**Funnel Analysis Report**

**Business case: Swiggy**

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

Dates having Order Hike

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| --- | --- | --- |
| **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

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| **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 |

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

Increase in Traffic

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| --- | --- | --- |
| **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. |
|  |  |  |

1. 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.