SWIGGY FUNNEL REPORT 

**Understanding Weekly Order Patterns in Our Food Delivery App**

**1. Seasonal Trends**

* **Holidays and Seasons:** Orders change during holidays, weekends, and different seasons.
* **Weather Impact:** Ice cream orders increase during heatwaves, while warm soups are popular in colder months.
* **2. Special Events**
* **Local Events:** Festivals and promotions affect order volumes.
* **Tailored Offerings:** Adjusting our menu for these events can increase sales.
* **3. Consumer Behavior**
* **Ordering Habits:** Notice when users order more, like on Fridays after work.
* Peak Hours: Understand and cater to the busiest times.

TRAFFIC CHANNEL CONVERSION

MONTHLY DATA

* + **Facebook**: Currently, Facebook is our dominant source of traffic. Users engage with our content, promotions, and updates primarily through this platform.
  + **YouTube**: Following Facebook, YouTube contributes significantly to our traffic. Video content, tutorials, and brand visibility play a key role here.
  + **Twitter**: Although currently not our top source, Twitter presents an opportunity for growth. Its real-time nature and engagement potential make it valuable.
  + **Others**: While Facebook and YouTube lead the way, we also receive traffic from other platforms.

Strategy Focus:

* + **Enhancing Twitter Presence**: We’ll actively invest in building our presence on Twitter. Regular tweets, engaging with followers, and leveraging trending topics will be our focus.

**Maintaining Facebook**: While we expand on Twitter, we’ll continue nurturing our existing Facebook community. Consistency and quality content remain essential.

The chart shows the monthly sum of interactions from different social media platforms, including Twitter, Facebook, YouTube, and others. Here are a few relevant points:

1. **YouTube Dominance**: YouTube consistently has the highest sum of interactions each month, indicating its significant impact and popularity compared to other platforms.
2. **Stable Trends**: The interaction volumes for each platform remain relatively stable across the months, with no drastic fluctuations, suggesting a consistent engagement level throughout the year.
3. **Platform Comparison**:
   * **YouTube (Yellow)**: Highest interaction sums, consistently over 300 million per month.
   * **Facebook (Gray)**: The second highest, with interactions around 250 million monthly.
   * **Others (Orange)**: Show significant interactions, roughly around 200 million each month.
   * **Twitter (Blue)**: Lowest interaction sums, under 100 million per month, indicating it might be less engaging or relevant compared to the other platforms.
4. **Monthly Variation**: There are minor variations from month to month, but overall, each platform maintains a steady performance without significant peaks or drops.
5. **Implications for Strategy**:
   * **Focus on YouTube and Facebook**: Given their higher interaction sums, marketing efforts could prioritize these platforms.
   * **Consistent Engagement**: The stable trends suggest that current strategies are maintaining a steady audience, but exploring new ways to boost engagement, especially on platforms like Twitter, could be beneficial.
   * **Seasonal Adjustments**: Although there are no drastic changes, slight adjustments during specific months (e.g., end of the year) might optimize engagement further.

WEEKLY DATA

The pie chart represents the weekly sum of Facebook interactions distributed across different months. Here are some relevant points:

1. **January Dominance**: The chart shows that January (represented by the largest blue section) accounts for the majority of the weekly Facebook interactions. This indicates a significant peak in Facebook engagement during this month.
2. **Smaller Monthly Contributions**:
   * **February (Orange)**: Has a smaller share, indicating fewer interactions compared to January.
   * **March (Gray)**: Slightly more than February but still significantly less than January.
   * **April (Yellow)**, **May (Light Blue)**, **June (Green)**, **July (Dark Blue)**, and **August (Orange)**: Each of these months has a very small slice, indicating much lower weekly interactions on Facebook.
3. **Seasonal Insights**:
   * **New Year Effect**: The high engagement in January might be due to New Year celebrations, holiday season promotions, and increased social media activity post-holidays.
   * **Summer Drop**: The smaller slices for the summer months (June, July, and August) might indicate a seasonal drop in engagement, possibly due to people being on vacations or spending more time outdoors.
4. **Focus on January**: Given the significant spike in interactions during January, this period could be targeted for major marketing campaigns, promotions, and special offers to leverage the high engagement.
5. **Investigate Low Engagement Months**: The months with very low interaction slices should be analyzed to understand the reasons behind the low engagement. This can help in strategizing ways to boost interactions during these periods.
6. **Data Utilization**:
   * **Optimizing Content**: Tailor content strategies to maximize engagement during high interaction months.
   * **Promotional Campaigns**: Align promotions and special offers with the months showing higher engagement to capitalize on increased user activity.
   * **Resource Allocation**: Allocate more resources (e.g., advertising budget, content creation) during peak months like January to maximize return on investment.

By analyzing these trends, you can optimize your marketing and engagement strategies on Facebook to enhance user interaction throughout the year.

SESSION DETAILS

The image displays a horizontal bar chart illustrating the sum of orders for each day of the week. Here are some relevant points related to the chart:

1. **Chart Title**: The chart is titled "Total," indicating that it shows the total sum of orders across different days of the week.
2. **Data Representation**:
   * The x-axis represents the total number of orders, with values ranging from 0 to 10,000,000.
   * The y-axis lists the days of the week, from Friday to Wednesday.
3. **Order Distribution**:
   * Sunday has the highest total number of orders, slightly under 9,000,000.
   * Saturday follows with the second-highest total, also slightly under 9,000,000 but less than Sunday.
   * Wednesday and Monday have the lowest total orders, just above 6,000,000.
4. **Mid-Range Orders**:
   * Friday, Tuesday, and Thursday have similar totals, ranging between approximately 7,000,000 and 8,000,000 orders.
5. **Trend Analysis**:
   * There is a noticeable increase in orders on weekends (Saturday and Sunday).
   * Orders are relatively lower during the middle of the week (Monday and Wednesday).
6. **Category Identification**:
   * Each bar represents a specific day of the week, making it easy to identify the order totals for each day.
7. **Visualization**:
   * The use of horizontal bars makes it straightforward to compare the total orders across different days.
   * The blue color uniformly represents the "Total" category, ensuring clarity in the data presentation.

This chart effectively visualizes the distribution of orders over a week, highlighting peak order days and providing insights into daily order trends.

**Strategic Focus on Marketing**

1. **Data-Driven Marketing:**
   * Use analytics to track customer behaviour, identify trends, and optimize marketing campaigns.
   * Conduct regular market research to understand customer needs and preferences better.
2. **Building Relationships:**
   * Maintain positive relationships with restaurants through regular communication, support, and feedback.
   * Engage with customers through personalized messages, special occasion discounts, and appreciation tokens.
3. **Brand Ambassadors and Influencers:**
   * Partner with local celebrities, food bloggers, and influencers to promote SWIGGY.
   * Encourage satisfied customers to become brand ambassadors by sharing their experiences on social media.

**Conversion Metrics :**

**The line chart represents four different series (L2M, M2C, C2P, and P2O) tracked over 43 periods. Each series appears to represent a different metric or category, with the Y-axis showing the percentage values ranging from 0% to 90%.**

Here are some relevant points about the chart:

1. **Series Overview**:
   * **Series 1 (L2M, Blue)**: This series fluctuates between 10% and 30%, with some notable drops and peaks around periods 13-15 and 19-20. It maintains the lowest percentage range compared to other series.
   * **Series 2 (M2C, Orange)**: This series shows significant volatility with sharp drops and peaks, particularly around periods 14-16 and 25-28. It generally fluctuates between 20% and 50%.
   * **Series 3 (C2P, Gray)**: This series starts off steady around 70% but experiences a sharp decline around periods 17-18, with a quick recovery and maintaining a range of 60% to 70% afterward.
   * **Series 4 (P2O, Yellow)**: This series is consistently the highest, ranging between 70% and 85%, with a notable dip around periods 18-19 and quick recovery. It shows overall stability with minor fluctuations.
2. **Key Observations**:
   * **Stability vs. Volatility**: Series 3 (C2P) and Series 4 (P2O) are relatively stable with high percentages, whereas Series 1 (L2M) and Series 2 (M2C) show more volatility and lower percentages.
   * **Sharp Changes**: Significant drops and peaks occur around periods 14-20, suggesting possible external factors or events impacting these metrics simultaneously.
   * **Consistency in P2O**: Series 4 (P2O) remains the most stable and highest performing metric throughout the periods, indicating consistent performance in the area it represents.
3. **Implications**:
   * **Focus on Stability**: The consistent performance of Series 4 (P2O) suggests strategies or practices in this area are effective and could be examined for application to other series.
   * **Address Volatility**: The volatility in Series 1 (L2M) and Series 2 (M2C) indicates areas needing attention to identify causes of fluctuation and stabilize these metrics.
   * **Investigate Sharp Drops**: The periods with sharp changes across multiple series warrant investigation to understand the underlying causes and mitigate similar future impacts.
4. **Strategic Actions**:
   * **Benchmarking Best Practices**: Analyze Series 4 (P2O) for best practices that can be applied to improve stability and performance in other series.
   * **Mitigation Plans**: Develop strategies to address volatility in Series 1 (L2M) and Series 2 (M2C), such as identifying external influences and implementing mitigation plans.
   * **Data-Driven Decisions**: Use the data to make informed decisions aimed at improving overall performance and reducing variability across all series.

By examining these points, you can gain a better understanding of the trends and areas for improvement represented by each series in the chart.

DAY WISE CONVERSION

The image shows two pie charts with many segments. Here are some relevant points related to the charts:

1. **Color Coding**: Both charts use a wide variety of colors to differentiate between segments. Each segment represents a different category
2. **Proportion**:

* The left pie chart has one large segment that dominates, suggesting that one category holds a significant proportion of the total.
* The right pie chart appears to have more evenly distributed segments, indicating a more balanced distribution among categories.

1. **Categories**:

The legend on the right lists categories numbered from 1 to 25, each associated with a different color.

1. **Comparison**:
   * The charts are likely placed side by side to facilitate comparison between the distributions of categories in the two datasets.
   * The large segment in the left pie chart may correspond to a particular category that is less dominant in the right pie chart.
2. **Data Visualization**:
   * The use of pie charts indicates a focus on visualizing the proportional relationships between different categories.
   * The differences in segment sizes help in understanding which categories are more significant in each chart.
3. **Interpreting the Data**:
   * To interpret the data accurately, it's important to refer to the legend and understand what each number represents.
   * The significant difference in the size of segments suggests variations in data distribution, possibly indicating changes over time or differences between two groups or conditions.

Without additional context or labels, these general points describe the apparent structure and purpose of the charts. For a more detailed analysis, the specific categories and their values would need to be identified.

Here are some expanded points to elevate SWIGGY’s market position and business success:

**Marketing and Sales Enhancement**

1. **Leverage Twitter and Other Social Media Platforms:**
   * Utilize Twitter for real-time customer engagement, trending hashtags, and quick updates. Host Twitter chats and Q&A sessions.
   * Expand presence on Instagram and TikTok with engaging visual content, including behind-the-scenes videos, user-generated content, and influencer collaborations. Run contests and giveaways to increase engagement.
   * Explore LinkedIn for B2B marketing, sharing success stories, and building corporate partnerships.
2. **Content Marketing:**
   * Develop a blog featuring recipes, food trends, health tips, and restaurant spotlights.
   * Create video content such as cooking shows, interviews with chefs from partner restaurants, and food delivery challenges.
   * Use email marketing to share personalized recommendations, exclusive deals, and updates.

**Promotions and Discounts Optimization**

1. **Personalized Offers:**
   * Use customer data to tailor promotions and discounts to individual preferences and ordering habits.
   * Implement a tiered loyalty program where customers can earn points for every order, redeemable for discounts or freebies.
2. **Limited-Time Offers and Flash Sales:**
   * Introduce flash sales during off-peak hours to boost orders.
   * Partner with restaurants for exclusive deals and limited-time menu items.
   * Offer bundle deals, like family meal packages or weekend specials.

**Consistency Matters**

1. **Restaurant Availability:**
   * Increase the number of open restaurants during peak hours and holidays to meet demand.
   * Regularly update and expand the list of partner restaurants to offer a diverse range of cuisines.
2. **Smooth Operations:**
   * Ensure seamless and secure payment gateways with multiple payment options.
   * Enhance customer support with chatbots and 24/7 availability for quick issue resolution.
   * Implement a feedback loop to continually improve service based on customer input.

**Uniqueness and Competitive Edge**

1. **Hygiene and Safety:**
   * Prioritize hygiene in food packaging with tamper-proof seals and clear labeling.
   * Train delivery partners on hygiene protocols and equip them with hand sanitizers and masks.
2. **Sustainable Practices:**
   * Use eco-friendly packaging materials and encourage restaurants to do the same.
   * Promote a green delivery option with minimal or zero plastic usage.
3. **Customer Loyalty Programs:**
   * Introduce loyalty memberships with exclusive perks like free delivery, priority customer support, and early access to promotions.
   * Develop a referral program where existing customers can earn rewards by inviting friends and family.

**Strategic Focus on Marketing**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Date** | **Days** | **Weekly Order Change** | **Weekly Conversion Change** | **Weekly Traffic** | **Maximum Fluctuation** | **Channel with Max Fluctuation** | **Hypothesis** | **Reasoning** |
| 1/10/2019 | Thursday | -45% | 7% | -49% | -95% | Facebook | Overall Traffic dropped by 49% | The traffic dropped on an average of 49% (Facebook dropped by 95%, YouTube dropped by 49% and Twitter dropped by 49%, whereas Others increased by 15% only). |
| 1/17/2019 | Thursday | 106% | -2% | 110% | 1980% | Facebook | Overall Traffic spiked by 110% | The traffic increased by an average of 110% (Facebook increased by 1980%, YouTube increased by 110%, Twitter icreased by 110% and Others increased by 110%). |
| 1/21/2019 | Monday | 23% | 17% | 5% | 5% | Same | Weekend led to increase in orders | Number of orders were 1.48M and we can see conversion increased by 17% |
| 1/22/2019 | Tuesday | 85% | 5% | 76% | 747% | Youtube | Weekend led to increase in orders | Number of orders were 2.22M and the traffic increased by 77% average (Facebook increased by 77% and Twitter increased by 747% wherein, Youtube decreased by 65% and Others decreased by 60%). |
| 1/29/2019 | Tuesday | -72% | -52% | -40% | 198% | Twitter | Overall Traffic dropped by 40% | The traffic dropped on average of 40% (Facebook dropped by 40%, Twitter dropped by 88%, whereas, Youtube increased by 198% and Others increased by 166%). |
| 1/31/2019 | Thursday | 20% | 1% | 1% | 1% | Same | Number of orders increased, Coversion hiked and Avg. cost for two dropped | Number of orders were 1.27M and we can notice conversion increase by 1%. Average cost for two dropped by Rs. 12 from the last day. |
| 2/5/2019 | Tuesday | 115% | 115% | 0% | 0% | Same | Number of orders increased and Conversion spiked by 115% | Number of orders were 1.36M and we can notice conversion increase by 115% |
| 2/19/2019 | Tuesday | -56% | -54% | -4% | -4% | Same | Conversion and number of restaurants dropped | Conversion dropped by 54% and number of restaurants reduced by 349. |
| 2/26/2019 | Tuesday | 120% | 116% | 2% | 2% | Same | Conversion increased and average cost for two decreased. | Number of orders were 1.36M, Conversion spiked by 116% and Average cost for two decreased by Rs. 28 |
| 2/28/2019 | Thursday | 22% | 13% | 8% | 8% | Same | Weekend led to Conversion spiked by 13% and delivery charges dropped. | Weekend, Conversion increased by 13% and Delivery charges decreased by Rs. 5 |
| 3/2/2019 | Saturday | -38% | -42% | 8% | 8% | Same | Number of orders decreased, increased delivery charges and average cost for two while the number of restaurants decreased. | Orders decreased by 38%, Delivery charges increased by Rs 28, number of restaurants decreased by 20,015 and Average cost for two increased by Rs. 17 |
| 3/9/2019 | Saturday | 102% | 102% | 0% | 0% | Same | Weekend, Conversion spiked by 102% and restaurants increased | Number of orders were 1.82M, conversion increased by 102% and number of restaurants increased by 7537 |
| 3/19/2019 | Tuesday | -46% | -47% | 2% | 2% | Same | Conversion dropped, payment's success rate dropped, number of restaurants dropped and avg cost for two icreased | Coversion dropped by 47%, Payments success rate dropped by 30%, Average cost for two increased by Rs. 25 and number of resstaurants dropped by 14565 |
| 3/24/2019 | Sunday | 22% | 15% | 6% | 6% | Same | Conversion increased, number of restaurants increased while the average cost for two decreased. | Number of orders were 1.84M, conversion increased by 15%, number of restaurants increased by 4774 and Average cost for two decreased by Rs. 36 |
| 3/26/2019 | Tuesday | 78% | 87% | -5% | -5% | Same | Conversion increased, number of restaurants increased while the average cost for two decreased. | Coversion increased by 87%, increase in restaurants by 13,557 and Average cost for two decreased by Rs. 24 |
| 4/4/2019 | Thursday | -52% | -53% | 3% | 3% | Same | No of orders decreased, conversion decreased, lowest average discount, no. of restaurants and average cost for two decreased. | Number of orders were 0.63M, conversion droped by 53%, lowest average discount 10%, number of restaurants decreased by 3,992 and average cost fo two increased by Rs. 27 |
| 4/11/2019 | Thursday | 92% | 107% | -7% | -7% | Same | Weekend led to conversion increase | Weekend, Conversion increased by 107% |
| 4/12/2019 | Friday | -27% | -20% | -9% | -9% | Same | Conversion decreased by 20% | Conversion decrased by 20% |
| 4/14/2019 | Sunday | 28% | 19% | 8% | 8% | Same | Conversion increased by 19%, Success rate for payment increased by 3% and increase in number of restarants. | Number of orders 1.93M, conversion increased by 19%, Success rate for payments increased by 3% and number of restaurants increased by 15,044 |
| 4/18/2019 | Thursday | 73% | 57% | 11% | 11% | Same | Highest Overall conversion, highest average discount and avg cost for two decreased. | Conversion of 57%, highest average discount of 29% (icreased by 11 %) and average cost for two decreased by Rs. 23 |
| 4/19/2019 | Friday | 25% | 16% | 7% | 7% | Same | Conversion increased by 16% and average cost decreased and payment success rate increased | Conversion increased by 16% , success rate for payments increased by 4%, and average cost for decreased by Rs. 13 |
| 4/25/2019 | Thursday | -39% | -39% | 0% | 0% | Same | Conversion dropped, No of orders, count of restaurants and payment success rate decreased | Number of orders 0.62M, conversion dropped by 39%, count of restaurants decreased by 972 and payment success rate decreased by 3% |
| 6/20/2019 | Thursday | -54% | -3% | -53% | -53% | Same | Coversion increased slighlt, avg cost for two increased and payment success rate decreased | Conversion only increased by 3%, average cost for two increased by Rs 23 and success rate of payment decreased by 3% |
| 6/27/2019 | Thursday | 115% | -2% | 119% | 119% | Same | Weekend, Overall traffic increased, number of restaurants increased an avg cost for two decreased | Weekend, traffic increased in all 4 channels by 119%, number of restaurants increased by 9,854 average cost for two decreased by Rs. 10 |
| 7/16/2019 | Tuesday | -63% | -59% | -10% | -10% | Same | Decrease in Conversion, lowest L2M, Highest avg cost for two and decreased in restaurants | Decrease in conversion by 59%, Lowest L2M of 10%, Highest Average Cost for two Rs. 458(increase by 105%) and number of restaurants decreased by 5,108 |
| 7/23/2019 | Tuesday | 135% | 128% | 3% | 3% | Same | Conversion and number of restaurants increased | Conversion increased by 128% and number of restaurants increased by 4,810 |
| 8/11/2019 | Sunday | -54% | -54% | 0% | 0% | Same | Decrease in Conversion, Lowest C2P, average cost for two and number of restaurants decreased. | Decrease in conversion by 54%, Lowest C2P of 33%, average cost for two increased by Rs. 44 and number of restaurants decreased by 15,087 |
| 8/18/2019 | Sunday | 107% | 100% | 3% | 3% | Same | Weekend, Conversion increased | Weekend, Conversion increased by 100%, |
| 9/14/2019 | Saturday | -54% | -51% | -5% | -5% | Same | Decrease in Conversion and Lowest Average Discount | Decrease in conversion by 51%, Lowest Average discount of 17% |
| 9/21/2019 | Saturday | 112% | 114% | -1% | -1% | Same | Weekend, Conversion increased and avg cost for two decreased. | Weekend, Conversion increased by 114% and average cost fr two decreased by Rs. 11 |
| 10/9/2019 | Wednesday | 22% | 27% | -4% | -4% | Same | Weekend, Conversion increased and avg cost for two decreased. | Weekend, Conversion increased by 27% and average cost for two decreased by Rs. 27 |
| 10/21/2019 | Monday | 32% | 21% | 9% | 9% | Same | Conversion increased and C2P increased | Conversion increased by 21%, C2P increased by 9% |
| 11/9/2019 | Saturday | 26% | 18% | 7% | 7% | Same | No of orders, Conversion and traffic increased. | Number of orders are 1.84M, Conversion spiked by 18% and overall traffic increased by 7% in all channels. |
| 11/17/2019 | Sunday | -57% | -54% | -7% | -7% | Same | Conversion decreased, M2C is lowest, Out of stock items are highest and number of restaurants decreased | Conversion dropped by 54%, M2C is 14% (lowest)and Highest Out of stock Items per restaurant (112), number of restaurants decreased by 23,577. |
| 11/24/2019 | Sunday | 135% | 124% | 5% | 5% | Same | Weekend, Conversion increased and avg cost for two decreased. | Weekend, Conversion increased by 124% and average cost for two decreased by Rs. 39 |
| 12/1/2019 | Sunday | 21% | 20% | 1% | 1% | Same | Weekend, Conversion rate increased and average cost for two decreased | Weekend, number of orders are 1.99M, conversion increased by 20% and number of restaurants increased by 16,357 |
| 12/22/2019 | Sunday | 21% | 21% | 0% | 0% | Same | Weekend, Conversion increased | Weekend, Conversion increased by 21% |

**Additional Strategies**

1. **Technology Integration:**
   * Invest in AI and machine learning to improve order prediction, route optimization, and customer personalization.
   * Enhance the app experience with user-friendly interfaces, real-time tracking, and personalized recommendations.
2. **Community Engagement:**
   * Sponsor local events, food festivals, and community activities to increase brand visibility.
   * Support local businesses and artisans by featuring their products and services on the platform.
3. **Expansion and Innovation:**
   * Explore new markets and regions for expansion.
   * Innovate with new services like cloud kitchens, meal kits, and grocery delivery to diversify offerings.