



REPORT of FRESHCO HYPERMARKET

ORDER LEVEL ANALYSIS

Count of Order ID	Time slots				
Delivery area	Morning	Afternoon	Evening	Night	Late Night
HSR Layout	3749	4085	3288	3582	953
ITI Layout	868	1039	757	936	346
Harlur	382	324	280	250	73
Bomannahali - MicoLayout	132	151	107	125	36
Kudlu	118	130	108	105	57
Koramangala, Ejipura	25	33	30	37	35
Bellandur, Green Glen	27	32	27	36	12
Bellandur, Sarjapur Road	11	20	13	39	15
Manipal County	18	20	16	13	13
Bommanahalli	10	13	13	10	6

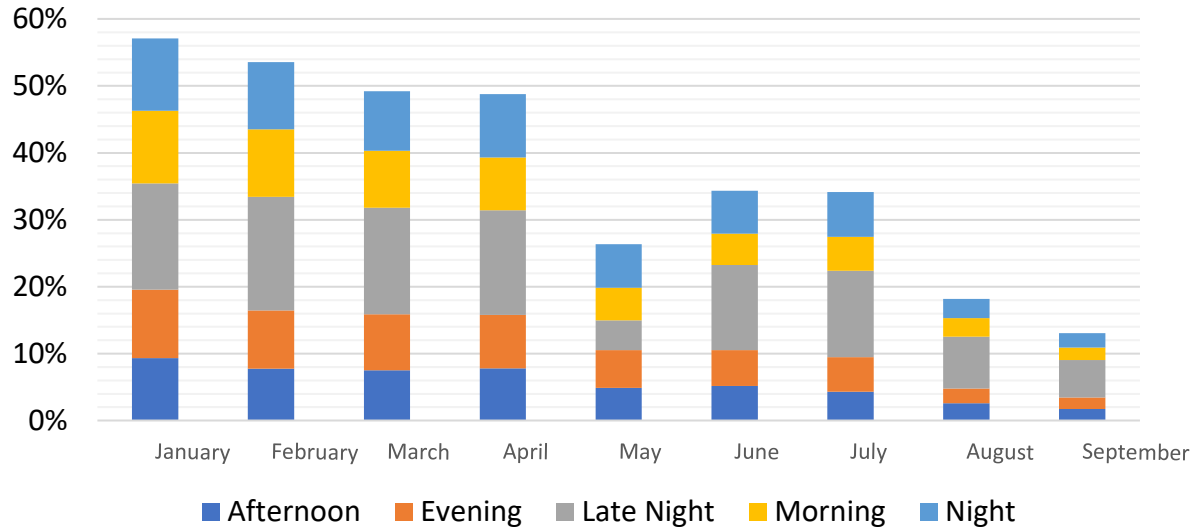
The table shows the order distribution at slot and delivery area level. HSR layout followed by ITI layout has more orders placed according to the delivery area level. The afternoon slot has the greatest number of orders, followed by the morning slot.



Count of Order ID	Months								
Area	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Harlur	53	70	88	86	68	67	84	254	539
HSR Layout	1072	1186	1573	1794	1768	1855	1882	1921	2606
ITI Layout	264	253	351	374	354	438	467	528	917

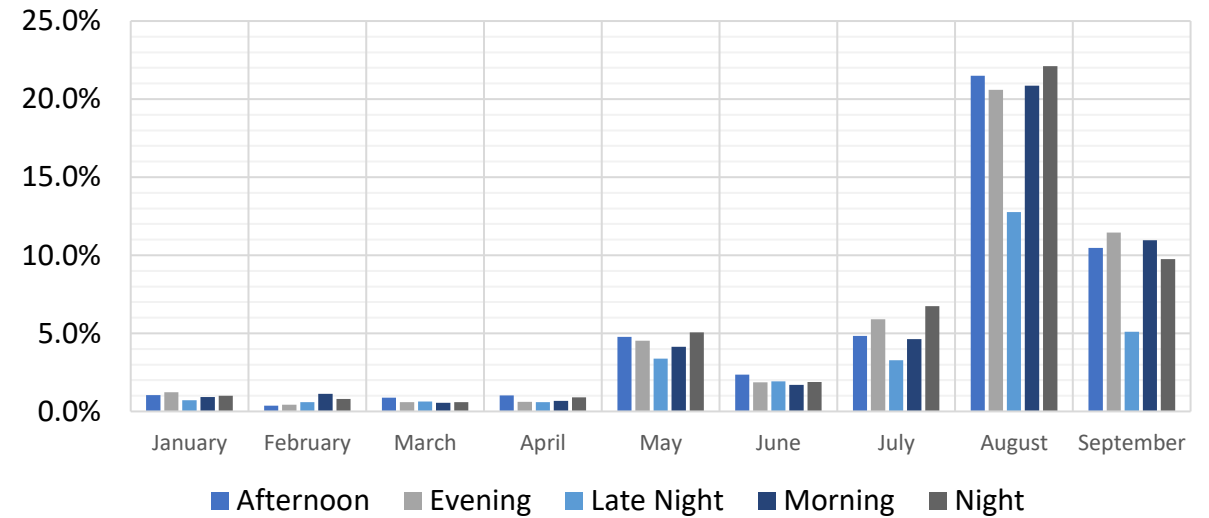
The areas having the highest increase in monthly orders (from Jan to Sep) in absolute orders are HSR Layout followed by ITI Layout and Harlur.

Delivery charges as % of Product amount at Month and Slot level



- **Late-night charges:** Late-night deliveries consistently show higher percentages, indicating that customers might be charged a relatively higher delivery fee for these time slots compared to other times
- From May onwards, there's a decrease in the percentage of delivery charges relative to the product amount across most time slots when compared with the first 4 months

Discount as a % of product amount at slot and month level



- **Monthly Variations:** There's variation in discount percentages across months for each time slot. Notably, August shows significantly higher discounts as a percentage of the product amount across all time slots compared to other months.
- **Time Slot Patterns:** Late-night and morning time slots display lower discount percentages compared to other time slots across several months.

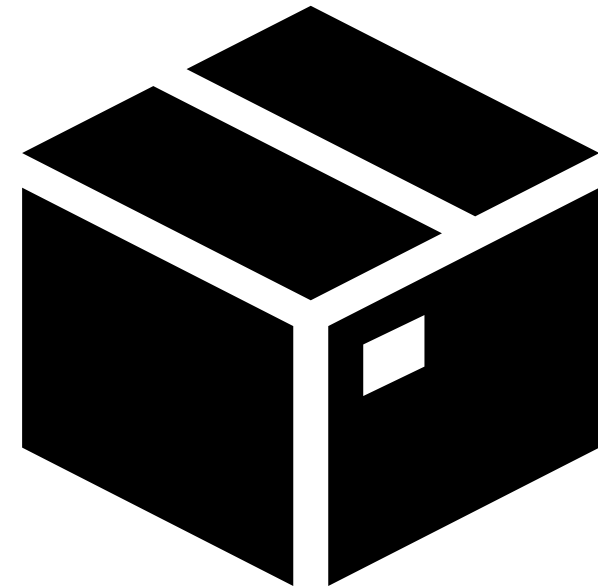
Discount as a % of Product amount at drop geo level	Time slots				
Order Drop Geo	Afternoon	Evening	Late Night	Morning	Night
Bellandur - Off Sarjapur Road	5.01%	4.18%	0.00%	1.80%	14.23%
Bilekahalli	13.25%	1.66%	10.00%	13.15%	29.73%
BTM Stage 1	14.69%	0.00%	0.00%	8.21%	0.68%
Devarachikanna Halli	1.16%	0.00%	0.00%	0.00%	12.42%
Harlur	10.31%	9.24%	3.70%	10.17%	9.90%
HSR Layout	6.21%	6.53%	3.96%	6.01%	6.52%
ITI Layout	7.21%	7.09%	4.11%	8.21%	7.97%
JP Nagar Phase 1-3	0.00%	16.69%	0.00%	0.00%	0.00%
Victoria Layout	0.00%	0.00%	0.00%	0.00%	7.07%
Yemalur	0.00%	9.88%	0.00%	12.18%	0.00%

- **Time Slot Analysis:** Different time slots have varying discount percentages across various drop geo-locations. Late-night and morning slots generally show lower discount percentages compared to other time slots for most drop geos and night slots.
- The areas with higher discount percentages might indicate areas where sales strategies are being implemented more aggressively, while areas with lower discounts might reflect areas where customers might not be as price-sensitive.



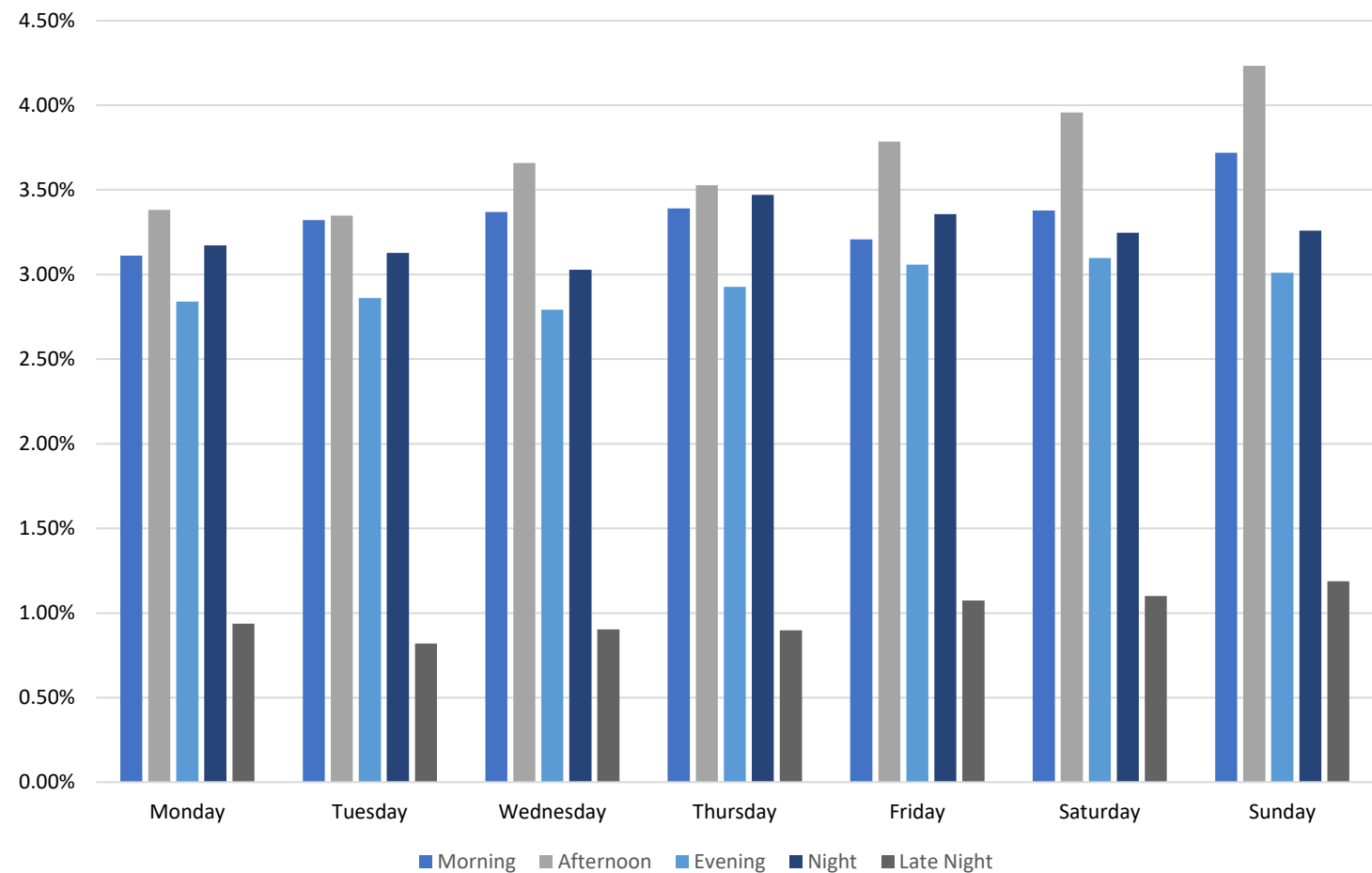
Summary of Order Level Analysis

1. HSR layout has the greater no. of orders placed and it is the area that has an overall increase in monthly orders from Jan-Sept
2. Morning and afternoon slots have overall lower delivery charges and late-night slots experienced the highest delivery charges.
3. The first 4 months have higher delivery charges compared to the subsequent months
4. Some areas, such as Bilekahalli, HSR Layout, ITI Layout, and Harlur, consistently exhibit higher discount percentages across multiple time slots.



COMPLETION RATE ANALYSIS

Completion rate at slot and day of week

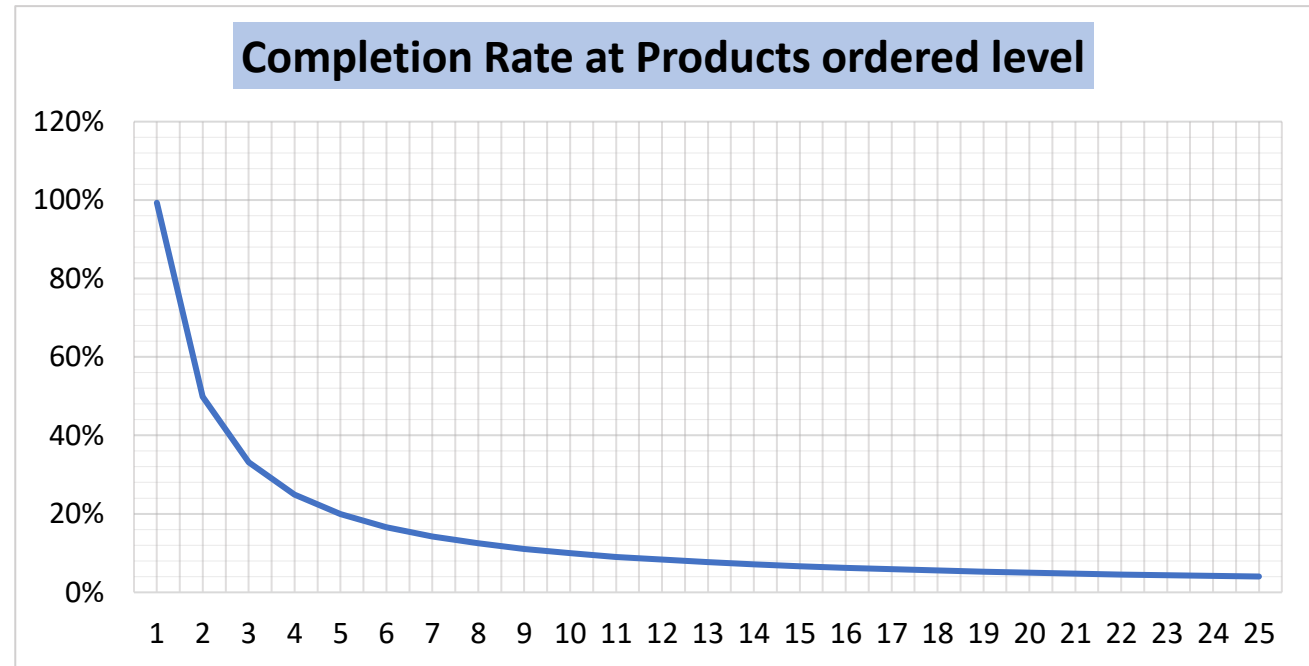


- **Weekday vs. Weekend Trends:** Completion rates are relatively higher on weekends (Saturday and Sunday) across most time slots compared to weekdays.
- **Morning and Afternoon Consistency:** Across all days of the week, morning and afternoon time slots have consistent completion rates compared to other time slots.

Area	Count of Completed Order	Completion Rate
Bellandur, Green Glen	134	0.59%
Bellandur, Sarjapur Road	98	0.44%
Bomannahali - MicoLayout	551	2.44%
Bommanahalli	52	0.23%
Harlur	1309	5.82%
HSR Layout	15657	69.58%
ITI Layout	3946	17.54%
Koramangala, Ejipura	160	0.71%
Kudlu	518	2.30%
Manipal County	80	0.35%
Grand Total	22505	100.00%

High Completion Rate Areas:

HSR Layout: This area exhibits the highest completion rate, accounting for approximately 69.58% of completed orders



Decreasing Completion Rates with Increased Order Quantity:

- There's a downward trend in completion rates as the number of products ordered increases.
- The completion rate for a single product order is the highest at 99%.



Summary of Completion Rate Analysis



1) Order Size Impact: There seems to be a decreasing trend in completion rates with an increase in the number of products ordered. Smaller orders tend to have higher completion rates compared to larger ones.

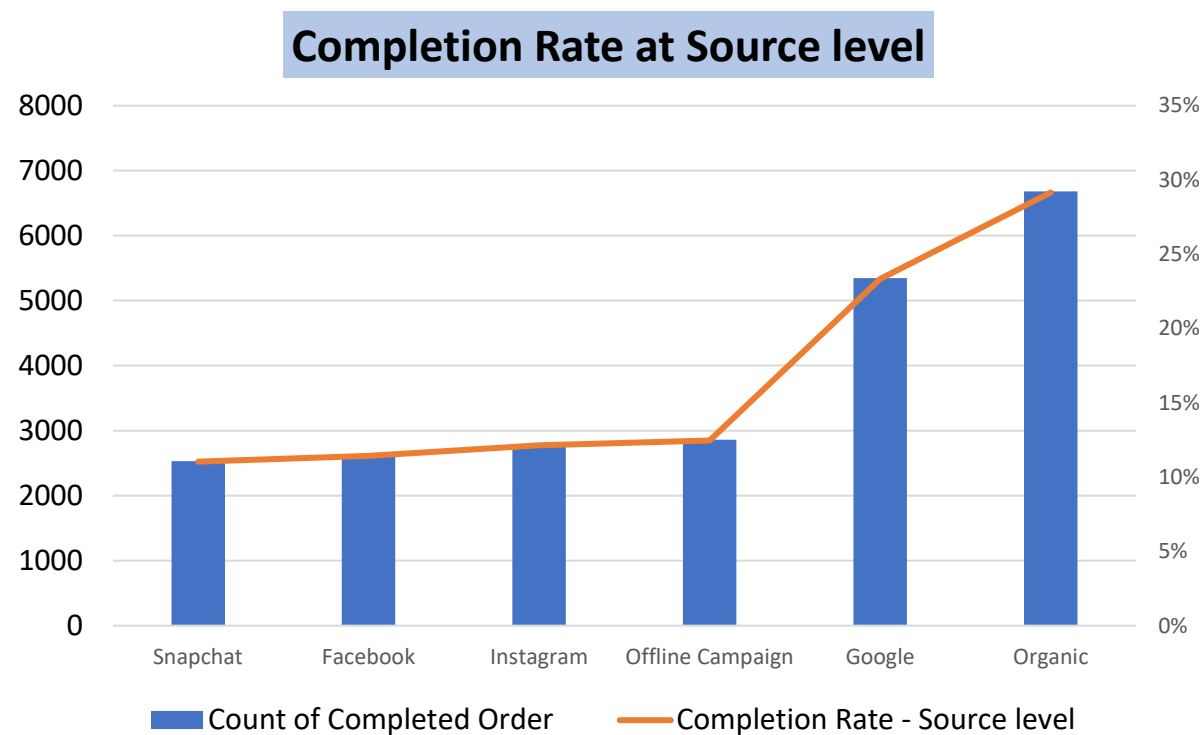
2) Larger orders might pose challenges, leading to lower completion rates.

3) Weekday Completion Rates: Overall, weekdays (Monday to Friday) exhibit consistent completion rates across different slots - Morning, Afternoon, Evening, Night, and Late Night.

4) Weekend Completion Rates: Weekends (Saturday and Sunday) also maintain a steady trend in completion rates across slots. Sundays, particularly in the Evening slot, show a higher completion rate compared to other weekends.

5) The completion rate for the night slot is the highest whereas the lowest rate of completion is the late-night slot.

CUSTOMER LEVEL ANALYSIS



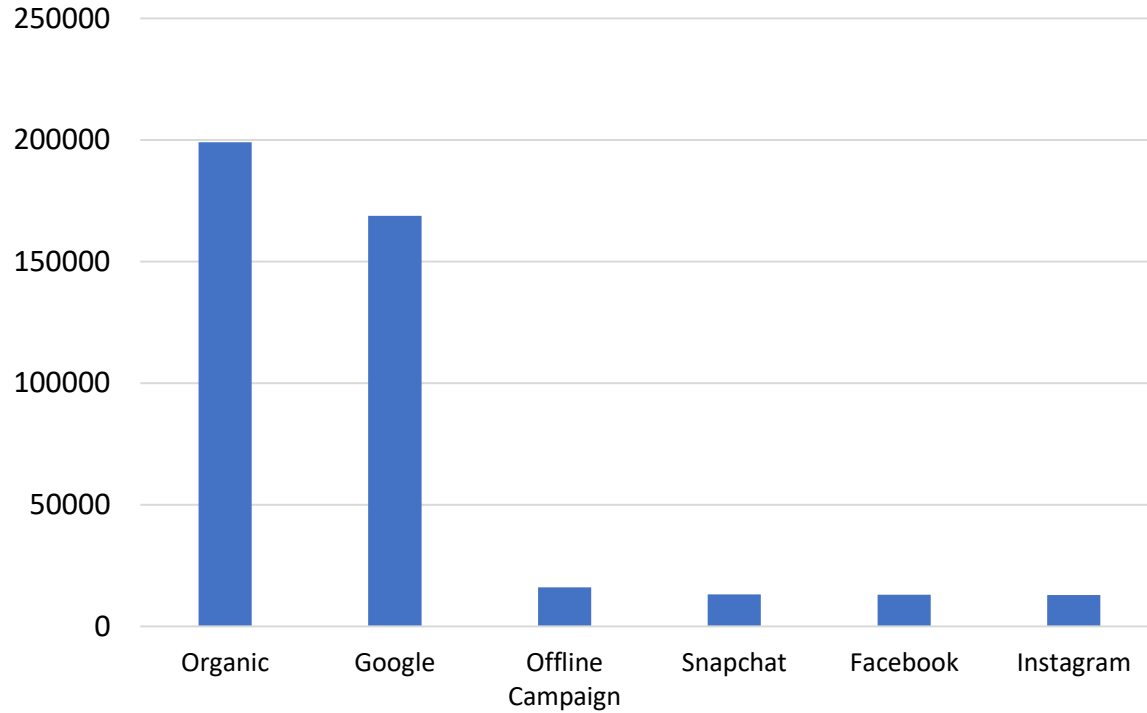
Organic Channels: Organic sources contribute the most significant portion of completed orders, constituting 29% of the total completed orders.

Google: Google stands out as another effective source with a completion rate of 23%.

User ID	LTV
APQ2413449	64062
ZQB198457	54804
XXV119663	46105
LQK77449	44688
FDO1013281	44000
AFB1613116	41736
WDE1131845	41181
WWC812033	40955
GDF423244	40762
VBS2518354	39474
Grand Total	46434.93951

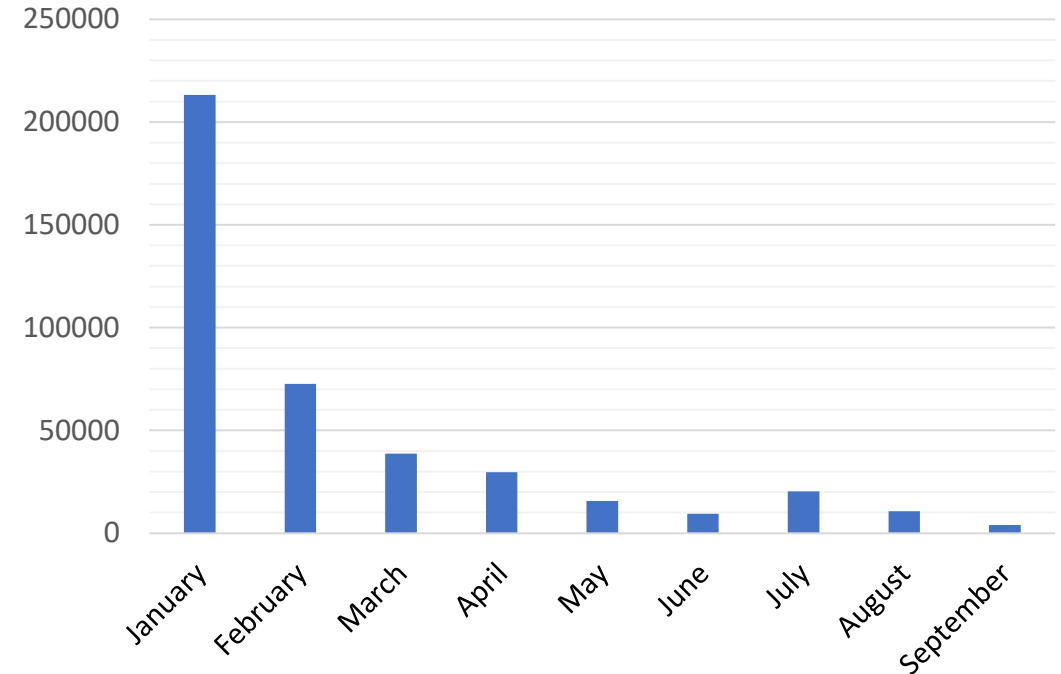
Customer with user ID APQ2413449 has the highest LTV with 64,062 followed by ZQB198457 with LTV of 54,804.

Aggregated LTV at source level



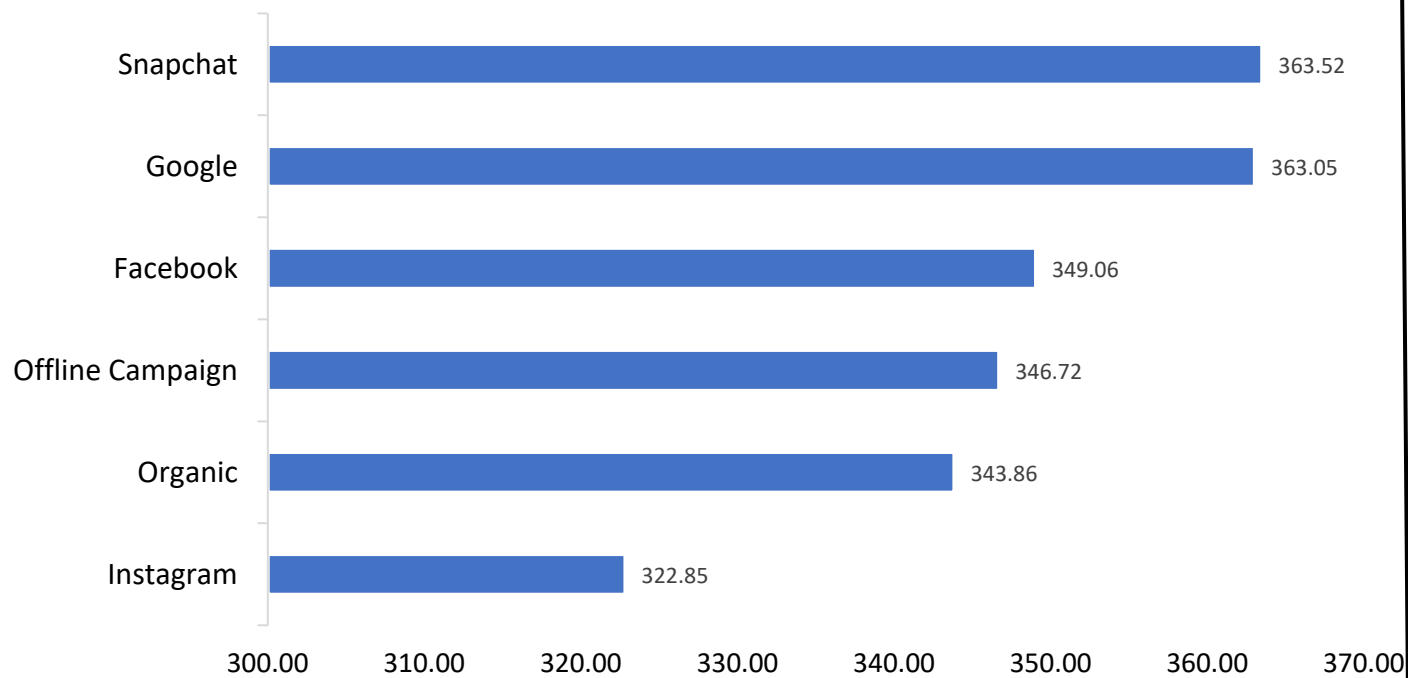
- **Organic Source:** The Organic source has the highest aggregated LTV of 199,155 indicating that it generates the most substantial revenue compared to other sources.
- Offline campaigns, Snapchat, Facebook, and Instagram contribute almost equal revenue in terms of LTV.

Aggregated LTV-month level



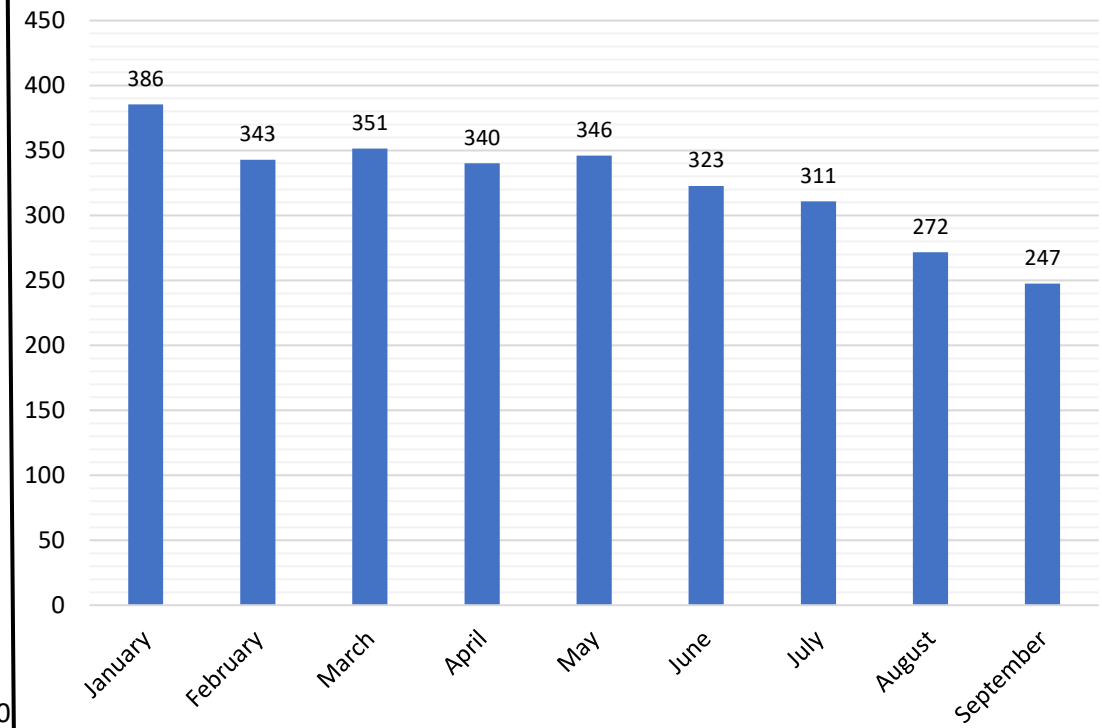
Decreasing LTV Over Subsequent Months: There's a trend of decreasing aggregated LTV as the months progress. The LTV decreases gradually from January to September.

Average of Revenue at Source level



Overall Average Revenue: The overall average revenue across all sources is 348.9301144. This serves as a benchmark to compare the performance of individual sources against the average revenue generated across the sources.

Average of Revenue



Fluctuating Revenue: There's notable fluctuation in average revenue across different months, indicating variations in sales or consumer spending behavior throughout the year.

Discount	(All)
Delivery Charges	(All)

Average of Order Rating	Time Slots					
No. of Products	Afternoon	Evening	Late Night	Morning	Night	Grand Total
1	4.87	4.83	4.83	4.84	4.83	4.84
2	4.90	4.86	4.89	4.86	4.82	4.86
3	4.88	4.88	4.81	4.87	4.88	4.87
4	4.85	4.88	4.81	4.88	4.84	4.86
5	4.85	4.85	4.81	4.84	4.91	4.86
6	4.82	4.85	4.96	4.86	4.82	4.84
7	4.86	4.84	4.72	4.93	4.86	4.87
8	4.85	4.82	4.74	4.85	4.82	4.84
9	4.81	4.82	4.89	4.81	4.86	4.83
10	4.75	4.94	4.88	4.83	4.94	4.86
11	4.81	4.82	5.00	4.78	4.82	4.81
12	4.73	4.96	4.80	4.84	4.83	4.83
13	4.90	4.85	5.00	4.88	4.87	4.88
14	4.84	4.68	5.00	4.85	4.76	4.79
15	4.89	4.72	5.00	4.87	4.61	4.80
16	4.71	4.78		4.69	4.80	4.73
17	4.91	4.75		4.84	4.50	4.80
18	4.91	4.83		4.90	5.00	4.91
19	4.89	4.75		4.90	4.91	4.86
20	5.00	4.40	3.00	5.00	5.00	4.78
21	4.75	5.00		5.00	3.75	4.63
22	5.00			5.00	5.00	5.00
23	5.00	5.00		5.00		5.00
24					5.00	5.00
25						
Grand Total	4.86	4.85	4.84	4.86	4.84	4.85

- The orders placed in the evening and the late-night slots have the highest order rating among the no. of products placed in different time slots.
- As the number of products in an order increases, there isn't a consistent correlation with lower ratings. Most orders with a higher number of products maintain high average ratings.

Summary of Customer Level Analysis



1. Organic channels and Google contribute to the most completed orders with customers who have the highest LTV.
2. There's a trend of decreasing aggregated LTV as the months progress. The LTV decreases gradually from January to September.
3. The overall average revenue is highest for Snapchat and the month with the highest average revenue is January.
4. The orders placed in the evening and the late-night slots have the highest of order rating among the no. of products placed in different time slots.

DELIVERY ANALYSIS

Average of Overall Delivery Time		Months									
Delivery Area	▼	January	February	March	April	May	June	July	August	September	Grand Total
Akshaya Nagar				00:54:56	00:49:12	01:02:12	00:50:19		01:44:37	00:36:38	00:54:15
Arekere		00:28:17			00:51:59	00:56:02	00:53:11			00:33:48	00:41:56
Banashankari Stage 2							00:24:57	00:54:22			00:39:39
Bannerghatta		00:52:51		00:40:11		01:00:39			00:57:08		00:52:44
Basavanagudi						00:57:49					00:57:49
Bellandur - Off Sarjapur Road		00:35:17	00:15:16	00:35:57	00:40:55	00:51:37	00:29:59	00:32:10	00:28:05	00:30:29	00:36:40
Bellandur, APR		00:49:30	00:42:05	00:43:34	00:52:44	00:34:27	00:40:21	00:45:41	00:46:38	00:41:32	00:44:14
Bellandur, Ecospace		00:21:19									00:21:19
Bellandur, ETV				00:15:13						00:29:37	00:22:25
Bellandur, Green Glen		00:28:26	00:24:27	00:32:11	00:35:45	00:50:55	00:27:08	00:26:37	00:31:04	00:25:12	00:31:11
Bellandur, Sakara				00:49:48	01:02:27	01:11:17	00:25:53	00:28:12	00:36:06	00:21:11	00:44:59
Bellandur, Sarjapur Road		00:31:48	00:28:28	00:32:16	00:35:58	01:03:46	00:26:36	00:30:07	00:26:01	00:27:08	00:33:07
Bilekahalli		00:37:03		00:53:34		00:44:00		00:49:20	00:24:13	00:28:03	00:38:26
Binnipet								00:46:30			00:46:30
Bomannahali - MicoLayout		00:31:03	00:30:55	00:29:02	00:33:18	00:59:17	00:34:00	00:28:15	00:29:48	00:24:48	00:32:56
Bommanahalli		00:32:04	00:24:58	00:33:45	00:40:48	01:04:10	00:29:40	00:35:55	00:39:19	00:15:00	00:39:59
Brookefield								01:31:14			01:31:14
BTM Stage 1		00:30:02	00:24:54	00:36:41	00:36:11	00:39:55	00:26:00	00:45:26	00:31:11	00:23:27	00:33:35
BTM Stage 2		00:28:56	00:26:04	00:27:42	00:29:34	00:48:32	00:25:24	00:40:49	00:38:40	00:33:41	00:34:51
Challagatta									00:41:08		00:41:08
Cox Town								00:03:11			00:03:11
CV Raman Nagar							01:03:57				01:03:57
Devarachikanna Halli		00:25:33	00:42:54	00:47:03	01:05:45		00:26:51			00:36:55	00:44:12
Doddanekundi								00:38:37	00:42:08		00:40:22
Domlur, EGL		00:19:22		00:07:41	00:43:36	01:37:16				00:35:10	00:45:25
Frazer Town				00:44:49							00:44:49
Harlur		00:30:25	00:26:43	00:26:52	00:33:50	01:00:07	00:27:43	00:26:37	00:34:47	00:29:29	00:31:50
HSR Layout		00:19:56	00:17:41	00:18:35	00:26:31	00:42:05	00:21:17	00:18:18	00:20:23	00:17:20	00:22:28
Indiranagar					01:08:56	00:54:36	00:37:52	00:25:07			00:50:31
ITI Layout		00:22:09	00:18:41	00:20:30	00:26:58	00:44:32	00:23:16	00:20:01	00:21:39	00:18:59	00:23:19
Jayanagar		00:56:05						00:53:02	00:53:58		00:54:22
JP Nagar Phase 1-3		00:32:49		00:59:38	00:38:39	00:57:25			00:41:19		00:45:58
JP Nagar Phase 4-5		00:37:46	00:56:11		00:45:29	00:55:56			00:52:42		00:51:25
JP Nagar Phase 6-7			00:49:07	00:32:23		00:53:47	00:44:58				00:47:58
JP Nagar Phase 8-9							00:59:29				00:59:29
Kadubeesanhal, Prestige			00:35:49	00:27:32		01:03:31		00:47:08		00:21:01	00:42:16
Kadubeesanhal, PTP						00:42:34					00:42:34
Koramangala, Ejipura		00:26:45	00:25:36	00:26:15	00:43:58	00:54:25	00:30:54	00:28:15	00:27:43	00:22:49	00:36:24
Kudlu		00:29:22	00:28:26	00:30:48	00:36:49	00:55:16	00:29:59	00:29:14	00:32:10	00:25:23	00:34:13
Kumaraswamy Layout			00:53:38			00:58:26		00:57:33			00:57:01
Mahadevapura						02:26:40					02:26:40
Manipal County		00:34:47	00:30:46	00:35:09	00:43:15	01:02:24	00:34:56	00:43:09	00:34:05	00:37:58	00:38:48
Marathahalli		00:32:37				00:49:47				00:29:42	00:37:22
Pattandur									01:11:12		01:11:12
Richmond Town						01:03:23					01:03:23
Sarjapur Road		00:41:13			00:23:53	01:01:24	00:28:04	00:32:50		00:27:58	00:39:27
Victoria Layout										00:42:19	00:42:19
Vimanapura						01:15:28					01:15:28
Viveka Nagar				00:32:26	00:56:07	00:26:26	00:33:58				00:42:10
Whitefield										00:01:04	00:01:04
Wilson Garden, Shantinagar				00:37:38		00:33:38				00:43:36	00:39:37
Yemalur			00:33:44		00:37:21		00:27:18	00:42:23	00:39:00	00:34:42	00:36:13
Grand Total		00:22:10	00:19:21	00:20:17	00:27:56	00:44:35	00:22:54	00:19:52	00:22:42	00:19:36	00:24:14

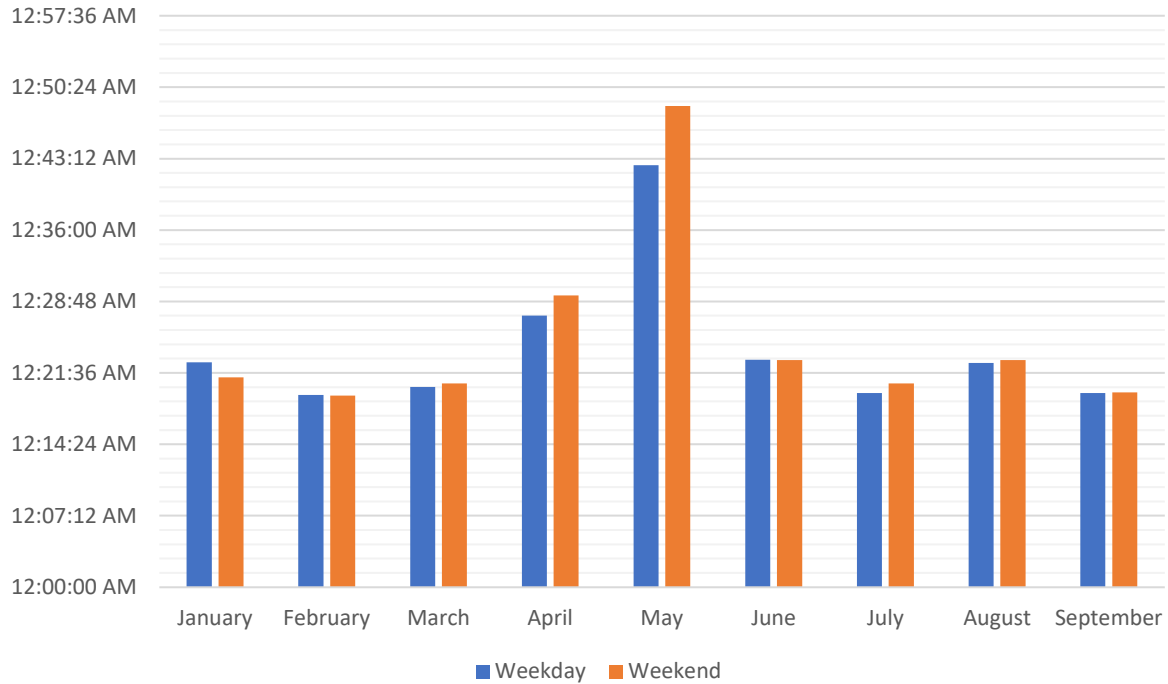
Shorter Delivery Times:

Some areas consistently maintain relatively short average delivery times, indicating efficient delivery services.

Longer Delivery Times:

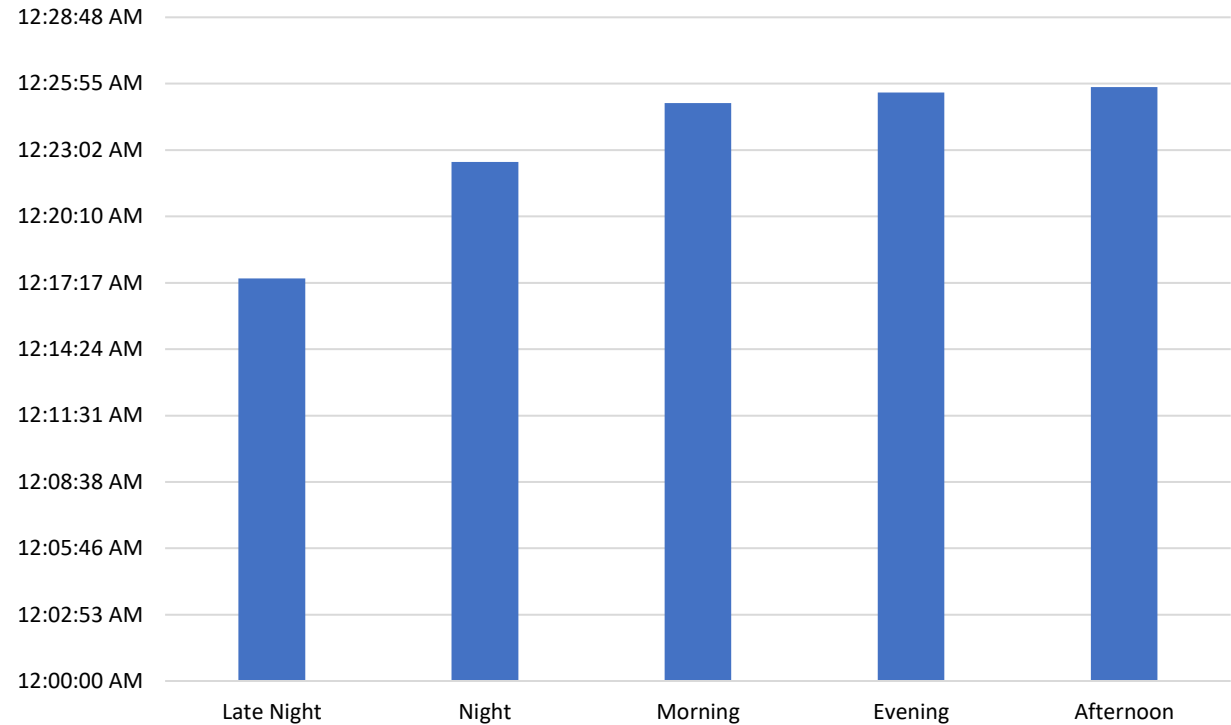
In contrast, a few areas tend to experience longer delivery times, which could be due to various factors like location, demand, or operational challenges

Average of Overall Delivery Time at Month and Weekday/Weekend level



- May month has the highest overall average of delivery time both at weekdays and weekend levels.
- The average overall delivery time is longer on weekends when compared to weekdays, one of the reasons might be due to heavy traffic during the weekends.

Average of Overall Delivery Time



- The "Late Night" slot has the shortest average delivery time, indicating faster deliveries during this time frame.
- Following that, the "Night" slot has the next shortest average delivery time.

The pattern observed in delivery charges with slot and delivery area includes:

- The "Late Night" slot tends to have the lowest average delivery charges across most areas, whereas the "Evening" and "Morning" slots often show higher charges.
- There's a variation in charges across different areas, possibly reflecting factors like distance, demand, operational costs, or specific business strategies within those areas.

The pattern observed in delivery time and delivery area is:

- The differences in delivery times across various areas could be due to a combination of factors like the density of orders, the efficiency of local logistics, road infrastructure, specific geographical challenges, or even demand fluctuations at different times of the day.
- The orders with less delivery time are due to the geographical pick-up and drop locations of the orders that are placed.

Summary of Delivery Analysis

1. Some areas consistently maintain relatively short average delivery times, indicating efficient delivery services and others have longer average delivery times.
2. May month has the highest overall average of delivery time both at weekdays and weekend levels.
3. The "Late Night" slot has the shortest average delivery time, indicating faster deliveries during this time frame may be due to lower traffic.
4. The areas that are near to HSR layout (the order pick-up geo) do potentially take less time than the ones that are far away from the order pick-up point



Overall Analysis

1. As the geographical location of the Freshco hypermarket is in the HSR layout, the areas in and around the HSR layout have the highest number of orders placed which might be due to the marketing strategies of the hypermarket.
2. In order to improve sales across various other geographical locations we need to implement different marketing strategies and other promotional offers in order to attract customers to place orders through FreshCo hypermarket.
3. We need to identify months like August which have seasonal trends in order to get more orders placed during these months which can potentially boost the overall sales.
4. Brand marketing can be done by using platforms like Instagram, Snapchat, Facebook, etc in order to promote our goods to a maximum number of people.
5. Operational Optimization could be utilized for operational planning, resource allocation, and scheduling to ensure smoother and more efficient delivery operations across all time slots.
6. Service Improvement Opportunities: Identifying and addressing the reasons behind longer delivery times during specific slots could be beneficial for service enhancement.
7. Strategies to improve efficiency during peak hours or to manage increased demand during certain time slots might help in optimizing overall delivery times



THANK YOU