

Funnel Analysis Report

1. List of dates having any order drop and hike as compared to last same day last week.

Dates having Order Hike

Date	Order Hike with respect to same day last week	Reason
17-01-2019	106%	Due to increase in traffic compared to same day last week
21-01-2019	23%	
22-01-2019	85%	Due to increase in traffic compared to same day last week
31-01-2019	20%	
05-02-2019	115%	Due to increase in conversions as compared to same day last week
26-02-2019	120%	Due to increase in conversions as compared to same day last week
28-02-2019	22%	
09-03-2019	102%	Due to increase in conversions as compared to same day last week, also because its weekend thus order number is high.
24-03-2019	22%	
26-03-2019	78%	Due to increase in conversions as compared to same day last week
11-04-2019	92%	Due to increase in conversions as compared to same day last week
14-04-2019	28%	
18-04-2019	73%	Due to increase in orders and conversions as compared to same day last week
19-04-2019	25%	
27-06-2019	115%	Due to increase in traffic compared to same day last week
23-07-2019	135%	Due to increase in conversions as compared to same day last week
18-08-2019	107%	Due to increase in conversions as compared to same day last week, also because its weekend thus order number is high.
21-09-2019	112%	Due to increase in conversions as compared to same day last week, also because its weekend thus order number is high.
09-10-2019	22%	
21-10-2019	32%	
09-11-2019	26%	
24-11-2019	135%	Due to increase in conversions as compared to same day last week, also because its weekend thus order number is high.
01-12-2019	21%	
22-12-2019	21%	

Dates having Order Drop

Date	Order drop with respect to same day last week	Reason
10-01-2019	-45%	Order numbers are dropped due to decrease in Traffic as compared to same day last week
29-01-2019	-72%	due to decrease in Traffic and conversions as compared to same day last week, also its weekday thus order numbers are low
19-02-2019	-56%	Due to decrease in conversions as compared to same day last week
02-03-2019	-38%	Due to decrease in conversions as compared to same day last week
19-03-2019	-46%	Due to decrease in conversions as compared to same day last week
04-04-2019	-52%	Due to decrease in conversions as compared to same day last week
12-04-2019	-27%	due to decrease in Traffic and conversions as compared to same day last week
25-04-2019	-39%	due to decrease in conversions as compared to same day last week
20-06-2019	-54%	Order numbers are dropped due to decrease in Traffic as compared to same day last week
16-07-2019	-63%	due to decrease in Traffic and conversions as compared to same day last week
11-08-2019	-54%	Due to decrease in conversions as compared to same day last week
14-09-2019	-54%	Due to decrease in conversions as compared to same day last week
17-11-2019	-57%	Due to decrease in conversions as compared to same day last week

2. change in traffic as compared to same day last wee

Increase in Traffic

Date	Traffic Change with respect to same day last week	Reason
17-01-2019	110%	Increase in Traffic seen as compared to same day last week driven by increase in Facebook channel traffic, followed by YouTube.
22-01-2019	77%	Increase in Traffic seen as compared to same day last week driven by increase in Traffic from Twitter and Facebook channel.
27-06-2019	119%	Increase in Traffic seen as compared to same day last week driven by increase in traffic from all the channels, highest traffic seen from Facebook channel.

Decrease in Traffic

Date	Traffic Change with respect to same day last week	Reason
10-01-2019	-49%	Fall in traffic seen as compared to same day last week driven by significant drop in Facebook channel traffic, followed by YouTube and Twitter
29-01-2019	-40%	Decrease in traffic seen as compared to same day last week driven by significant drop in Twitter channel traffic followed by Facebook.
20-06-2019	-53%	Decrease in traffic seen as compared to same day last week driven by decrease in traffic from all the channels, lowest traffic seen from Twitter.

3. change in Overall Conversion as compared to same day last week

Increase in Conversions

Date	Conversion change with respect to same day last week	L2M	M2C	C2P	P2O	Reason using supporting data
05-02-2019	115%	26%	40%	71%	80%	Count of orders increased by 49% as compared to same day last week.
26-02-2019	116%	24%	41%	74%	81%	Increase in Number of Images per restaurant seen when compared to same day last week, also decrease in out-of-stock item per rest, were noticed.
09-03-2019	102%	21%	34%	71%	79%	Avg delivery charges decreased by 50% when compared to same day last week,
26-03-2019	87%	24%	40%	72%	85%	Success rate of payment increased by 45% as compared to same day last week.
11-04-2019	107%	25%	39%	76%	80%	Average Discount increased by 80% as compared to same day last week.
18-04-2019	57%	24%	67%	73%	79%	Average Discount increased by 61% as compared to same day last week, also increase in Number of images per rest. were seen.
23-07-2019	128%	24%	40%	75%	78%	Increase in Avg discount, fall in Avg cost of two were seen on this day as compared to same day last week.
18-08-2019	100%	21%	33%	65%	78%	Decrease in Avg Packing charges & Avg cost of two were seen as compared to same day last week.
21-09-2019	114%	20%	34%	65%	75%	Out of stock items per restaurant decreased by 42% as compared to same day last week.
09-10-2019	27%	26%	40%	77%	84%	decreased Avg cost of two and increase in number of images per rest. were seen as compared to same day last week.
21-10-2019	21%	25%	42%	74%	84%	Increase in Average discount seen on this day.
22-10-2019	21%	25%	39%	74%	86%	Increase in success rate of payments were noticed.
24-11-2019	124%	21%	34%	66%	76%	Decrease in out of stock per restaurant seen by 70% as compared to same day last week.
22-12-2019	21%	21%	36%	65%	80%	Number of images per rest increased by 22% as compared to same day last week.

Above table is showing dates having conversions hike with respect to same day last week. Further Overall conversion is breaking down to smaller parts in L2M, M2C, C2P & P2O metrics.

Note: in metric columns the **green** colour indicates the specific metric is responsible for increase in conversion on that particular date W.R.T. same day last week.

Decrease in Conversions

Date	Conversion change with respect to same day last week	L2M	M2C	C2P	P2O	Reason using Supporting data
29-01-2019	-52%	12%	42%	72%	80%	Count of restaurants decreased by 28% as compared to same day last week.
19-02-2019	-54%	26%	17%	77%	85%	Number of images per restaurant decreased by 15% as compared to same day last week.
02-03-2019	-42%	21%	34%	33%	81%	Increase in Average Delivery Charges seen on this date.
19-03-2019	-47%	26%	42%	76%	39%	Success rate of payment decreased by 29% W.R.T same day last week.
04-04-2019	-53%	26%	20%	69%	78%	Average discount decreased by - 41% as compared to same day last week.
12-04-2019	-20%	24%	38%	73%	81%	-
25-04-2019	-39%	25%	38%	69%	84%	Average Discount has been decreased also Avg cost of two has slightly increased compared to same day last week.
16-07-2019	-59%	10%	40%	73%	84%	Avg cost of two has been increased as compared to last week.
11-08-2019	-54%	22%	33%	33%	74%	Avg Packing charges increased by 32%, also increase in Avg cost of seen noticed as compared to same day last week.
14-09-2019	-51%	21%	15%	67%	74%	Out of stock item per restaurant increased by 88% when compared to same day last week.
17-11-2019	-54%	21%	14%	71%	77%	Major difference seen in stock items when compared to same day last week, out of stock per restaurant increased by 2.2X.

Above table is showing dates having conversions drop with respect to same day last week. Further Overall conversion is breaking down to smaller parts in L2M, M2C, C2P & P2O metrics.

Note: in metric columns the **red** colour indicates the specific metric is responsible for decrease in conversion on that particular date W.R.T. same day last week.