s

**REPORT OF FRESHCO HYPERMARKET**

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**ORDER LEVEL ANALYSIS**

Q1)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **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 |
| Bellandur - Off Sarjapur Road | 7 | 9 | 11 | 15 | 2 |
| BTM Stage 1 | 3 | 11 | 3 | 11 | 7 |
| BTM Stage 2 | 7 | 6 | 6 | 8 | 5 |
| Bellandur, APR | 6 | 8 | 14 | 1 |  |
| Akshaya Nagar | 6 | 3 | 4 | 4 | 4 |
| Sarjapur Road |  | 6 | 3 | 10 | 1 |
| Bilekahalli | 2 | 2 | 5 | 1 | 1 |
| Bellandur, Sakara |  | 7 | 2 | 1 | 1 |
| Kadubeesanhali, Prestige |  | 1 |  | 2 | 6 |
| Indiranagar | 1 | 3 |  | 2 | 2 |
| Devarachikanna Halli |  | 1 | 3 | 3 | 1 |
| Domlur, EGL | 3 | 3 |  | 1 | 1 |
| JP Nagar Phase 4-5 | 2 | 2 | 1 | 1 | 1 |
| Viveka Nagar |  | 4 | 2 |  | 1 |
| Yemalur | 1 | 1 | 4 | 1 |  |
| JP Nagar Phase 6-7 | 2 | 3 |  |  | 1 |
| Arekere |  | 1 | 1 | 2 | 2 |
| JP Nagar Phase 1-3 | 1 |  | 2 | 1 | 1 |
| Bannerghatta | 1 |  | 2 | 2 |  |
| Kumaraswamy Layout | 1 | 1 | 1 | 1 |  |
| Wilson Garden, Shantinagar |  |  | 2 | 2 |  |
| Marathahalli | 1 |  | 1 | 1 |  |
| Basavanagudi |  |  | 2 | 1 |  |
| Jayanagar | 1 | 1 | 1 |  |  |
| Richmond Town |  | 2 |  |  |  |
| Doddanekundi |  |  |  | 1 | 1 |
| Bellandur, ETV | 1 |  |  | 1 |  |
| Banashankari Stage 2 |  |  | 1 | 1 |  |
| Whitefield |  |  | 1 |  |  |
| Brookefield |  |  |  |  | 1 |
| Challagatta |  |  |  |  | 1 |
| Victoria Layout |  |  |  | 1 |  |
| Bellandur, Ecospace |  |  |  |  | 1 |
| CV Raman Nagar |  |  |  |  | 1 |
| Mahadevapura | 1 |  |  |  |  |
| JP Nagar Phase 8-9 |  |  | 1 |  |  |
| Binnipet | 1 |  |  |  |  |
| Frazer Town |  |  |  |  | 1 |
| Kadubeesanhali, PTP |  |  |  | 1 |  |
| Cox Town | 1 |  |  |  |  |
| Pattandur |  | 1 |  |  |  |
| Vimanapura |  | 1 |  |  |  |

The above 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. In contrast, the afternoon slot has the greatest number of orders, followed by the morning slot.

Q2)

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Count of Order ID** | **Month** |  |  |  |  |  |  |  |  |
| **Area** | **Jan** | **Feb** | **Mar** | **Apr** | **May** | **Jun** | **Jul** | **Aug** | **Sep** |
| Akshaya Nagar |  |  | 3 | 5 | 4 | 6 |  | 1 | 2 |
| Arekere | 2 |  |  | 1 | 1 | 1 |  |  | 1 |
| Banashankari Stage 2 |  |  |  |  |  | 1 | 1 |  |  |
| Bannerghatta | 2 |  | 1 |  | 1 |  |  | 1 |  |
| Basavanagudi |  |  |  |  | 3 |  |  |  |  |
| Bellandur - Off Sarjapur Road | 4 | 1 | 4 | 9 | 8 | 6 | 2 | 7 | 3 |
| Bellandur, APR | 3 | 9 | 6 | 2 | 1 | 2 | 1 | 4 | 1 |
| Bellandur, Ecospace | 1 |  |  |  |  |  |  |  |  |
| Bellandur, ETV |  |  | 1 |  |  |  |  |  | 1 |
| Bellandur, Green Glen | 8 | 8 | 10 | 16 | 16 | 22 | 22 | 10 | 22 |
| Bellandur, Sakara |  |  | 1 | 1 | 3 | 1 | 1 | 2 | 2 |
| Bellandur, Sarjapur Road | 11 | 5 | 8 | 15 | 9 | 19 | 14 | 6 | 11 |
| Bilekahalli | 2 |  | 1 |  | 2 |  | 2 | 1 | 3 |
| Binnipet |  |  |  |  |  |  | 1 |  |  |
| Bomannahali - MicoLayout | 90 | 45 | 49 | 58 | 50 | 65 | 65 | 79 | 50 |
| Bommanahalli | 7 | 7 | 5 | 5 | 13 | 6 | 3 | 4 | 2 |
| Brookefield |  |  |  |  |  |  | 1 |  |  |
| BTM Stage 1 | 3 | 4 | 6 | 4 | 9 | 2 | 1 | 3 | 3 |
| BTM Stage 2 | 4 | 4 | 3 | 3 | 6 | 1 | 3 | 3 | 5 |
| Challagatta |  |  |  |  |  |  |  | 1 |  |
| Cox Town |  |  |  |  |  |  | 1 |  |  |
| CV Raman Nagar |  |  |  |  |  | 1 |  |  |  |
| Devarachikanna Halli | 1 | 2 | 1 | 2 |  | 1 |  |  | 1 |
| Doddanekundi |  |  |  |  |  |  | 1 | 1 |  |
| Domlur, EGL | 2 |  | 1 | 2 | 2 |  |  |  | 1 |
| Frazer Town |  |  | 1 |  |  |  |  |  |  |
| Harlur | 53 | 70 | 88 | 86 | 68 | 67 | 84 | 254 | 539 |
| HSR Layout | 1072 | 1186 | 1573 | 1794 | 1768 | 1855 | 1882 | 1921 | 2606 |
| Indiranagar |  |  |  | 3 | 2 | 1 | 2 |  |  |
| ITI Layout | 264 | 253 | 351 | 374 | 354 | 438 | 467 | 528 | 917 |
| Jayanagar | 1 |  |  |  |  |  | 1 | 1 |  |
| JP Nagar Phase 1-3 | 1 |  | 1 | 1 | 1 |  |  | 1 |  |
| JP Nagar Phase 4-5 | 1 | 1 |  | 1 | 3 |  |  | 1 |  |
| JP Nagar Phase 6-7 |  | 1 | 1 |  | 3 | 1 |  |  |  |
| JP Nagar Phase 8-9 |  |  |  |  |  | 1 |  |  |  |
| Kadubeesanhali, Prestige |  | 1 | 2 |  | 2 |  | 3 |  | 1 |
| Kadubeesanhali, PTP |  |  |  |  | 1 |  |  |  |  |
| Koramangala, Ejipura | 5 | 15 | 11 | 35 | 33 | 21 | 15 | 8 | 17 |
| Kudlu | 55 | 46 | 51 | 49 | 78 | 100 | 57 | 54 | 28 |
| Kumaraswamy Layout |  | 1 |  |  | 2 |  | 1 |  |  |
| Mahadevapura |  |  |  |  | 1 |  |  |  |  |
| Manipal County | 12 | 3 | 5 | 8 | 7 | 23 | 7 | 10 | 5 |
| Marathahalli | 1 |  |  |  | 1 |  |  |  | 1 |
| Pattandur |  |  |  |  |  |  |  | 1 |  |
| Richmond Town |  |  |  |  | 2 |  |  |  |  |
| Sarjapur Road | 1 |  |  | 1 | 6 | 4 | 4 |  | 4 |
| Victoria Layout |  |  |  |  |  |  |  |  | 1 |
| Vimanapura |  |  |  |  | 1 |  |  |  |  |
| Viveka Nagar |  |  |  | 1 | 3 | 1 | 2 |  |  |
| Whitefield |  |  |  |  |  |  |  |  | 1 |
| Wilson Garden, Shantinagar |  |  | 1 |  | 1 |  |  |  | 2 |
| Yemalur |  | 1 |  | 1 |  | 1 | 1 | 2 | 1 |

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

Q3)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Delivery charges as % of Product amount** | **Time slots** |  |  |  |  |
| **Month** | **Afternoon** | **Evening** | **Late Night** | **Morning** | **Night** |
| January | 9% | 10% | 16% | 11% | 11% |
| February | 8% | 9% | 17% | 10% | 10% |
| March | 8% | 8% | 16% | 9% | 9% |
| April | 8% | 8% | 16% | 8% | 9% |
| May | 5% | 6% | 4% | 5% | 7% |
| June | 5% | 5% | 13% | 5% | 6% |
| July | 4% | 5% | 13% | 5% | 7% |
| August | 3% | 2% | 8% | 3% | 3% |
| September | 2% | 2% | 6% | 2% | 2% |

**The insights from the above chart are as follows:**

1. **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. This could be due to factors such as increased demand or additional operational costs during late hours.
2. **Decrease in Charges**: 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.
3. **Morning and Afternoon Charges**: Morning and afternoon time slots have lower delivery charges as a percentage of the product amount.

Q4)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Discount as a % of Product amount** | **Time Slots** |  |  |  |  |
| **Month** | **Afternoon** | **Evening** | **Late Night** | **Morning** | **Night** |
| January | 1.0% | 1.2% | 0.7% | 0.9% | 1.0% |
| February | 0.4% | 0.4% | 0.6% | 1.1% | 0.8% |
| March | 0.9% | 0.6% | 0.6% | 0.6% | 0.6% |
| April | 1.0% | 0.6% | 0.6% | 0.7% | 0.9% |
| May | 4.8% | 4.5% | 3.4% | 4.1% | 5.1% |
| June | 2.4% | 1.9% | 1.9% | 1.7% | 1.9% |
| July | 4.8% | 5.9% | 3.3% | 4.6% | 6.7% |
| August | 21.5% | 20.6% | 12.8% | 20.9% | 22.1% |
| September | 10.5% | 11.5% | 5.1% | 11.0% | 9.8% |

**Insights**:

1. **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. This suggests that a sales strategy was implemented in August.
2. **Time Slot** **Patterns**: Late-night and morning time slots display lower discount percentages compared to other time slots across several months.
3. May and July show relatively higher discount percentages across all time slots compared to preceding months, indicating seasonal sales during these periods.

Q5

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Discount as a % of Product amount at drop geo level** | **Time slots** |  |  |  |  |
| **Order Drop Geo** | **Afternoon** | **Evening** | **Late Night** | **Morning** | **Night** |
| Akshaya Nagar | 0.29% | 0.25% | 0.00% | 0.18% | 10.48% |
| Arekere | 0.00% | 1.69% | 0.00% | 0.00% | 3.06% |
| Banashankari Stage 2 | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| Bannerghatta | 0.00% | 1.95% | 0.00% | 0.00% | 7.72% |
| Basavanagudi | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| Bellandur - Off Sarjapur Road | 5.01% | 4.18% | 0.00% | 1.80% | 14.23% |
| Bellandur, APR | 4.09% | 2.96% | 0.00% | 1.09% | 6.67% |
| Bellandur, Ecospace | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| Bellandur, ETV | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| Bellandur, Green Glen | 4.67% | 5.83% | 4.22% | 2.23% | 6.14% |
| Bellandur, Sakara | 1.49% | 0.00% | 43.23% | 0.00% | 0.00% |
| Bellandur, Sarjapur Road | 0.71% | 1.74% | 1.25% | 2.28% | 0.99% |
| Bilekahalli | 13.25% | 1.66% | 10.00% | 13.15% | 29.73% |
| Binnipet | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| Bomannahali - MicoLayout | 2.15% | 2.67% | 2.11% | 3.73% | 6.82% |
| Bommanahalli | 1.90% | 2.86% | 4.43% | 1.22% | 3.33% |
| Brookefield | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| BTM Stage 1 | 14.69% | 0.00% | 0.00% | 8.21% | 0.68% |
| BTM Stage 2 | 0.53% | 8.83% | 0.00% | 4.88% | 1.84% |
| Challagatta | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| Cox Town | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| CV Raman Nagar | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| Devarachikanna Halli | 1.16% | 0.00% | 0.00% | 0.00% | 12.42% |
| Doddanekundi | 0.00% | 0.00% | 0.00% | 0.00% | 10.00% |
| Domlur, EGL | 0.00% | 0.00% | 17.09% | 1.31% | 0.00% |
| Frazer Town | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| Harlur | 10.31% | 9.24% | 3.70% | 10.17% | 9.90% |
| HSR Layout | 6.21% | 6.53% | 3.96% | 6.01% | 6.52% |
| Indiranagar | 1.58% | 0.00% | 0.00% | 0.00% | 6.76% |
| ITI Layout | 7.21% | 7.09% | 4.11% | 8.21% | 7.97% |
| Jayanagar | 0.00% | 35.61% | 0.00% | 0.00% | 0.00% |
| JP Nagar Phase 1-3 | 0.00% | 16.69% | 0.00% | 0.00% | 0.00% |
| JP Nagar Phase 4-5 | 0.00% | 0.00% | 20.67% | 0.27% | 0.00% |
| JP Nagar Phase 6-7 | 0.00% | 0.00% | 0.00% | 0.20% | 0.00% |
| JP Nagar Phase 8-9 | 0.00% | 0.41% | 0.00% | 0.00% | 0.00% |
| Kadubeesanhali, Prestige | 0.00% | 0.00% | 0.00% | 0.00% | 1.93% |
| Kadubeesanhali, PTP | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| Koramangala, Ejipura | 6.88% | 5.74% | 2.05% | 1.31% | 3.01% |
| Kudlu | 6.36% | 3.66% | 1.44% | 4.87% | 4.69% |
| Kumaraswamy Layout | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| Mahadevapura | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| Manipal County | 3.53% | 3.32% | 5.86% | 4.57% | 12.42% |
| Marathahalli | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| Pattandur | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| Richmond Town | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| Sarjapur Road | 0.13% | 0.00% | 0.00% | 0.00% | 2.35% |
| Victoria Layout | 0.00% | 0.00% | 0.00% | 0.00% | 7.07% |
| Vimanapura | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| Viveka Nagar | 0.58% | 0.30% | 0.00% | 0.00% | 0.00% |
| Whitefield | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| Wilson Garden, Shantinagar | 0.00% | 2.25% | 0.00% | 0.00% | 3.81% |
| Yemalur | 0.00% | 9.88% | 0.00% | 12.18% | 0.00% |

**Insights:**

1. **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.
2. **High Discount Areas:** Some areas, such as Bilekahalli, HSR Layout, ITI Layout, and Harlur, consistently exhibit higher discount percentages across multiple time slots.
3. 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.

**COMPLETION RATE ANALYSIS**

Q6)

**Pattern observed:**

1. **Weekday vs. Weekend Trends:** Completion rates are relatively higher on weekends (Saturday and Sunday) across most time slots compared to weekdays.
2. **Morning and Afternoon Consistency:** Across all days of the week, morning and afternoon time slots have consistent completion rates compared to other time slots.
3. **Late-Night Completion Rates:** Late-night and night slots have lower completion rates across all days.
4. Higher completion rates during specific time slots on weekends, such as Sunday afternoon or Saturday afternoon are observed.

Q7)

|  |  |  |
| --- | --- | --- |
| **Area** | **Count of Completed Order** | **Completion Rate** |
| Akshaya Nagar | 21 | 0.09% |
| Arekere | 6 | 0.03% |
| Banashankari Stage 2 | 2 | 0.01% |
| Bannerghatta | 5 | 0.02% |
| Basavanagudi | 3 | 0.01% |
| Bellandur - Off Sarjapur Road | 44 | 0.19% |
| Bellandur, APR | 29 | 0.13% |
| Bellandur, Ecospace | 1 | 0.00% |
| Bellandur, ETV | 2 | 0.00% |
| Bellandur, Green Glen | 134 | 0.59% |
| Bellandur, Sakara | 11 | 0.05% |
| Bellandur, Sarjapur Road | 98 | 0.43% |
| Bilekahalli | 11 | 0.05% |
| Binnipet | 1 | 0.00% |
| Bomannahali - MicoLayout | 551 | 2.41% |
| Bommanahalli | 52 | 0.22% |
| Brookefield | 1 | 0.00% |
| BTM Stage 1 | 35 | 0.15% |
| BTM Stage 2 | 32 | 0.14% |
| Challagatta | 1 | 0.00% |
| Cox Town | 1 | 0.00% |
| CV Raman Nagar | 1 | 0.00% |
| Devarachikanna Halli | 8 | 0.04% |
| Doddanekundi | 2 | 0.01% |
| Domlur, EGL | 8 | 0.03% |
| Frazer Town | 1 | 0.00% |
| Harlur | 1309 | 5.74% |
| HSR Layout | 15657 | 68.64% |
| Indiranagar | 8 | 0.03% |
| ITI Layout | 3946 | 17.30% |
| Jayanagar | 3 | 0.01% |
| JP Nagar Phase 1-3 | 5 | 0.02% |
| JP Nagar Phase 4-5 | 7 | 0.03% |
| JP Nagar Phase 6-7 | 6 | 0.03% |
| JP Nagar Phase 8-9 | 1 | 0.00% |
| Kadubeesanhali, Prestige | 9 | 0.04% |
| Kadubeesanhali, PTP | 1 | 0.00% |
| Koramangala, Ejipura | 160 | 0.70% |
| Kudlu | 518 | 2.27% |
| Kumaraswamy Layout | 4 | 0.02% |
| Mahadevapura | 1 | 0.00% |
| Manipal County | 80 | 0.35% |
| Marathahalli | 3 | 0.01% |
| Pattandur | 1 | 0.00% |
| Richmond Town | 2 | 0.01% |
| Sarjapur Road | 20 | 0.09% |
| Victoria Layout | 1 | 0.00% |
| Vimanapura | 1 | 0.00% |
| Viveka Nagar | 7 | 0.03% |
| Whitefield | 1 | 0.00% |
| Wilson Garden, Shantinagar | 4 | 0.02% |
| Yemalur | 7 | 0.03% |
| **Grand Total** | **22823** | **100.00%** |

**Insights:**

**High Completion Rate Areas:**

* HSR Layout: This area exhibits the highest completion rate, accounting for approximately 68.64% of completed orders.

**Moderate to Low Completion Rates:**

* Several areas showcase moderate completion rates ranging between 0.05% to 2.41%.

Examples include Bomannahali - MicoLayout, ITI Layout, Koramangala - Ejipura, and Kudlu.

* Many areas have lower completion rates below 0.10%, indicating a smaller number of completed orders relative to their total count.

Q8)

|  |  |
| --- | --- |
| **No. of products ordered** | **Completion Rate at Products ordered level** |
| 1 | 99% |
| 2 | 50% |
| 3 | 33% |
| 4 | 25% |
| 5 | 20% |
| 6 | 17% |
| 7 | 14% |
| 8 | 12% |
| 9 | 11% |
| 10 | 10% |
| 11 | 9% |
| 12 | 8% |
| 13 | 8% |
| 14 | 7% |
| 15 | 7% |
| 16 | 6% |
| 17 | 6% |
| 18 | 6% |
| 19 | 5% |
| 20 | 5% |
| 21 | 5% |
| 22 | 5% |
| 23 | 4% |
| 24 | 4% |
| 25 | 4% |
| **Grand Total** | **21.5%** |

**Insights:**

**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%.
* As the number of products ordered increases, the completion rate gradually decreases. Larger orders seem to encounter more challenges in completion, possibly due to increased complexity, logistics, or other factors.

Q9)

**Pattern observed in the Completion Rate:**

**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 highest whereas the least rate of completion being the late-night slot.

6) The top 5 areas with the highest completion rates include HSR Layout, ITI Layout, Harlur, Bomannahali - MicoLayout and Kudlu.

**CUSTOMER LEVEL ANALYSIS**

|  |  |  |
| --- | --- | --- |
| **Source** | **Count of Completed Order** | **Completion Rate - Source level** |
| Snapchat | 2531 | 11% |
| Facebook | 2618 | 11% |
| Instagram | 2784 | 12% |
| Offline Campaign | 2862 | 12% |
| Google | 5348 | 23% |
| Organic | 6680 | 29% |

Q10)

**Insights:**

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%.

Offline Campaign and Instagram: Both offline campaigns and Instagram perform similarly with a completion rate of 12%.

Snapchat, Facebook: Snapchat and Facebook have an identical completion rate of 11%, showcasing relatively lower performance compared to other channels.

Q11)



The above table shows the top 10 customers with their LTVs.

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

Q12)

|  |  |
| --- | --- |
| **Source** | **Aggregated LTV** |
| Organic | 199155 |
| Google | 168825 |
| Offline Campaign | 16078 |
| Snapchat | 13198 |
| Facebook | 13011 |
| Instagram | 12891 |
| **Grand Total** | **54591** |

**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. This could suggest that customers acquired through organic channels tend to have higher lifetime values.

**Google's Strong Contribution**: **Second Highest LTV**: Google stands out as the second-highest revenue-generating source, contributing 168,825 to the total LTV.

Offline campaign, snapchat, Facebook and Instagram contribute almost equal revenue in terms of LTV.

Q13)

|  |  |
| --- | --- |
| **Acquisition Month** | **Aggregated LTV-month level** |
| January | 213265 |
| February | 72634 |
| March | 38673 |
| April | 29750 |
| May | 15726 |
| June | 9407 |
| July | 20308 |
| August | 10725 |
| September | 4036 |
| **Grand Total** | **54591** |

**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.

The pattern of decreasing LTV from January to September might indicate a seasonal trend or a pattern influenced by specific marketing campaigns, customer behaviours.

Q14)

|  |  |
| --- | --- |
| **Source** | **Average of Revenue** |
| Instagram | 322.85 |
| Organic | 343.86 |
| Offline Campaign | 346.72 |
| Facebook | 349.06 |
| Google | 363.05 |
| Snapchat | 363.52 |
| **Grand Total** | **348.9301144** |

**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.

**Strategies for Enhancement**: Sources with lower average revenues, such as Instagram, might require strategies to enhance the spending potential or customer value.

Q15)

|  |  |
| --- | --- |
| **Month** | **Average of Revenue** |
| January | 386 |
| February | 343 |
| March | 351 |
| April | 340 |
| May | 346 |
| June | 323 |
| July | 311 |
| August | 272 |
| September | 247 |
| **Grand Total** | **349** |

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

**Possible Seasonal Trends**: The differences in average revenues across months might be due to seasonal factors, varying consumer behaviours, or specific marketing initiatives, which might be effective during certain periods.

Q16)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 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 evening and the late-night slots have the highest of the order rating among the no. of products placed in different time slots.

As the number of products in an order increase, there isn't a consistent correlation with lower ratings. Most orders with a higher number of products maintain high average ratings.

**DELIVERY ANALYSIS**

Q17)

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

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.

In the above table the cells with yellow formatting shows overall shorter delivery period.

Q18)

|  |  |  |
| --- | --- | --- |
| **Average of Overall Delivery Time** | **Weekday/Weekend** |  |
| **Month** | **Weekday** | **Weekend** |
| January | 00:22:40 | 00:21:10 |
| February | 00:19:22 | 00:19:18 |
| March | 00:20:11 | 00:20:33 |
| April | 00:27:22 | 00:29:24 |
| May | 00:42:32 | 00:48:30 |
| June | 00:22:55 | 00:22:53 |
| July | 00:19:34 | 00:20:32 |
| August | 00:22:37 | 00:22:53 |
| September | 00:19:35 | 00:19:38 |

May month has the highest overall average of delivery time both at weekdays and weekend levels.

The average of overall delivery time is more on weekends when compared to weekdays, one of the reasons might be due to heavy traffic during the weekends.

Q19)

|  |  |
| --- | --- |
| **Slot level** | **Average of Overall Delivery Time** |
| Late Night | 00:17:29 |
| Night | 00:22:31 |
| Morning | 00:25:04 |
| Evening | 00:25:32 |
| Afternoon | 00:25:46 |

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 "Morning," "Evening," and "Afternoon" slots have progressively longer average delivery times, with the "Afternoon" slot having the longest average time among the time slots listed.

Deliveries during late-night and night slots seem to be more efficient, potentially due to factors like lower traffic, fewer orders during these hours.

Q20)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Average of Delivery Charges** | **Time slots** |  |  |  |  |  |
| **Delivery Area** | **Afternoon** | **Evening** | **Late Night** | **Morning** | **Night** | **Grand Total** |
| Akshaya Nagar | 123.3333333 | 116.25 | 140.75 | 133.6666667 | 76.25 | 119.2857143 |
| Arekere | 150 | 100 | 136 |  | 120 | 127 |
| Banashankari Stage 2 |  | 145 |  |  | 145 | 145 |
| Bannerghatta |  | 147.5 |  | 105 | 77.5 | 111 |
| Basavanagudi |  | 157.5 |  |  | 150 | 155 |
| Bellandur - Off Sarjapur Road | 40 | 50.18181818 | 99 | 65.42857143 | 52.33333333 | 53.47727273 |
| Bellandur, APR | 98.125 | 100.3571429 |  | 111.6666667 | 110 | 102.4137931 |
| Bellandur, Ecospace |  |  | 39 |  |  | 39 |
| Bellandur, ETV |  |  |  |  | 0 | 0 |
| Bellandur, Green Glen | 37.8125 | 30.14814815 | 40.5 | 40.44444444 | 34.6 | 36.18796992 |
| Bellandur, Sakara | 67.14285714 | 80 | 73 |  | 70 | 70.27272727 |
| Bellandur, Sarjapur Road | 66.25 | 67.30769231 | 92.86666667 | 62.72727273 | 64.94871795 | 69.55102041 |
| Bilekahalli | 87.5 | 87 | 119 | 50 | 20 | 77.18181818 |
| Binnipet |  |  |  | 0 |  | 0 |
| Bomannahali - MicoLayout | 36.28476821 | 40.84761905 | 44.75 | 36.14503817 | 41.03225806 | 38.76051188 |
| Bommanahalli | 38.84615385 | 62.91666667 | 73.66666667 | 45.5 | 48.5 | 51.80392157 |
| Brookefield |  |  | 332 |  |  | 332 |
| BTM Stage 1 | 59.09090909 | 90 | 96.14285714 | 55 | 72.7 | 73.08823529 |
| BTM Stage 2 | 65.83333333 | 41.66666667 | 84.6 | 39.28571429 | 55.625 | 55.875 |
| Challagatta |  |  | 172 |  |  | 172 |
| Cox Town |  |  |  |  |  |  |
| CV Raman Nagar |  |  | 287 |  |  | 287 |
| Devarachikanna Halli | 85 | 101.6666667 | 166 |  | 70 | 95.75 |
| Doddanekundi |  |  | 232 |  | 165 | 198.5 |
| Domlur, EGL | 125 |  | 117 | 148.3333333 |  | 135.3333333 |
| Frazer Town |  |  | 259 |  |  | 259 |
| Harlur | 20.03095975 | 18.35842294 | 46.67123288 | 15.74015748 | 22.86746988 | 20.45210728 |
| HSR Layout | 17.14646712 | 17.78926502 | 24.76793249 | 17.66559399 | 18.61240528 | 18.20397563 |
| Indiranagar | 127.5 |  | 192 | 135 | 110 | 142 |
| ITI Layout | 15.21022179 | 15.40422721 | 24.64619883 | 14.98732719 | 17.90820734 | 16.65521628 |
| Jayanagar | 110 | 30 |  | 60 |  | 66.66666667 |
| JP Nagar Phase 1-3 |  | 77.5 | 179 | 105 | 90 | 105.8 |
| JP Nagar Phase 4-5 | 120 | 100 | 78 | 152.5 | 100 | 117.5714286 |
| JP Nagar Phase 6-7 | 125 |  | 199 | 92.5 |  | 126.5 |
| JP Nagar Phase 8-9 |  | 130 |  |  |  | 130 |
| Kadubeesanhali, Prestige | 100 |  | 139 |  | 82.5 | 122.1111111 |
| Kadubeesanhali, PTP |  |  |  |  | 120 | 120 |
| Koramangala, Ejipura | 48.03030303 | 45.16666667 | 64.37142857 | 51.08 | 42.36111111 | 50.28301887 |
| Kudlu | 30.3875969 | 29.02777778 | 49.26315789 | 30.6440678 | 31.19417476 | 32.41165049 |
| Kumaraswamy Layout | 145 | 150 |  | 145 | 145 | 146.25 |
| Mahadevapura |  |  |  | 195 |  | 195 |
| Manipal County | 57.4 | 75.5625 | 69 | 54.82352941 | 36.15384615 | 58.93670886 |
| Marathahalli |  | 180 |  |  | 170 | 175 |
| Pattandur | 180 |  |  |  |  | 180 |
| Richmond Town | 82.5 |  |  |  |  | 82.5 |
| Sarjapur Road | 80 | 75.33333333 | 180 |  | 49.5 | 69.05 |
| Victoria Layout |  |  |  |  | 75 | 75 |
| Vimanapura | 210 |  |  |  |  | 210 |
| Viveka Nagar | 95 | 67.5 |  |  |  | 85.83333333 |
| Whitefield |  |  |  |  |  |  |
| Wilson Garden, Shantinagar |  | 95 |  |  | 95 | 95 |
| Yemalur | 100 | 88.75 |  | 45 | 45 | 77.85714286 |
| **Grand Total** | **19.24758842** | **19.98595147** | **32.28942369** | **18.99552489** | **20.97061098** | **20.63932045** |

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 values with red text show the overall highest delivery charges compared to other areas with different time slots.

In this, the trend seen is the areas that have more orders have reasonably lower delivery charges compared to other areas with a lower number of orders placed.

Q21)

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

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.

The areas which are near to HSR layout (the order pick up geo) does potentially take lower time than the ones which are far away from the order pick up point.