ORDER CHANGE ANALYSIS

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| **Date** | **Order Change with respect to same day Last week** | **Reasons for change from Session Details** | **Reasons for change from Channel Wise Traffic to last week** | **Reasons for change from Supporting Data to last week** |
| 10-01-2019 | -45.23% | Listing was less than last week | Traffic from Facebook, YouTube, Twitter was low | Average cost for two was high |
| 17-01-2019 | 105.95% | Listing was high compared to last week, P2O was high (2%) | Traffic from Facebook, YouTube, Twitter was high | Average packing charges and average cost for two was less |
| 21-01-2019 | 23.35% | Listing was high compared to last week, L2M was high (1%), M2C was high (3%), C2P was high (7%) | Traffic from Facebook, YouTube, Twitter and others was high | Average cost for two was less and number of images per restaurant was high |
| 22-01-2019 | 85.43% | Listing was high compared to last week, L2M was high (2%), P2O was high (3%) | Traffic from Facebook and Twitter was high | Average discount was high, average packing charges were less, success rate of payment was high |
| 29-01-2019 | -71.71% | Listing was less and L2M was way less (-14%), P2O was less (-4%) | Traffic from Facebook and Twitter was low | Count of restaurants was low, average discount was low, average packing charges was high |
| 31-01-2019 | 20.06% | Listing was a bit high, L2M was high (1%), M2C was high (2%), P2O was high (4%) | Traffic from Facebook, YouTube, Twitter and others was high | Average discount was high, average packing charges was less, average delivery charges was less, average cost for two was less |
| 05-02-2019 | 114.77% | L2M is high (-14%) |  | Count of restaurants was high, Average packing charge was less, Average cost for two is less, No. of. images per restaurant is high |
| 19-02-2019 | -55.84% | Listing was less, M2C was way less (-22%) | Channel wise traffic was less | Average packing charges was high, Average delivery charges was high |
| 26-02-2019 | 120.04% | Listing is high, M2C was high (24%) | Channel wise traffic was high | Out of stock items per restaurant is low, Average packing charges is less, Average delivery charges is less, No. of. images per restaurant is high, Success rate of payment is also high |
| 28-02-2019 | 22.32% | Listing is high, L2M, M2C, P2O is also high | Channel wise traffic is also high | Count of restaurants is high, Average discount is high, out of stock items per restaurant is low, average delivery charges was less, number of images per restaurant is high |
| 02-03-2019 | -37.59% | C2P was low (-32%) |  | Count of restaurants was less, out of stock items was high, average delivery charges were high, average cost for two were high |
| 09-03-2019 | 102.02% | C2P is high (38%), |  | Count of restaurants was high, out of stock items was less, average delivery charges was less, average cost for two was less |
| 19-03-2019 | -45.55% | P2O is  very less (-42%) |  | Count of restaurants was less, out of stock items was high, average packing charges was high, average cost for two was high, number of images per restaurant was less, success rate of payments was very less |
| 24-03-2019 | 22.26% | Listing is high, L2M, M2C, C2P, P2O was high | Channel wise traffic is high | Count of restaurants was high, average packing charges was less, average delivery charges was less, average cost for two was less, number of images per restaurant was high |
| 26-03-2019 | 77.96% | P2O was high (46%) |  | Count of restaurants was high, average packing charges was less, average cost for two was less, number of images per restaurant was high, success rate of payments was high |
| 04-04-2019 | -52.09% | M2C was less (-19%), C2P was less (-5%), P2O was less (-6%) |  | Average discount was less, average packing charges was more, success rate of payments was less |
| 11-04-2019 | 92.39% | M2C was high (19%), C2P was high (7%), P2O was high (2%) |  | Average discount was high, average packing charges was less, average delivery charges was less, average cost for two was less |
| 12-04-2019 | -27.31% | Listing was less, L2M, M2C, C2P, P2O was less | Channel wise traffic from Facebook, YouTube, Twitter and others was less | Average discount was less, number of images per restaurant was less, |
| 14-04-2019 | 28.38% | Listing was high, L2M, M2C, C2P, P2O was high | Channel wise traffic from Facebook, YouTube, Twitter and others was high | number of images per restaurant was high |
| 18-04-2019 | 73.02% | Listing was high, M2C was high (28%) | Channel wise traffic from Facebook, YouTube, Twitter and others was high | Average discount was high, out of stock items was less, average packing charges was less, average cost for two was less, number of images per restaurant was high |
| 19-04-2019 | 24.72% | Listing was high, L2M, M2C, C2P was high | Channel wise traffic from Facebook, YouTube, Twitter and others was high | Average discount was high, average delivery charges was less, average cost for two was less, number of images per restaurant was high |
| 25-04-2019 | -38.69% | M2C was less (-29%), C2P was less (-4%) |  | Average discount was less, average cost for two was high, number of images per restaurant was less, |
| 20-06-2019 | -54.37% | Listing was less, C2P was less (-5%), P2O was less (-1%) | Channel wise traffic from Facebook, YouTube, Twitter and others was very less | Count of restaurants was less, average packing charges was high, success rate of payments was less |
| 27-06-2019 | 114.72% | Listing was high, L2M was high (1%), C2P was high (5%) | Channel wise traffic from Facebook, YouTube, Twitter and others was very high | Count of restaurants was high, Average discount was high, out of stock items was less, average packing charges was less, average cost for two was less |
| 16-07-2019 | -63.08% | Listing was less, L2M was less (-15%), C2P was less (-1%) | Channel wise traffic from Facebook, YouTube, Twitter and others was less | average delivery charges were high, average cost for two was very high |
| 23-07-2019 | 135.03% | Listing was high, L2M was high (14%), C2P was high (2%) | Channel wise traffic from Facebook, YouTube, Twitter and others were high | Count of restaurants was high, Average discount was high, out of stock items was less, average packing charges was less, average delivery charges was less, average cost for two was less |
| 11-08-2019 | -54.35% | C2P was less (-38%), P2O was less (-7%) |  | Count of restaurants was less, average packing charges was high, average cost for two was high, number of images per restaurant was less |
| 18-08-2019 | 106.62% | Listing was high, C2P was high (32%), P2O was high (4%) | Channel wise traffic from Facebook, YouTube, Twitter and others were high | Count of restaurants was high, average packing charges was less, average cost for two was less, number of images per restaurant was high |
| 14-09-2019 | -53.59% | Listing was less, M2C was less (-19%) | Channel wise traffic from Facebook, YouTube, Twitter and others were less | Count of restaurants was less, out of stock items was high, average packing charges was high, average delivery charges were high, number of images per restaurant was less, success rate of payments was less |
| 21-09-2019 | 111.53% | M2C was high (19%), P2O was high (1%) |  | out of stock items was less, average packing charges was less, average delivery charges were less, average cost for two was less |
| 09-10-2019 | 21.87% | L2M was high (2%), C2P was high (7%), P2) was high (5%) |  | average cost for two was less, number of images per restaurant was high |
| 21-10-2019 | 32.38% | Listing was high, L2M was high (1%), M2C was high (3%), C2P was high (3%), P2O was high (5%) | Channel wise traffic from Facebook, YouTube, Twitter and others were high | Average discount was high |
| 09-11-2019 | 26.26% | Listing was high, M2C was high (2%), C2P was high (3%), P2O was high (4%) | Channel wise traffic from Facebook, YouTube, Twitter and others were high | Average discount was high, average delivery charges were less, average cost for two was less, success rate of payments was high |
| 17-11-2019 | -57.00% | Listing was less, M2C was less (-18%) | Channel wise traffic from Facebook, YouTube, Twitter and others were less | Count of restaurants was less, out of stock items was very high, average packing charges was high |
| 24-11-2019 | 135.48% | Listing was high, M2C was high (20%), | Channel wise traffic from Facebook, YouTube, Twitter and others were high | Count of restaurants was high, out of stock items was very less |
| 01-12-2019 | 20.75% | Listing was high, L2M was high (1%), C2P was high (4%), P2O was high (5%) | Channel wise traffic from Facebook, YouTube, Twitter and others were high | Count of restaurants was high, number of images per restaurant was high |
| 22-12-2019 | 21.03% | L2M was high (1%), M2C was high (4%), P2O was high (4%) |  | average packing charges was less, average delivery charges were less, number of images per restaurant was high, success rate of payments was high |

TRAFFIC CHANGE ANALYSIS

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| **Date** | **Traffic Change with respect to same day last week** | **Traffic From Facebook respect to same day last week** | **Traffic From YouTube respect to same day last week** | **Traffic From Twitter respect to same day last week** | **Traffic From Others respect to same day last week** |
| 10-01-2019 | -49% | Less (-95%) | Less (-49) | Less (-49) |  |
| 17-01-2019 | 110% | High (1980%) | High (110%) | High (110%) |  |
| 22-01-2019 | 77% | High (77%) |  | High (747%) |  |
| 29-01-2019 | -40% | Less (-40%) |  | Less (-88%) |  |
| 20-06-2019 | -53% | Less (-53%) | Less (-53%) | Less (-53%) | Less (-53%) |
| 27-06-2019 | 119% | High (119%) | High (119%) | High (119%) | High (119%) |

OVERALL CONVERSION CHANGE ANALYSIS

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| **Date** | **Conversion change with respect to same day last week** | **Reasons for change from Session Details** | **Reasons for change from Channel Wise Traffic to last week** | **Reasons for change from Supporting Data to last week** |
| 29-01-2019 | -52% | L2M was less (-14%), P2O was less (-4%) | Channel wise traffic from Facebook, Twitter was less | Count of restaurants was less, Average discount was less, Average packing charges was high |
| 05-02-2019 | 115% | L2M was high (14%) |  | Count of restaurants was high, Average discount was high, out of stock items was less, Average packing charges was less, Average cost for two was less, No. of. images per restaurants was high |
| 19-02-2019 | -54% | L2M was less (-1%), M2C was less (-22%) | Channel wise traffic from Facebook, YouTube, Twitter, Others was less | Average packing charges was high, Average delivery charges were high |
| 26-02-2019 | 116% | M2C was high (24% | Channel wise traffic from Facebook, YouTube, Twitter, Others was high | Out of stock items was less, Average packing charges was less, Average delivery charges were less, No. of. images per restaurants was high, Success rate of payments were high |
| 02-03-2019 | -42% | C2P was less (-32%) |  | Count of restaurants was less, out of stock items was high, Average delivery charges were high, Average cost for two was high |
| 09-03-2019 | 102% | C2P was high (38%) |  | Count of restaurants was high, out of stock items was less, Average delivery charges was very less, Average cost for two was less |
| 19-03-2019 | -47% | P2O was less (-42%) | Channel wise traffic from Others was less | Count of restaurants was less, out of stock items was high, Average packing charges was high, Average cost for two was high, No. of. images per restaurants was less, Success rate of payments were less |
| 26-03-2019 | 87% | P2O was high (46%) |  | Count of restaurants was high, Average packing charges were less, Average cost for two was less, No. of. images per restaurants was high, Success rate of payments were high |
| 04-04-2019 | -53% | M2C was less (-19%), C2P was less (-6%), P2O (-6%) |  | Average discount was less, Average packing charges were high, Success rate of payments were less |
| 11-04-2019 | 107% | M2C was high (19%), C2P was high (7%), P2O was high (2%) |  | Average discount was high, Average packing charges were less, Average cost for two was less |
| 12-04-2019 | -20% | L2M was less ( -2%), M2C was less (-3%), C2P was less (-4%), P2O was less (-3%) |  | Average discount was less, No. of. images per restaurants was less |
| 18-04-2019 | 57% | M2C was high (28%) | Channel wise traffic from Facebook, YouTube, Twitter, Others was high | Average discount was very high, out of stock items was less, Average packing charges were less, Average cost for two was less, No. of. images per restaurants was high |
| 25-04-2019 | -39% | M2C was less (-29%), C2P was less (-4%) |  | Average discount was very less, Average cost for two was high, No. of. images per restaurants was less |
| 16-07-2019 | -59% | L2M was less (-15%), C2P was less (-1%), | Channel wise traffic from Facebook, YouTube, Twitter, Others was less | Average delivery charges were high, Average cost for two was high |
| 23-07-2019 | 128% | L2M was high (14%), C2P was high (2%), | Channel wise traffic from Facebook, YouTube, Twitter, Others was high | Count of restaurants were high, Average discounts were high, out of stock items were less, Average packing charges were less, Average cost for two were less |
| 11-08-2019 | -54% | C2P was less (-38%), P2O was less (-8%) |  | Count of restaurants were less, Average packing charges were high, Average cost for two were high, No. of. images per restaurants was less |
| 18-08-2019 | 100% | C2P was high (32%), P2O was high (4%) |  | Count of restaurants were high, Average packing charges were less, Average cost for two were less, No. of. images per restaurants was high |
| 14-09-2019 | -51% | M2C was less (-19%) | Channel wise traffic from Facebook, YouTube, Twitter, Others was less | Count of restaurants were less, out of stock items were high, Average packing charges were high, Average delivery charges were high, No. of. images per restaurants was less, Success rate of payments were less |
| 21-09-2019 | 114% | M2C was high (19%), P2O was high (1%) |  | Out of stock items were less, Average packing charges were less, Average delivery charges were less, Average cost for two were less |
| 09-10-2019 | 27% | L2M was high (2%), C2P was high (7%), P2O was high (5%) |  | Average cost for two were less, No. of. images per restaurants was high |
| 21-10-2019 | 21% | L2M was high (1%), M2C was high (3%), C2P was high (3%), P2O was high (5%) | Channel wise traffic from Facebook, YouTube, Twitter, Others was high | Average discounts were high |
| 22-10-2019 | 21% | L2M is high (1%), M2C is high (1%), C2P is high (3%), P2O is high (6%) |  | Average cost for two were less, Success rate of payments was high |
| 17-11-2019 | -54% | M2C was less (-18%) | Channel wise traffic from Facebook, YouTube, Twitter, Others was less | Count of restaurants were less, out of stock items were high, Average packing charges were high |
| 24-11-2019 | 124% | M2C was high (20%), | Channel wise traffic from Facebook, YouTube, Twitter, Others was high | Count of restaurants were high, out of stock items were very less |
| 22-12-2019 | 21% | L2M was high (1%), M2C was high (4%), P2O was high (4%) |  | Average packing charges were less, Average delivery charges were less, No. of. images per restaurants was high, Success rate of payments was high |
| 28-12-2019 | 20% | L2M was high (1%), M2C was high (1%), C2P was high (2%), P2O was high (4%) |  | Average discounts were high, out of stock items were less, , Average delivery charges were less, No. of. images per restaurants was high |