**SWIGGY’S FUNNEL BUSINESS CASE ANALYSIS**

* **Identify if traffic fluctuated as compared to the same day last week**

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| **Date** | **Same as last week** | **Change in Orders** | **Change in Traffic** | **Fluctuation** | **Reason** |
| 10-01-19 | 03-01-19 | -45 % | -49% | ***Low*** | Decline in facebook traffic |
| *17-01-19* | *10-01-19* | *106%* | *110%* | ***High*** | *Due to weekend all the sources have been increased* |
| *21-01-19* | *14-01-19* | *23%* | *5%* | ***High*** | *A slight change* |
| *22-01-19* | *15-01-19* | *85%* | *77%* | ***High*** | *Increase in twitter users* |
| *29-01-19* | *22-01-19* | *-72%* | *-40%* | ***Low*** | *Decline in twitter and other sources* |
| *19-02-19* | *12-02-19* | *-56%* | *-4%* | ***Low*** | *Conversion rate is decreased to 17% due to some issue with the menu page* |
| *26-02-19* | *19-02-19* | *120%* | *2%* | ***High*** | *A Slight change* |
| *02-03-19* | *23-02-19* | *-38%* | *8%* | ***Low*** | *A Slight change* |
| *09-03-19* | *02-03-19* | *102%* | *0%* | ***High*** | *A Slight change* |
| *19-03-19* | *12-03-19* | *-46%* | *2%* | ***Low*** | *A Slight change* |
| *24-03-19* | *17-03-19* | *22%* | *6%* | ***High*** | *A Slight change* |
| *26-03-19* | *19-03-19* | *78%* | *-5%* | ***High*** | *A Slight change* |
| *04-04-19* | *28-03-19* | *-52%* | *3%* | ***Low*** | *A Slight change* |
| *11-04-19* | *04-04-19* | *92%* | *-7%* | ***High*** | *A Slight change* |
| *12-04-19* | *05-04-19* | *-27%* | *-9%* | ***Low*** | *A Slight change* |
| *14-04-19* | *07-04-19* | *28%* | *8%* | ***High*** | *A Slight change* |
| *18-04-19* | *11-04-19* | *73%* | *11%* | ***High*** | *A Slight change* |
| *19-04-19* | *12-04-19* | *25%* | *7%* | ***High*** | *A Slight change* |
| *25-04-19* | *18-04-19* | *-39%* | *0%* | ***Low*** | *A Slight change* |
| *20-06-19* | *13-06-19* | *-54%* | *-53%* | ***Low*** | *Decline in traffic* |
| *27-06-19* | *20-06-19* | *115%* | *119%* | ***High*** | *Increase in all sources due to weekend and festivals* |
| *16-07-19* | *09-07-19* | *-63%* | *-10%* | ***Low*** | *A Slight change* |
| *23-07-19* | *16-07-19* | *135%* | *3%* | ***High*** | *A Slight change* |
| *11-08-19* | *04-08-19* | *-54%* | *0%* | ***Low*** | *A Slight change* |
| *18-08-19* | *11-08-19* | *107%* | *3%* | ***High*** | *A Slight change* |
| *14-09-19* | *07-09-19* | *-54%* | *-5%* | ***Low*** | *A Slight change* |
| *21-09-19* | *14-09-19* | *112%* | *-1%* | ***High*** | *A Slight change* |
| *09-10-19* | *02-10-19* | *22%* | *-4%* | ***High*** | *A Slight change* |
| *21-10-19* | *14-10-19* | *32%* | *9%* | ***High*** | *A Slight change* |
| *09-11-19* | *02-11-19* | *26%* | *7%* | ***High*** | *A Slight change* |
| *17-11-19* | *10-11-19* | *-57%* | *-7%* | ***Low*** | *A slight change* |
| *24-11-19* | *17-11-19* | *135%* | *5%* | ***High*** | *A Slight change* |
| *01-12-19* | *24-11-19* | *21%* | *1%* | ***High*** | *A Slight change* |
| *22-12-19* | *15-12-19* | *21%* | *0%* | ***High*** | *A Slight change* |

* **Identify if overall conversion** **fluctuated as compared to same day last week**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Date** | **Same as last week** | **Overall conversion** | **L2M** | **M2C** | **C2P** | **P2O** | **Fluctuation** |
| *10-01-19* | *03-01-19* | *6%* | *3%* | *1%* | *2%* | *1%* | *Low* |
| *17-01-19* | *10-01-19* | *6%* | *-2%* | *-1%* | *-1%* | *2%* | *High* |
| *21-01-19* | *14-01-19* | *7%* | *2%* | *7%* | *9%* | *-2%* | *High* |
| *22-01-19* | *15-01-19* | *6%* | *9%* | *-5%* | *-2%* | *3%* | *High* |
| *29-01-19* | *22-01-19* | *3%* | *-55%* | *8%* | *2%* | *-5%* | *Low* |
| *05-02-19* | *29-01-19* | *6%* | *123%* | *-3%* | *-2%* | *1%* | *High* |
| *19-02-19* | *12-02-19* | *3%* | *1%* | *-57%* | *1%* | *4%* | *Low* |
| *26-02-19* | *19-02-19* | *6%* | *-5%* | *145%* | *-3%* | *-5%* | *High* |
| *28-02-19* | *21-02-19* | *6%* | *6%* | *3%* | *-4%* | *7%* | *High* |
| *02-03-19* | *23-02-19* | *2%* | *0%* | *5%* | *-49%* | *7%* | *Low* |
| *09-03-19* | *02-03-19* | *4%* | *-1%* | *-1%* | *112%* | *-3%* | *High* |
| *19-03-19* | *12-03-19* | *3%* | *4%* | *6%* | *2%* | *-53%* | *Low* |
| *24-03-19* | *17-03-19* | *4%* | *2%* | *5%* | *2%* | *5%* | *High* |
| *26-03-19* | *19-03-19* | *6%* | *-7%* | *-5%* | *-5%* | *121%* | *High* |
| *04-04-19* | *28-03-19* | *3%* | *7%* | *-49%* | *-8%* | *-8%* | *Low* |
| *11-04-19* | *04-04-19* | *6%* | *-6%* | *94%* | *9%* | *3%* | *High* |
| *12-04-19* | *05-04-19* | *6%* | *-7%* | *-7%* | *-5%* | *-4%* | *Low* |
| *14-04-19* | *07-04-19* | *4%* | *4%* | *3%* | *4%* | *6%* | *High* |
| *18-04-19* | *11-04-19* | *9%* | *-4%* | *73%* | *-4%* | *-2%* | *High* |
| *19-04-19* | *12-04-19* | *6%* | *2%* | *8%* | *5%* | *0%* | *High* |
| *25-04-19* | *18-04-19* | *6%* | *5%* | *-43%* | *-5%* | *7%* | *Low* |
| *20-06-19* | *13-06-19* | *6%* | *-2%* | *7%* | *-7%* | *-1%* | *Low* |
| *27-06-19* | *20-06-19* | *6%* | *4%* | *-6%* | *7%* | *-7%* | *High* |
| *16-07-19* | *09-07-19* | *2%* | *-60%* | *0%* | *-1%* | *2%* | *Low* |
| *23-07-19* | *16-07-19* | *6%* | *137%* | *0%* | *3%* | *-7%* | *High* |
| *11-08-19* | *04-08-19* | *2%* | *7%* | *1%* | *-54%* | *-9%* | *Low* |
| *18-08-19* | *11-08-19* | *3%* | *-5%* | *1%* | *98%* | *5%* | *High* |
| *14-09-19* | *07-09-19* | *2%* | *5%* | *-56%* | *4%* | *0%* | *Low* |
| *21-09-19* | *14-09-19* | *3%* | *-4%* | *130%* | *-4%* | *1%* | *High* |
| *09-10-19* | *02-10-19* | *7%* | *7%* | *1%* | *9%* | *7%* | *High* |
| *21-10-19* | *14-10-19* | *6%* | *2%* | *7%* | *4%* | *6%* | *High* |
| *09-11-19* | *02-11-19* | *4%* | *-1%* | *6%* | *5%* | *6%* | *High* |
| *17-11-19* | *10-11-19* | *2%* | *-1%* | *-58%* | *7%* | *3%* | *Low* |
| *24-11-19* | *17-11-19* | *4%* | *-1%* | *150%* | *-8%* | *-2%* | *High* |
| *01-12-19* | *24-11-19* | *4%* | *4%* | *1%* | *6%* | *7%* | *High* |
| *22-12-19* | *15-12-19* | *4%* | *5%* | *11%* | *0%* | *4%* | *High* |