

Executive Summary- Task 1

Task 1.1

Pre-Thinking

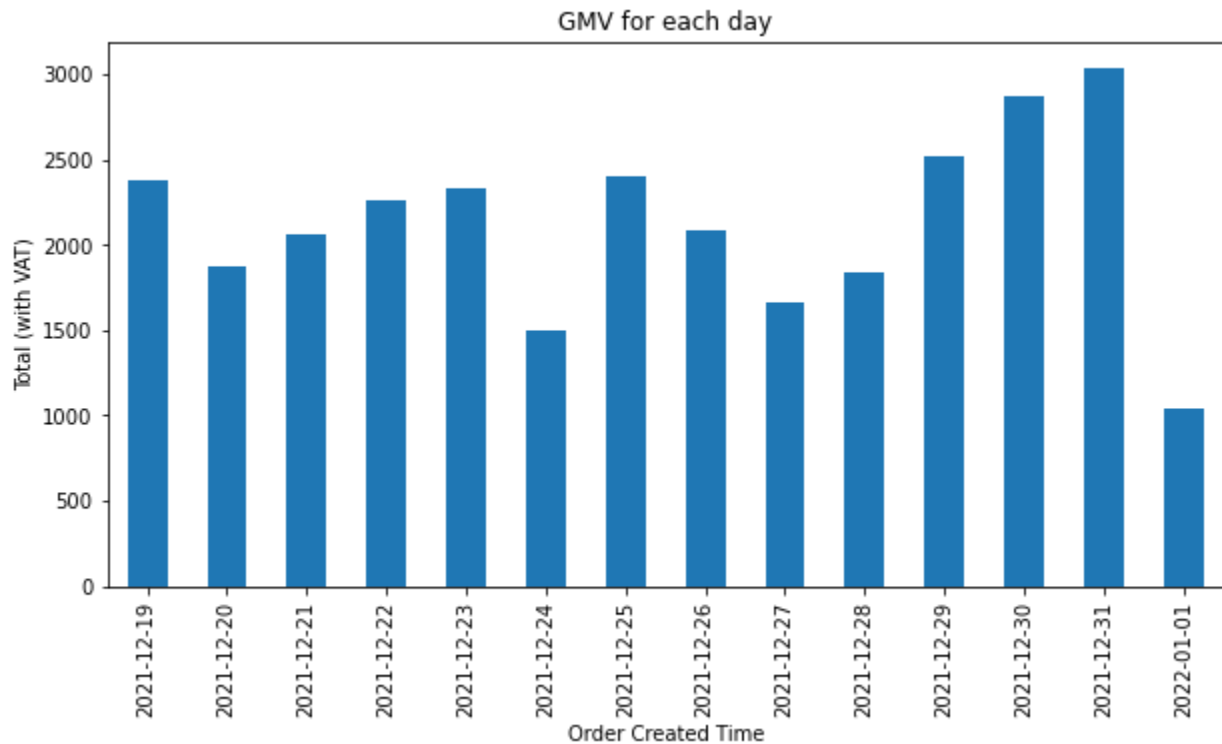
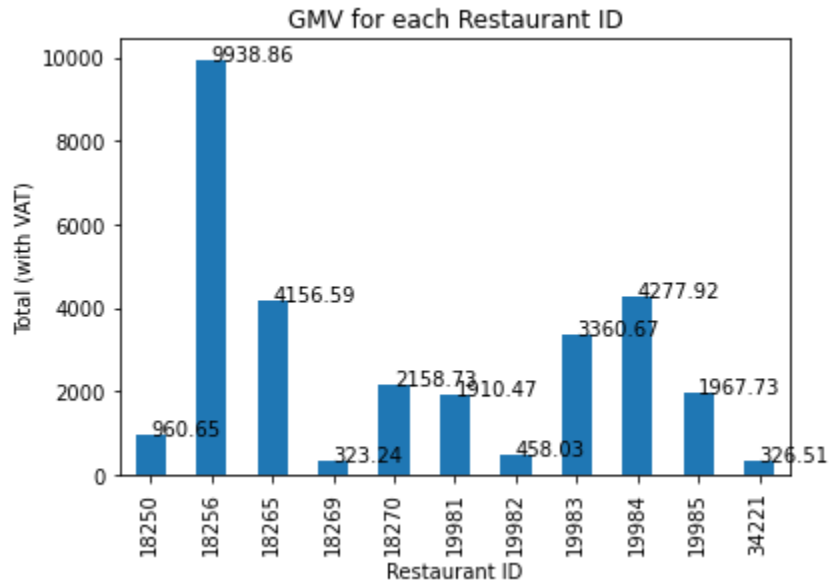
The purpose of this analysis is to measure the success and growth of a partner using Total Sales or GMV (Gross Merchandise Value), total number of orders, average basket value, and partners expenses on Bolt. The metrics will help track the size of the partner, monitor the weekly GMV, and check the impact of holidays. The total number of orders and daily order count will be key metrics to monitor, and the average basket value at the restaurant level will be important to track to understand customer preferences. Finally, the partner expenses total, expenses for each restaurant total, and total commission paid per order will be monitored to measure the financial performance and success of the partnership. By tracking these metrics, we can look for insights and will be able to make informed and effective decisions to drive growth and success for the partner and the business.

Metric	Objective
GMV	
1.1 Total GMV	To measure the size of the partner
1.2 Total GMV at Restaurant level	To measure the size across different restaurants
1.3 Week over week overall level GMV	To measure weekly GMV
1.4 GMV at day of week level overall	To identify seasonality
1.5 Daily revenue trends	To check the impact of holidays(may be or may not be)
Total number of orders	
1.1 Total Order counts	
1.2 Total Order each restaurants	
1.3 Order at week level	
1.4 Order at day of week level	
1.5 Daily Order count	Key metric which we want to monitor
Average Basket Value at restaurant level	We look at it from high level because it's a difficult metric to move as it is driven by customer preferences
Partners expense on Bolt	
1.1 Partner expenses total	
1.2 Expenses each restaurants total	
1.3 Total commission paid per order	Key metric which we want to monitor

Analysis

We can identify that there are 11 Restaurant in the dataset and that the Deposit is always 0.1, that tells me it's most likely the Bottle recycling tax. Also that the dataset is 2 weeks long.

GMV



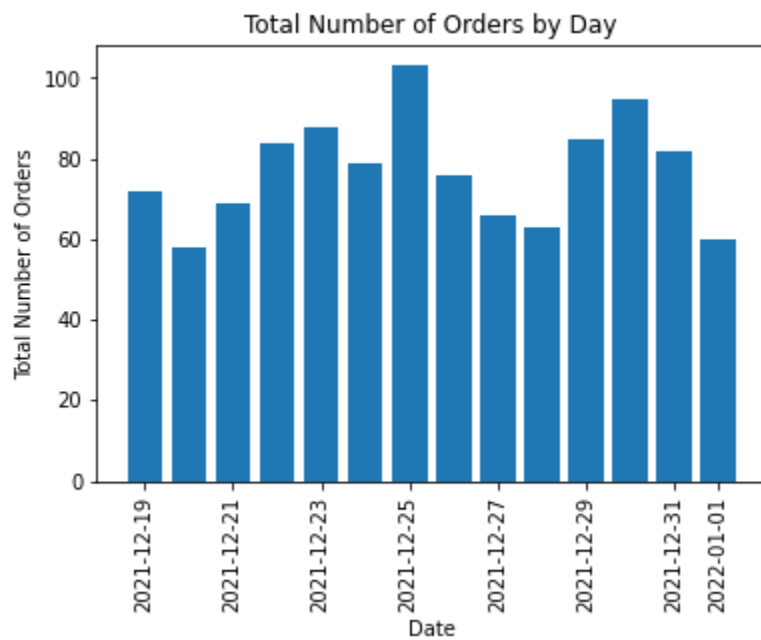
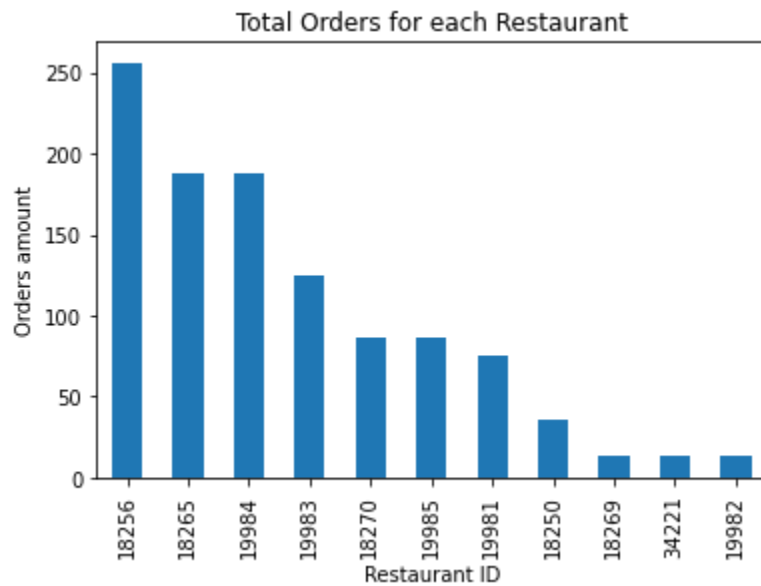
Earnings per Quantity

Restaurant ID

18250	13.159589
18256	16.960512
18265	10.470000
18269	14.053913
18270	14.785822
19981	12.996395
19982	15.794138
19983	10.771378
19984	11.656458
19985	16.397750
34221	12.092963

We know that partners total gross merchandise volume is 29839.4 eur,
and the best performing Restaurant is 18256.

Total number of orders



All Restaurants combined have made a total of 1080 orders, Restaurant 18256 with 256 (most) Orders and 34221 with only 13 orders.

Expenses

Partner Expenses Total: 2331.16 eur

Average Commission cost: 2.16 eur

Expenses for each Restaurant:

Restaurant ID

18250	76.37
18256	786.85
18265	313.77
18269	26.99
18270	168.79
19981	146.34
19982	35.41
19983	258.65
19984	341.50
19985	149.07
34221	27.42

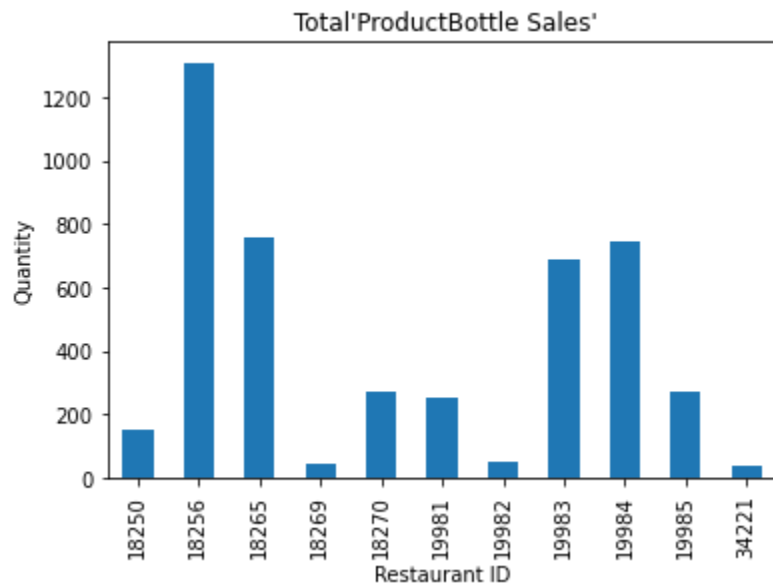
Bolt fee per quantity

Restaurant ID

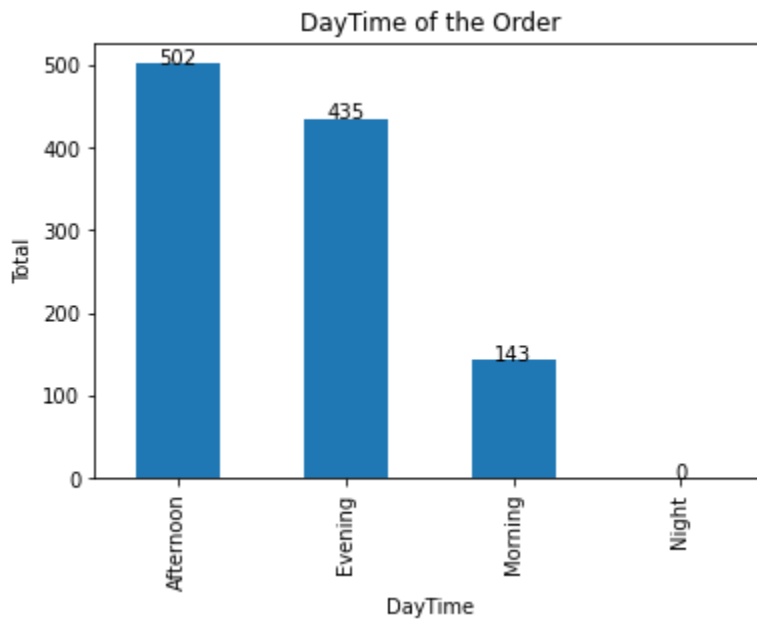
18250	1.046164
18256	1.342747
18265	0.790353
18269	1.173478
18270	1.156096
19981	0.995510
19982	1.221034
19983	0.829006
19984	0.930518
19985	1.242250
34221	1.015556

Partner has spend a total of 2331.16 eur on Bolt Commission, and on average per each order commission is 2.16 eur

Total Product Sales



Daytime of order



Basket Value

Restaurant ID	Count of Order ID	Average Basket Value	Insight
18250	36	26.68	
18256	256	38.82	Highest value(eur) per order
18265	188	22.11	Lowest value(eur) per order
18269	13	24.86	
18270	87	24.81	
19981	75	25.47	
19982	13	35.23	
19983	125	26.89	
19984	188	22.75	
19985	86	22.88	
34221	13	25.12	

Bolt's earnings per restaurant

Restaurant ID	Sum of Bolt Service Fee	Count of Order ID	Average Bolt Commission per order	Insight
18250	76.37	36	2.12	
18256	786.85	256	3.07	Highest margin restaurant for Bolt
18265	313.77	188	1.67	Low margin restaurant for Bolt
18269	26.99	13	2.08	
18270	168.79	87	1.94	
19981	146.34	75	1.95	
19982	35.41	13	2.72	
19983	258.65	125	2.07	
19984	341.50	188	1.82	
19985	149.07	86	1.73	
34221	27.42	13	2.11	

Weekday level seasonality

Row Labels	Count of Order ID	Sum of Total (with VAT)	Sum of Bolt Service Fee	Bolt commission per order	Insight
Sun	148	€4,456.57	€354.43	€2.39	
Mon	124	€3,537.51	€288.63	€2.33	Slowest day
Tue	132	€3,889.41	€313.21	€2.37	
Wed	169	€4,784.50	€366.01	€2.17	
Thu	183	€5,203.57	€380.05	€2.08	High margin
Fri	161	€4,530.01	€351.14	€2.18	
Sat	163	€3,437.83	€277.69	€1.70	

Insights

- All Restaurants combined have made a total of 1080 orders
- Restaurant 18256 has made the most orders, has the highest gross merchandise value and pays the most Bolt Service fee per quantity
- Most orders accrue during Afternoon and Morning, during this period would be great to have more Bolt Delivery couriers working to meet the demand
- We know that partners total gross merchandise volume is 29839.4 eur, and the best performing Restaurant is 18256.
- Partner has spend a total of 2331.16 eur on Bolt Commision, and on average per each order commission is 2.16 eur
- I also observed that there were a higher number of orders from Wednesday to Saturday. Monday and Tuesday seems to be slowest days of the week. If this trend stays the same for long term, I believe it would be helpful for Bolt to provide incentives to Bolt couriers to come online especially between Wed-Sat so as to meet the required increase in demand and avoid long ETAs, delayed orders and order cancellations.
- Restaurant 18265 has second largest order count however contributes one of the lowest in Bolt commission. Are there discounts provided for orders from this restaurant?
- Restaurant 18265 also has lowest average basket value per order, can we put a small order fee on the orders from this restaurant? This could lead to increase in Bolt commission, however, more analysis is required to check if there could be possible drop in orders because of the small order fee

Task 1.2

KPIs to monitor-

1. GMV	Total sales(including discounts and VAT)
2. GMV Run rate	Total sales(including discounts and VAT) at week/month/quarter level
3. Net Sales	Total sales-Discounts(incentives)
4. Expenses	Total fee paid to Bolt + Discounts offered by the restaurant
4. Daily order count	Total number of orders delivered daily by each restaurant
5. Comission rate	Per euro earned, what is the percentage the partner is paying to Bolt
6. Average Basket Value	Total euros sales/total number of orders
7. Net Rate	Gross Profit/GMV

Task 1.3

Suggestions

- 1.To monitor restaurants better we should include discount or incentive data in the table
- 2.Customers rating per order in the table
- 3.Order Customer Support generated
- 4.Processing time for the order