

FRESHCO HYPERMARKET CAPSTONE ANALYSIS

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DA – 202407 – 1

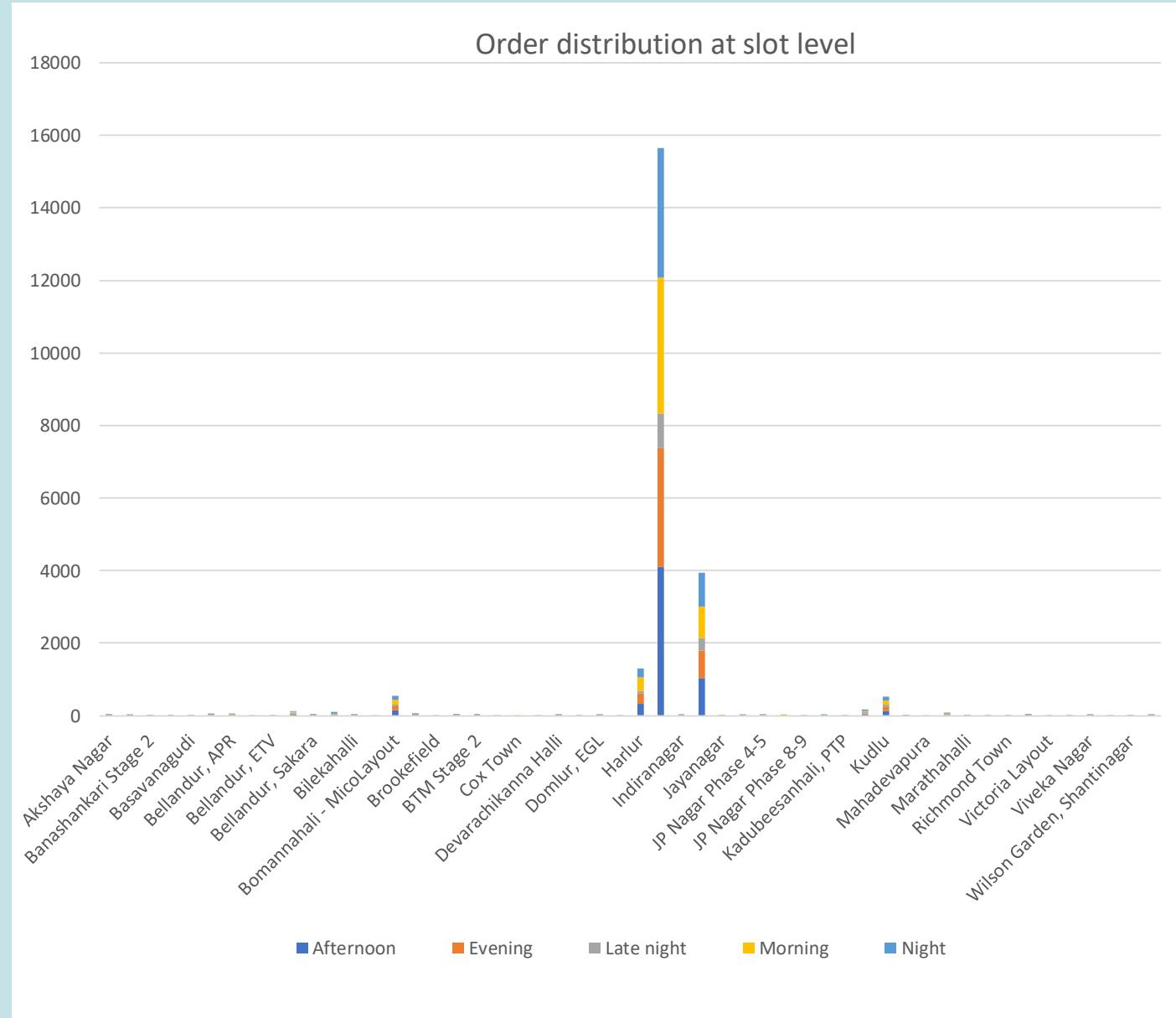
CONTENT:

- *Order level Analysis*
- *Customer Level Analysis*
 - *Delivery Analysis*
- *Completion Rate Analysis.*

Order level Analysis:

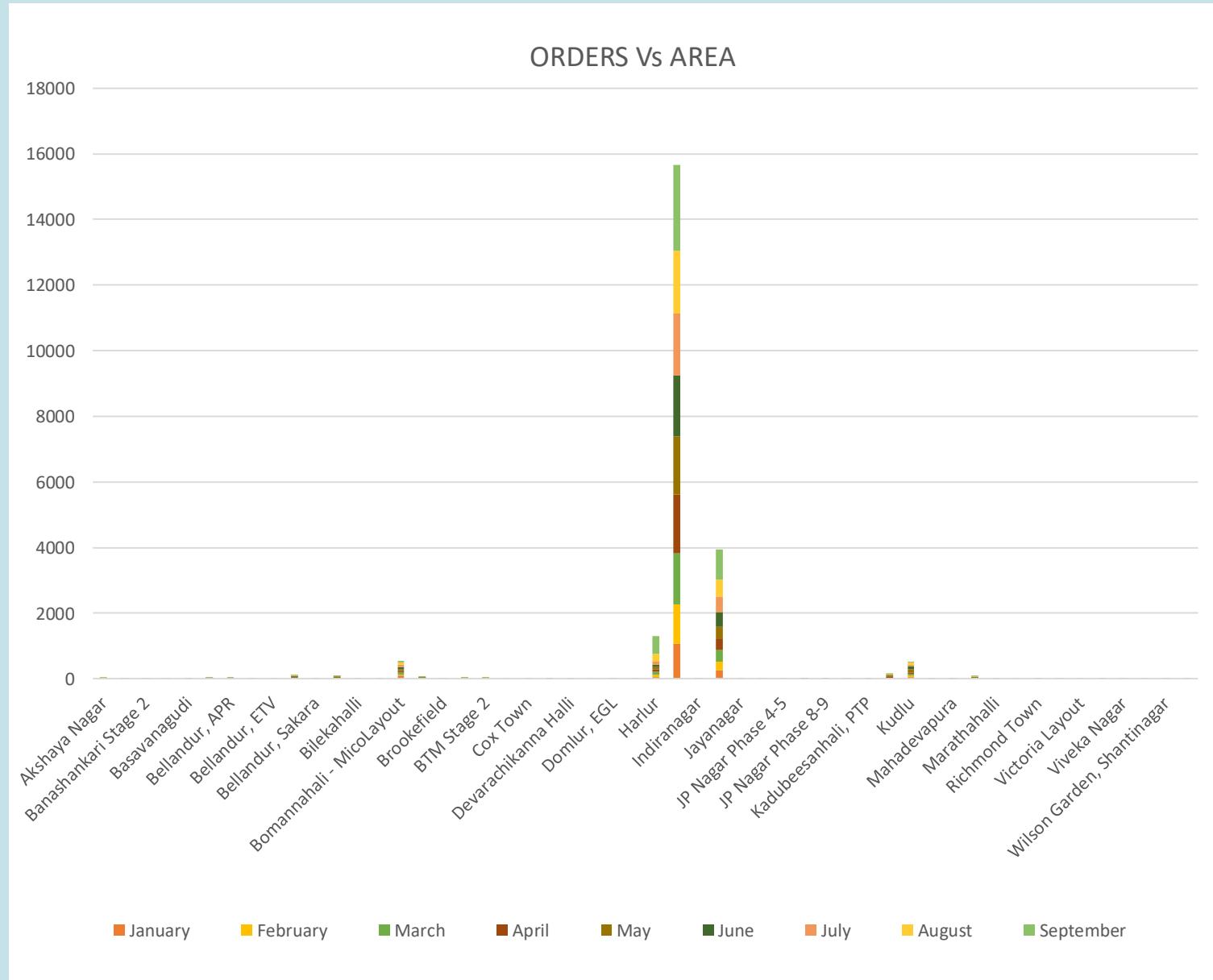
1) Order distribution at slot and delivery area level.

- The highest number of orders were placed in the **Afternoon slot** with **5924** of total orders, followed by Morning slot with 5389 orders and Night slot with 5209 orders.
- HSR Layout** has the highest number of total orders in all slots with **15,657** orders.
- ITI Layout** has the second highest number of total orders in all slots with **3946** orders.

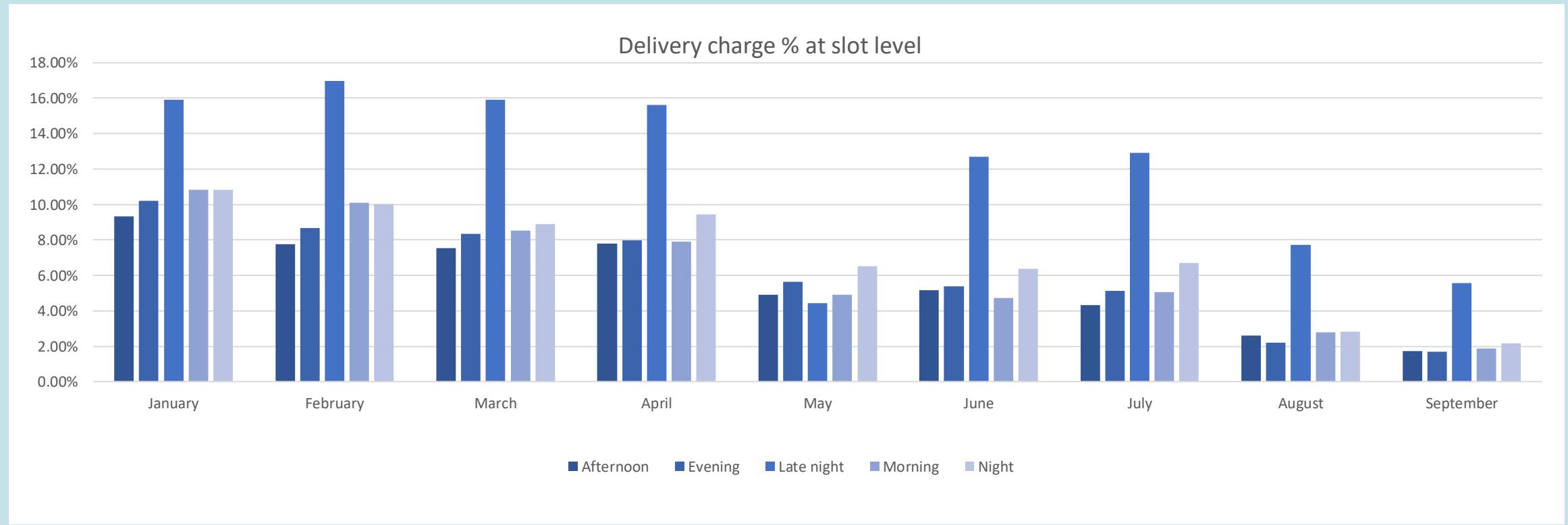


2) Areas having highest increase in monthly orders

- **HSR Layout** has the highest increase in the monthly orders with **1534 orders**.
 - The Layout has 1072 orders in January and by the time of September it had 2606 orders indicating the growth in that area.
 - **ITI Layout** also has a significant increase of **653 orders**.
 - **Harlur** area also has the highest increase of **486 orders** especially during the month of August and September.



3) Delivery charges as a percentage of product amount at slot and month level



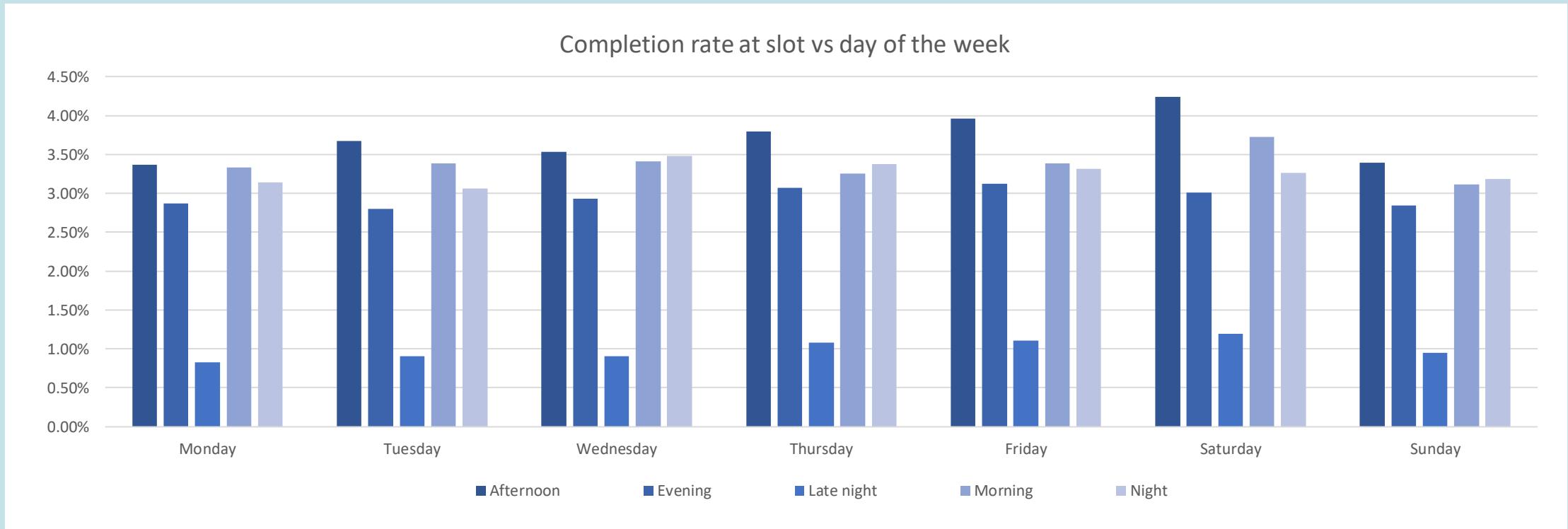
- Late Night orders has the high amount of delivery charges with comparisons to the other slots, except in the month of May the charges were at the lowest.
- The month of January has the highest delivery charges of 10.72% in all the slots. But they were decreased gradually to 2.08% in September with the difference of 8.64%.

4) Discount as a percentage of product amount at slot and month level



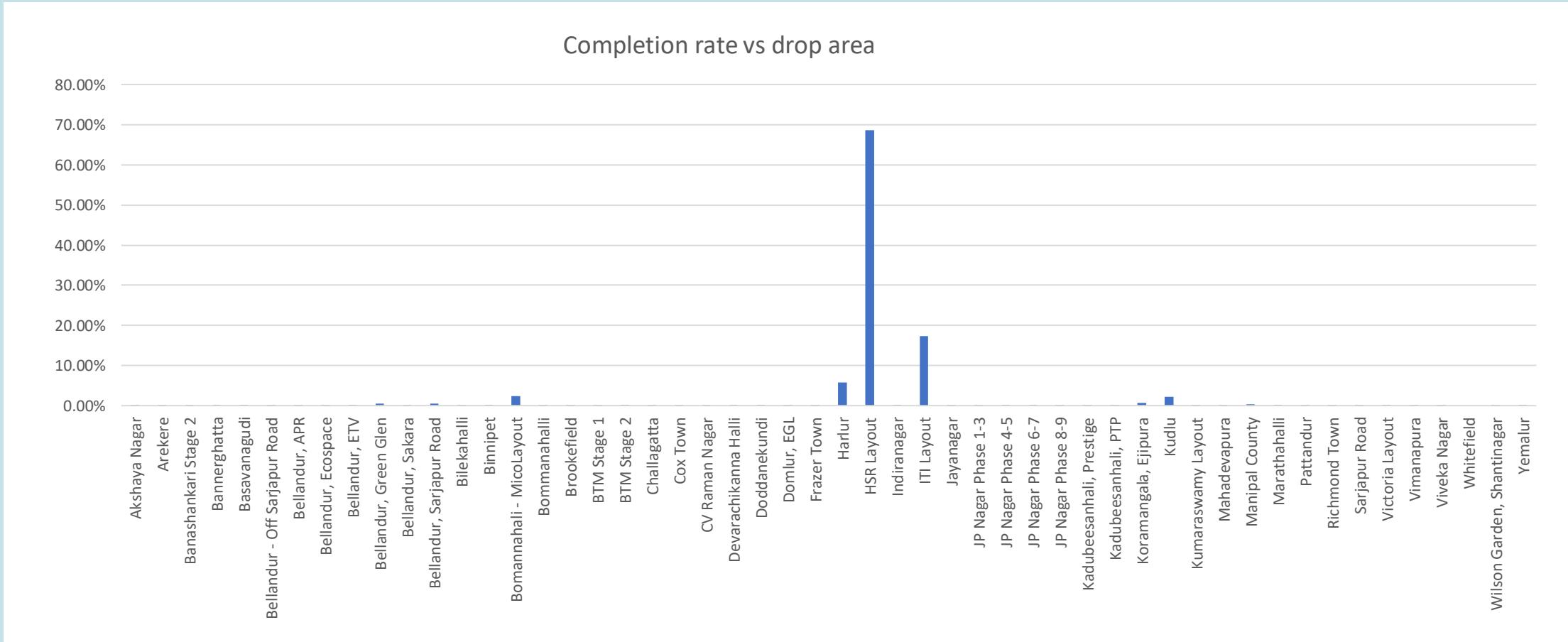
- August month collectively has the highest discount of 20.82% in the overall slots level.
- Specifically, the Night slot at the month of August has the highest discount of 22.11%.
- February has the lowest discount of 0.65%.

Completion rate analysis: 5) Completion rate at slot vs day of the week



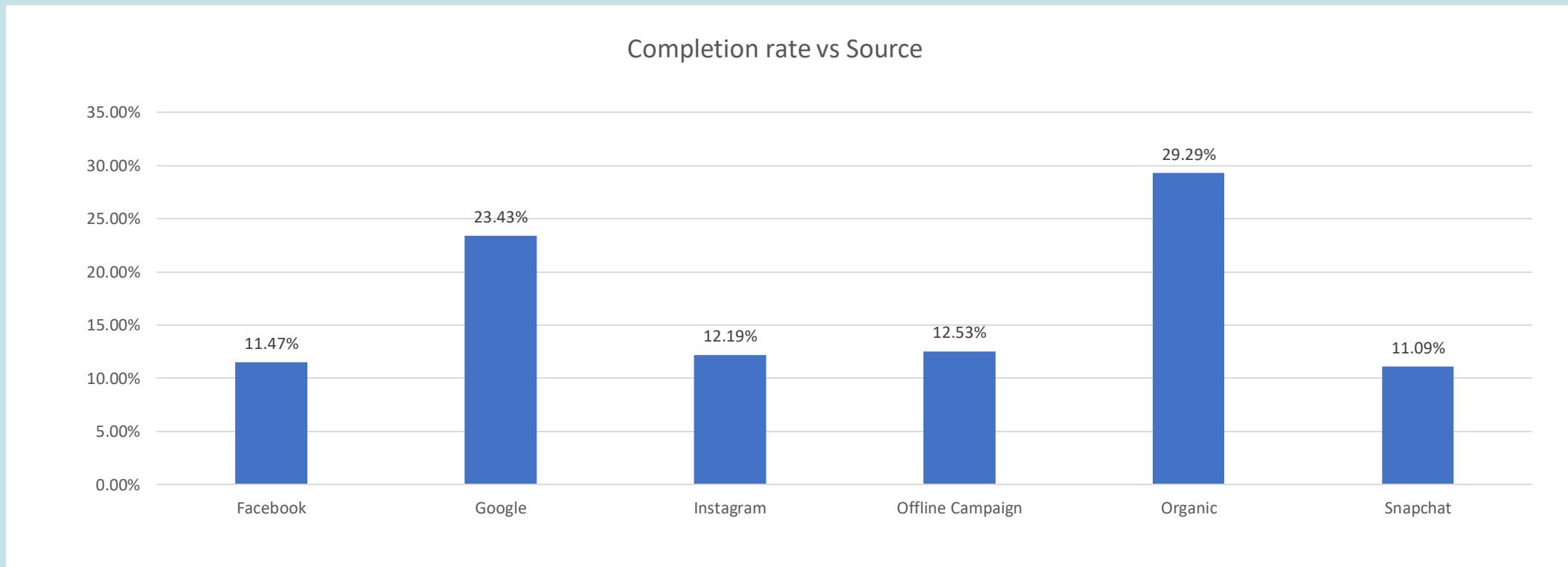
- Late night orders usually has the lowest completion rate of 6.96%, whereas Afternoon orders has the highest completion rate of 25.96%.
- Saturdays has the highest completion rate of 15.43% in overall slot level.

6) Completion rate at drop area level



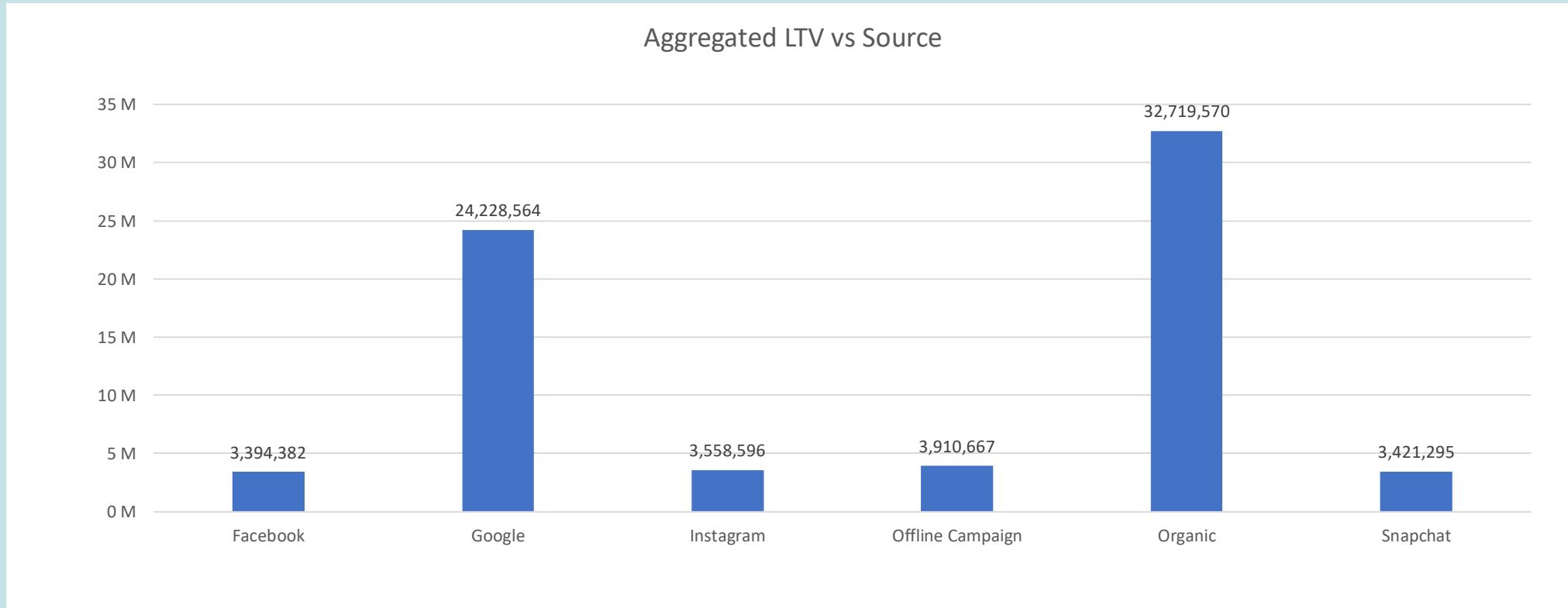
- HSR Layout has the highest level of completion rate of 68.62%, followed by ITI Layout with 17.31% and Harlur with 5.74%, and in 14 other areas the completion rate is 0.00%.

Customer Level Analysis: 7) Completion rate at source level



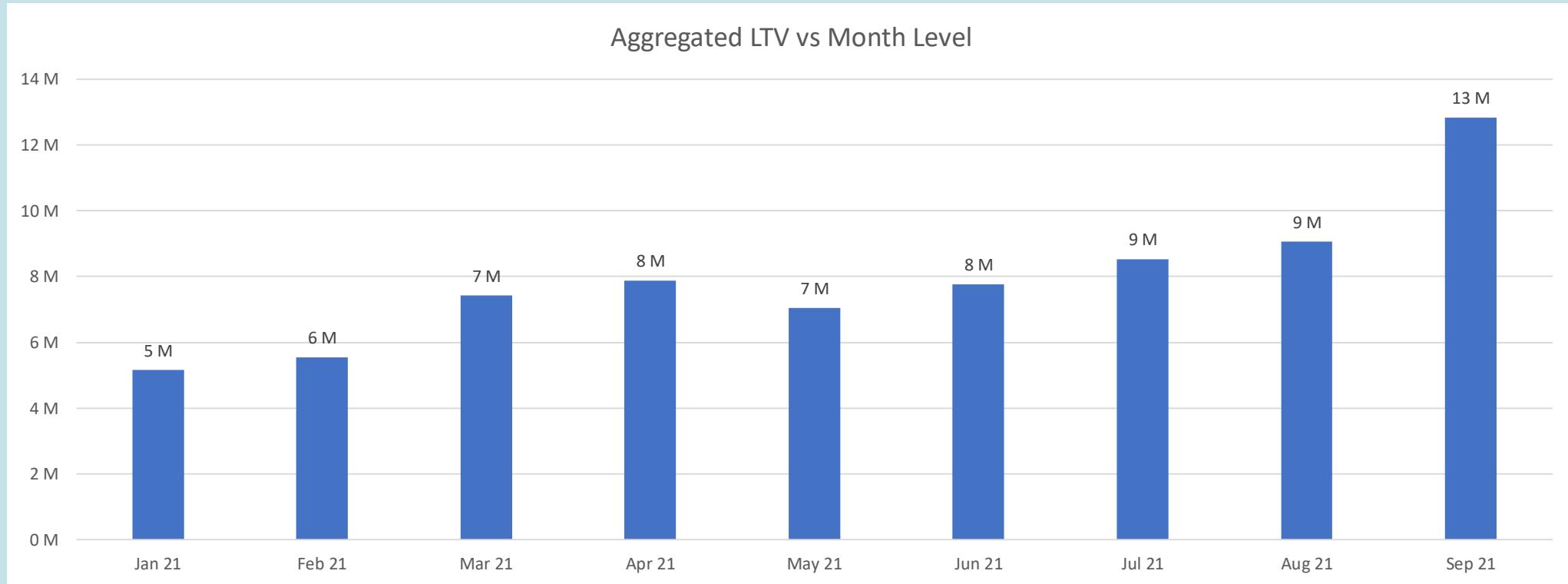
- Customers from the Organic source has the highest completion rate of 29.29% and customers from the source Google has the second highest completion rate of 23.43%.
- Snapchat has the lowest completion rate of 11.09%.

8) Aggregated LTV at customer acquisition source level



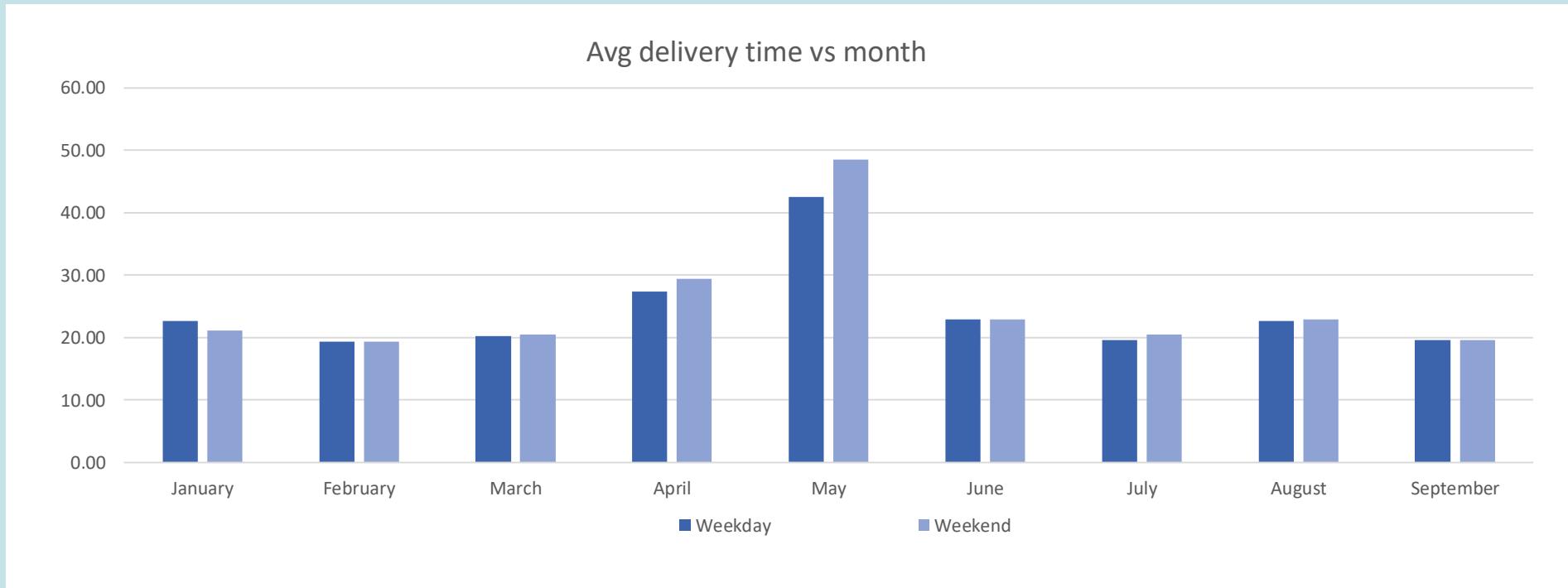
- Aggregated Lifetime Value is highest in the Organic source level customers while the customers from the source Facebook has the least Aggregated Lifetime Value.

9) Aggregated LTV at acquisition month level



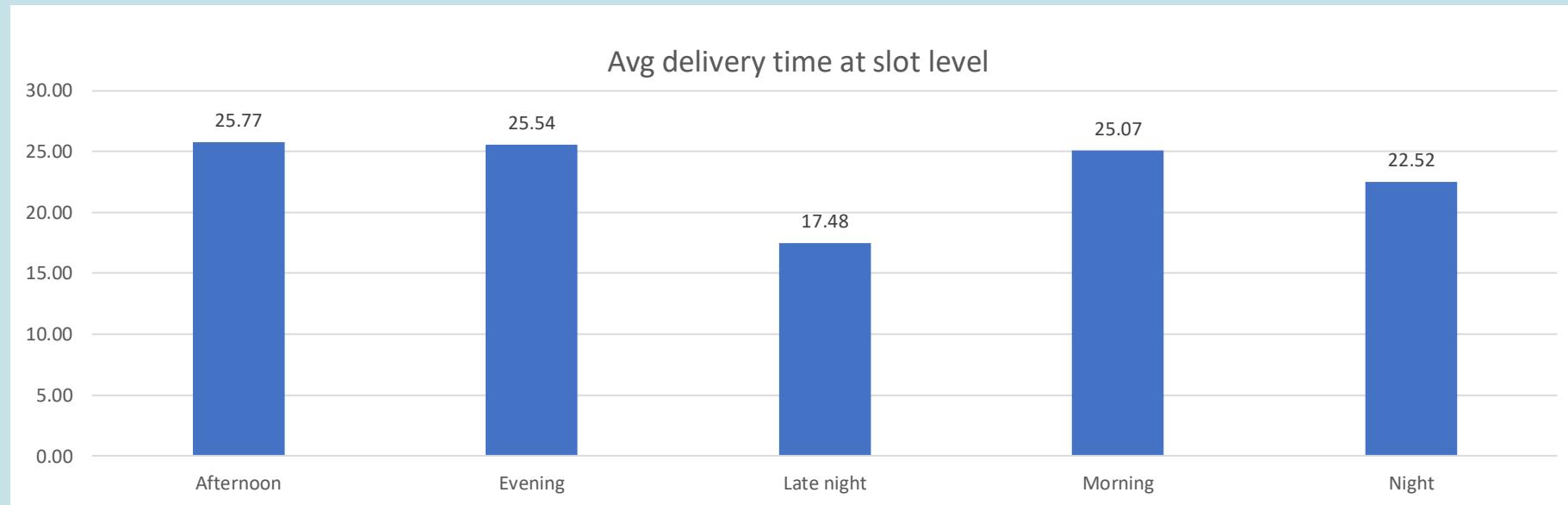
- Aggregated LTV at Acquisition month level has been 5M in the month of January but it had increased gradually throughout the year with September having the highest of 13M.

10) Average overall delivery time at month and weekday/weekend level



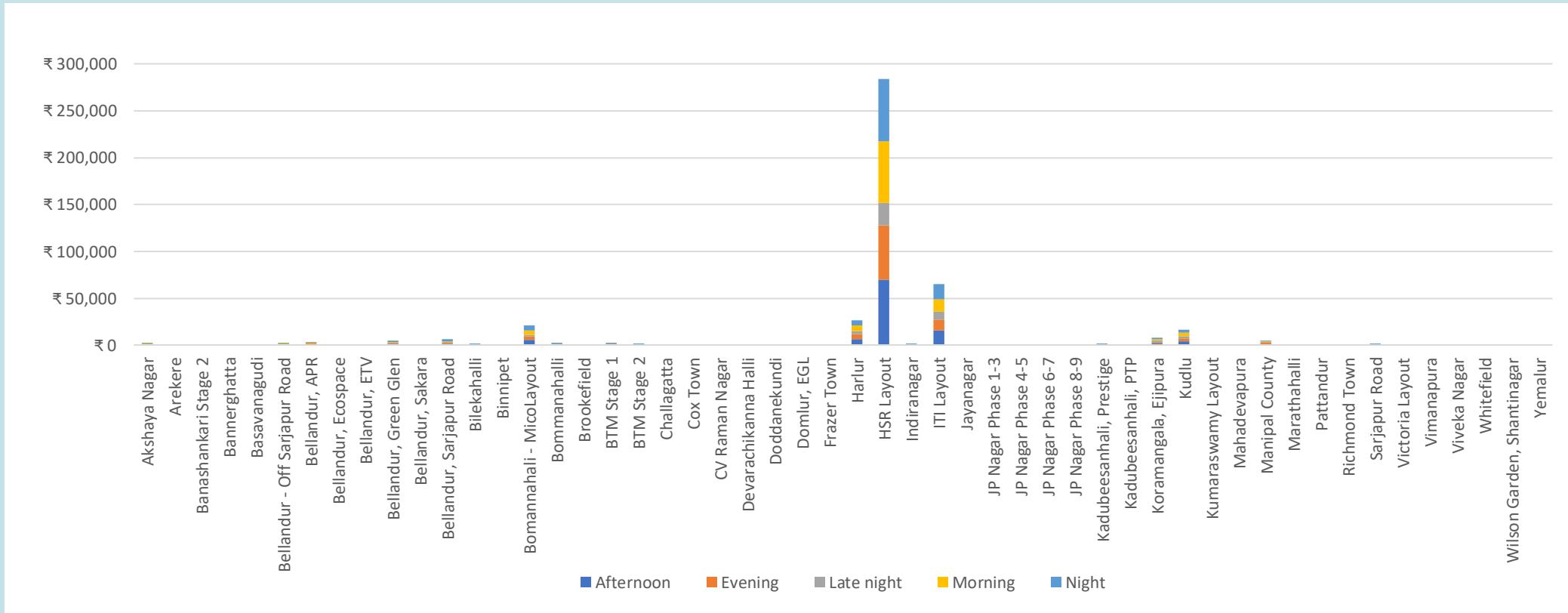
- February has the lowest delivery time for both weekend with 19.31 and weekday with 19.36 average overall time.
- Due to the vacations and summer holidays, the month of May has the highest average delivery time for weekend with 48.50 and weekday with 42.54 mins.

11) Calculate average overall delivery time at slot level



- Due to less traffic, Late night deliveries usually has the lowest average overall delivery time.
- Peak hours like afternoon, evening and morning has the highest average overall delivery time.

12) Pattern in delivery charges with slot or delivery area



- Areas like HSR Layout, ITI Layout and Harlur has the highest amount of total delivery charges.
- Usually, the peak hours has the high delivery charges and the late-night slot has the lowest delivery charges in all the areas.

Thank You