**REPORT OF**

**FUNNEL ANALYSIS**

**OF SWIGGY**

|  |
| --- |
| Photo displaying partial image of two pie charts on a canvas-textured page |
|  |
| |  |  |  | | --- | --- | --- | | Yashaswi Gadde | 2/24/24 | Report | |

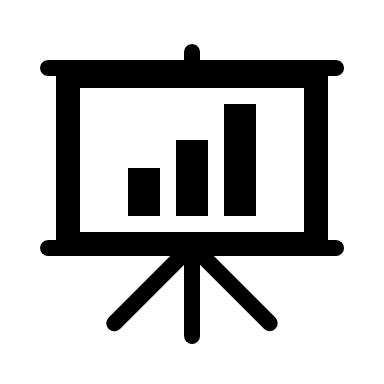
|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Date** | **Highs/Lows** | **Reason/Inference** | **Overall conversion** | **Order Change with respect to the same day last week** | **Traffic Change with respect to the same day last week** | **Conversion change with respect to the same day last week** |
| 1/10/2019 | Low | Reduced traffic mainly through Facebook channel compared to the same day last week | 6% | -45% | -49% | 7% |
| 1/17/2019 | High | There is an overall increase of 11727362 in traffic and the P2O is a little higher | 6% | 106% | 110% | -2% |
| 1/21/2019 | High | The M2C and C2P along with traffic are higher/increased compared to same day last week | 7% | 23% | 5% | 17% |
| 1/22/2019 | High | Overall conversion rate,P2O and traffic (increased by 16288005) are higher | 6% | 85% | 77% | 5% |
| 1/29/2019 | Low | There is decrease in L2M(count of resturants by 108238) and traffic which has a huge impact on overall conversions | 3% | -72% | -40% | -52% |
| 1/31/2019 | High | Decrease in average delivery charges(C2P) and average cost for 2(M2C) and increase in orders/payments P2O | 6% | 20% | 1% | 19% |
| 2/5/2019 | High | Increased count of restaurants by 134205(L2M) and 3% increase in overall conversions which resulted in increased order change | 6% | 115% | 0% | 115% |
| 2/19/2019 | Low | Decrease in M2C. There is difference of -22% of M2C on 2/19/2019 and same day last week | 3% | -56% | -4% | -54% |
| 2/26/2019 | High | Increased M2C by 24% and increase success rate of payments | 6% | 120% | 2% | 116% |
| 2/28/2019 | High | Increased order change due to high M2C( low out of stock items) | 6% | 22% | 8% | 13% |
| 3/2/2019 | Low | Increase in average cost for 2 and Decreased C2P | 2% | -38% | 8% | -42% |
| 3/9/2019 | High | 2% Increase in conversion with the same day last week due to increased orders and an overall increase in orders which lead to higher C2P | 4% | 102% | 0% | 102% |
| 3/19/2019 | Low | Decreased P2O(26% decrease in success rate of payments) due to increased cost for 2 | 3% | -46% | 2% | -47% |
| 3/24/2019 | High | Slight increase in P2O due to decrease in cost | 4% | 22% | 6% | 15% |
| 3/26/2019 | High | Increase in orders and P2O by 29% | 6% | 78% | -5% | 87% |
| 4/4/2019 | Low | Decrease in overall conversion due to decrease in orders and decreased M2C and C2P due to lower discounts | 3% | -52% | 3% | -53% |
| 4/11/2019 | High | Increased M2C by 19% due to higher discounts | 6% | 92% | -7% | 107% |
| 4/12/2019 | Low | Decreased M2C | 6% | -27% | -9% | -20% |
| 4/14/2019 | High | Increased overall conversion due to increased order/listings | 4% | 28% | 8% | 19% |
| 4/18/2019 | High | Increased M2C due to greater discounts on menu by 11% | 9% | 73% | 11% | 57% |
| 4/19/2019 | High | Increase In C2P due to decrease in average cost | 6% | 25% | 7% | 16% |
| 4/25/2019 | Low | Decreased M2C as there is a 12% decrease in the average discount | 6% | -39% | 0% | -39% |
| 6/20/2019 | Low | The traffic is reduced by 11510189 with the same day last week | 6% | -54% | -53% | -3% |
| 6/27/2019 | High | Due to increased channel-wise traffic and reduced average cost | 6% | 115% | 119% | -2% |
| 7/16/2019 | Low | Decreased L2M and overall conversion due to increased average costs by 70 Rs./- | 2% | -63% | -10% | -59% |
| 7/23/2019 | High | Increased L2M and overall conversion due to reduced average cost for 2 | 6% | 135% | 3% | 128% |
| 8/11/2019 | Low | Lower C2P because of increased average cost of Rs.27/- when compared to same da last week | 2% | -54% | 0% | -54% |
| 8/18/2019 | High | Increased C2P due to lower average delivery charges | 3% | 107% | 3% | 100% |
| 9/14/2019 | Low | Reduced Conversion due to Low M2C (Increased Out of Stock items) | 2% | -54% | -5% | -51% |
| 9/21/2019 | High | Increased order change due to high M2C( low out of stock items) | 3% | 112% | -1% | 114% |
| 10/9/2019 | High | Due to increased C2P and P2O which lead to overall increase in conversions | 7% | 22% | -4% | 27% |
| 10/21/2019 | High | Increased P2O lead to the slight increase in order and conversion | 6% | 32% | 9% | 21% |
| 10/22/2019 | High | Increased P2O due to lower average cost for 2 | 6% | 20% | -1% | 21% |
| 11/9/2019 | High | Due to lower average costs(P2O) | 4% | 26% | 7% | 18% |
| 11/17/2019 | Low | Lower M2C because of increased(78) out of stock items | 2% | -57% | -7% | -54% |
| 11/24/2019 | High | Increased M2C due to less out of stock items comapratively than same day last week | 4% | 135% | 5% | 124% |
| 12/1/2019 | Low | Lower success rate of payments or increased average cost | 4% | 21% | 1% | 20% |
| 12/22/2019 | High | Increased costs | 4% | 21% | 0% | 21% |
| 12/28/2019 | High | Increased P2O due to lower out-of-stock items | 4% | 18% | -2% | 20% |

**Insights:**

1. Overall Conversion Trends: The overall conversion rate fluctuates, with both high and low points throughout the analyzed period.
2. Order Change and Traffic Change Patterns: Dates with increased order change often coincide with higher traffic change, suggesting a positive correlation between order change and traffic
3. Effect of Marketing Channels: The impact of marketing channels (Facebook, Youtube, etc.) on traffic change is evident. For instance, a decrease in traffic change is attributed to reduced traffic, mainly through the Facebook channel on certain dates.
4. Cost-Related Factors: Changes in average delivery charges (C2P), average cost for two (M2C), and success rate of payment seem to influence overall conversion and order change.
5. Out-of-Stock Items Impact: Instances of decreased overall conversion and order change are associated with an increase in out-of-stock items, suggesting that product availability influences customer actions.
6. Seasonal Patterns: Some dates show consistent patterns, indicating possible weekly or monthly trends. For example, certain days consistently exhibit higher or lower performance.
7. Continuous Monitoring: Regularly monitoring metrics such as L2M, M2C, C2P, P2O is crucial for understanding trends and making data-driven decisions for optimization.

**Charts:**

* The overall conversion rate remains relatively stable throughout the year, ranging from 1.48% to 1.69%.
* There is a slight upward trend from February to April, followed by a decrease in May and June. It then rises again in July and August before stabilizing in the last four months.
* The stability suggests that overall conversion is not heavily influenced by seasonality.
* Carts: The number of carts remained relatively stable across quarters, ranging from 222M to 226M. This suggests consistent traffic or browsing activity throughout the year.
* Orders: Orders also showed stability, ranging from 126M to 128M. This implies a conversion rate that stayed relatively constant across quarters.
* Facebook consistently drives the highest traffic throughout the year, averaging around 84% of the total traffic across all platforms.
* YouTube remains stable as the second largest traffic source, contributing around 63% of the total year-round.
* Twitter has the lowest share, averaging around 3% of the overall traffic with minimal fluctuations.
* The "Others" category shows some variability but generally stays within a 5% range of the total traffic.
* All platforms seem to experience slight peaks in traffic during March and June, suggesting potential seasonality in user behavior or marketing campaigns.
* Both average packaging and delivery charges remained relatively stable throughout the year, with some minor monthly fluctuations.
* The highest average charges for both categories occurred in March and July.
* While there's some fluctuation, the overall trend seems relatively stable throughout the year.



**THANK YOU**