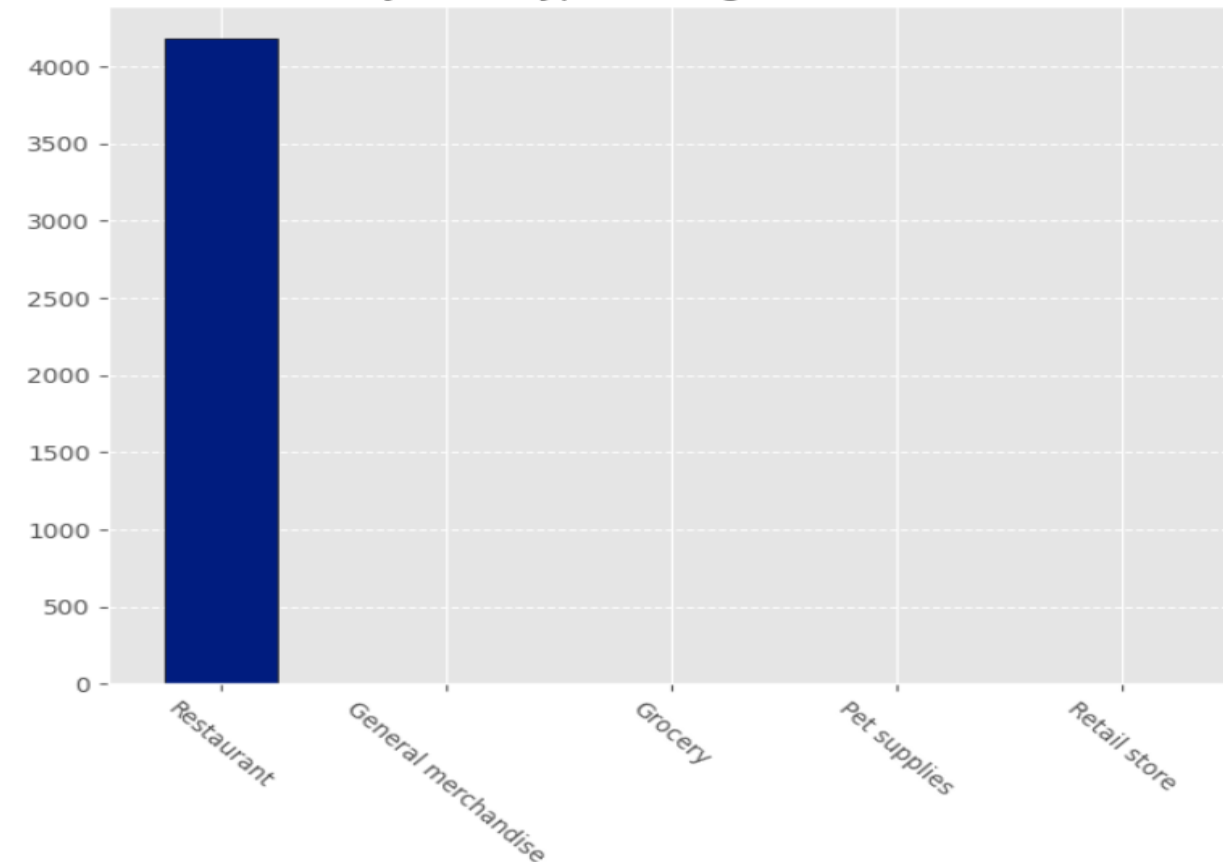
- Quite shockingly customers who only used this service once have ONLY used it for restaurant services
- My main hypothesis is these customers used onetime-only promocode and never intended to become regular users
- One solution could be to market this service through other store types than restaurants

Insights

- Most alerting finding is that this service seems to be losing more customers than it is gaining in monthly basis.
- Focus should be in acquiring new customers while maintaining those who already use the service.
- Customers seem to care very little about delivery distance and more about value of the purchase.
- Dinner and lunch purchases are most common, that's when you need to have most delivery personel available.
- Weekends are most common days to make first purchase, use that to your advantage
- Finland and Greece has most potential for gaining new paying customers having almost 50% of registered users without any orders.
- Users with only one order made orders only from restaurants. Showcasing advantages of this delivery service in other store types as well could be great way to acquire more long term customers.