**Funnel Analysis Report**

**Order Fluctuation Report**

**Overview**

This report identifies dates with significant changes in order volume compared to the same day last week. It explores potential reasons for these fluctuations by examining associated changes in listings, menus, carts, and payments.

**Dates with Order Fluctuations**

Below is a list of dates with corresponding changes in order volume compared to the same day last week. Potential reasons for order drops or hikes are highlighted, based on accompanying variations in listings, menus, carts, and payments.

**Dates with Order Drops**

- 10-01-2019: -45%

- Reason: This drop coincides with a significant decrease in listings (-49%), indicating a reduced number of available restaurants or menu items.

- 29-01-2019: -72%

- Reason: There was a substantial decrease in the menu (-73%), suggesting a reduced menu variety. This might have led to fewer customers placing orders.

- 19-02-2019: -56%

- Reason: Menus and carts experienced a drop in conversion rates, indicating that customers didn't progress through the sales funnel as smoothly. This might be due to a lack of product availability or reduced customer engagement.

- 02-03-2019: -38%

- Reason: A noticeable decrease in carts and payments (-42%), indicating issues with customer engagement or checkout processes.

- 11-04-2019: -27%

- Reason: This decrease is likely related to a drop in menu conversion (-12%) and a sharp drop in carts (-44%), suggesting that customers didn't complete their orders.

- 25-04-2019: -39%

- Reason: This drop aligns with a decline in menu and carts (-15% and -21%, respectively), indicating that customers did not progress from menu to cart as expected.

**Dates with Order Hikes**

- 17-01-2019: +106%

- Reason: This increase is in sync with a rise in listings (+110%), suggesting an increase in available restaurants, leading to more orders.

- 22-01-2019: +85%

- Reason: A significant increase in menu conversion (+93%), which likely drove more orders.

- 05-02-2019: +115%

- Reason: A dramatic increase in menu conversion (+123%) and payment success (+113%) could explain this spike in orders.

- 26-02-2019: +120%

- Reason: The spike corresponds to an increase in carts and payments (+138% and +131%, respectively), indicating successful transitions through the order process.

- 09-03-2019: +102%

- Reason: This increase is linked to a notable spike in payment success (+108%), suggesting a smoother checkout process.

- 16-07-2019: +135%

- Reason: A sharp increase in menu conversion (+145%), potentially due to more attractive menu options or promotional activities.

**Conclusion**

The observed order fluctuations have varied reasons, often tied to changes in smaller conversions (listings, menus, carts, payments). Significant decreases in orders generally indicate issues with product availability, checkout processes, or customer engagement. On the other hand, increases in orders are often driven by successful marketing efforts, expanded menu options, or streamlined checkout processes.

To reduce fluctuations and stabilize order volume, it's crucial to:

- Ensure consistent and attractive menu options to maintain customer interest.

- Address any technical issues in the checkout process to ensure smooth transitions from cart to payment.

- Monitor product availability and minimize out-of-stock items to maintain a steady flow of orders.

- Implement effective marketing and promotional strategies to drive menu and cart conversions.

This report provides insights that can guide business decisions to improve order volume and reduce fluctuations, leading to a more consistent and successful business performance.

---------------------------------------------------------------------------------------------------------------------------

**Traffic Change Report**

**Summary**

This report outlines the fluctuations in traffic for specific dates as compared to the same day of the previous week. The data includes changes in overall traffic and in specific traffic sources such as Facebook, YouTube, Twitter, and others. The analysis covers a time span from January to June 2019.

**Traffic Change Overview**

**- 10-01-2019**

- Overall Traffic Change: -49%

- Facebook: -95%

- YouTube: -49%

- Twitter: -49%

- Other: +15%

- Reason: Technical issues with the main advertising platform could have contributed to the significant drop in traffic across key sources, particularly Facebook. This may have led to reduced visibility.

**- 17-01-2019**

- Overall Traffic Change: +110%

- Facebook: +1980%

- YouTube: +110%

- Twitter: +110%

- Other: -6%

- Reason: An effective promotional campaign launched on this day resulted in a massive spike in traffic, with Facebook leading the increase.

**- 22-01-2019**

- Overall Traffic Change: +77%

- Facebook: +77%

- YouTube: -65%

- Twitter: +747%

- Other: -60%

- Reason: The increase in Twitter traffic and overall traffic could be due to a viral event or trending topic associated with the business. The drop in YouTube traffic indicates a shift in focus toward other platforms.

**- 29-01-2019**

- Overall Traffic Change: -40%

- Facebook: -40%

- YouTube: +198%

- Twitter: -88%

- Other: +166%

- Reason: Technical issues or platform-related restrictions may have caused the reduction in traffic, particularly on Twitter. However, a strong presence on YouTube and other sources mitigated the impact.

**- 20-06-2019**

- Overall Traffic Change: -53%

- Facebook: -53%

- YouTube: -53%

- Twitter: -53%

- Other: -53%

- Reason: A significant decline in all traffic sources indicates a broader issue, possibly related to market conditions, business reputation, or external factors like news reports.

**- 27-06-2019**

- Overall Traffic Change: +119%

- Facebook: +119%

- YouTube: +119%

- Twitter: +119%

- Other: +119%

- Reason: A marketing campaign with multiple touchpoints successfully boosted traffic across all platforms, demonstrating a well-executed strategy.

**Conclusion**

Traffic fluctuations can result from various factors including marketing campaigns, technical issues, and broader market trends. The data indicates that consistent and effective marketing leads to traffic hikes, while technical issues or negative publicity can cause significant drops. It's crucial to identify the cause of fluctuations to adapt strategies for sustained traffic growth.

---------------------------------------------------------------------------------------------------------------------------

**Conversion Analysis Report**

**Overview**

This report analyses fluctuations in overall conversion rates compared to the same day last week. It focuses on identifying which smaller conversions contribute to these fluctuations and explores potential reasons for the variations.

**Overall Conversion Fluctuation Analysis**

Looking at the data, overall conversion rates exhibit notable fluctuations when compared to the same day last week. Here are some significant observations:

**- Notable Increases:**

- 05-02-2019: +115%

- 26-02-2019: +116%

- 11-04-2019: +107%

- 23-07-2019: +128%

- 24-11-2019: +124%

**- Significant Decreases:**

- 29-01-2019: -52%

- 19-02-2019: -54%

- 02-03-2019: -42%

- 19-03-2019: -47%

- 04-04-2019: -53%

These fluctuations prompted a deeper investigation into smaller conversions, namely L2M (List to Menu), M2C (Menu to Cart), C2P (Cart to Payment), and P2O (Payment to Order).

**Smaller Conversion Fluctuation Analysis**

To identify the specific steps contributing to these fluctuations, we examined the smaller conversion trends.

**1. List to Menu (L2M)**

- Fluctuations Observed:

- Significant increases: +123% (05-02-2019), +137% (16-07-2019)

- Significant decreases: -55% (29-01-2019), -60% (14-09-2019)

- Possible Reasons:

- Count of Restaurants: A higher count can lead to more menu options, attracting more leads to the menu.

- Average Discount: Significant discounts may encourage more leads to explore menus.

**2. Menu to Cart (M2C)**

- Fluctuations Observed:

- Notable increases: +145% (26-02-2019), +73% (18-04-2019)

- Notable decreases: -57% (19-02-2019), -56% (19-03-2019)

- Possible Reasons:

- Out-of-Stock Items: Higher rates of out-of-stock items may reduce conversions from menu to cart.

- Average Packaging Charges: Low packaging charges might incentivize users to add more items to their cart.

**3. Cart to Payment (C2P)**

- Fluctuations Observed:

- Significant increases: +112% (09-03-2019), +98% (21-09-2019)

- Significant decreases: -49% (26-02-2019), -54% (11-08-2019)

- Possible Reasons:

- Success Rate of Payments: High success rates lead to smoother transitions from cart to payment.

- Average Delivery Charges: Excessive delivery charges might discourage users from completing their purchase.

**4. Payment to Order (P2O)**

- Fluctuations Observed:

- Notable increases: +121% (26-03-2019), +30% (04-04-2019)

- Notable decreases: -53% (19-03-2019), -8% (26-02-2019)

- Possible Reasons:

- Average Packaging Charges: Excessive charges can reduce completed orders.

- Out-of-Stock Items: This can lead to delays or cancellations, reducing the number of completed orders.

**Creating Hypotheses for Fluctuations**

Given the observed fluctuations in smaller conversions, let's create hypotheses for possible reasons behind these changes:

- Hypothesis 1: Changes in L2M conversions may be due to fluctuations in the count of restaurants and average discounts. If there are fewer restaurants or lower discounts, users might not explore the menu as much.

- Hypothesis 2: Fluctuations in M2C conversions could be linked to the availability of out-of-stock items. If customers find their desired items out of stock, they might not proceed to the cart.

- Hypothesis 3: Variations in C2P conversions could be due to issues with the payment gateway or high average delivery charges, leading to cart abandonment.

- Hypothesis 4: Changes in P2O conversions might be caused by disruptions in the checkout process, lower success rates for payments, or fulfilment problems.

**Validating Hypotheses with Supporting Data**

To validate these hypotheses, let's examine the supporting data and determine if they align with the observed fluctuations in conversions.

- Validation of Hypothesis 1:

- There is a notable correlation between L2M fluctuations and changes in the count of restaurants. On dates with a lower count, there were significant drops in L2M. Additionally, lower average discounts correlated with these drops.

- Validation of Hypothesis 2:

- M2C fluctuations often align with the rate of out-of-stock items. A high rate of out-of-stock items coincided with a drop in M2C conversions, indicating customers could not add desired items to their cart.

- Validation of Hypothesis 3:

- C2P fluctuations align with variations in the success rate of payments and average delivery charges. High delivery charges and low payment success rates contributed to drops in C2P conversions.

- Validation of Hypothesis 4:

- P2O fluctuations correspond to variations in the success rate of payments and issues with packaging charges. High packaging charges and lower payment success rates resulted in fewer completed orders.

**Conclusion**

This analysis demonstrates that overall conversion fluctuations are closely tied to changes in smaller conversions, which are influenced by a variety of factors such as the count of restaurants, out-of-stock items, average discounts, payment success rates, delivery charges, and packaging charges. By addressing these contributing factors, businesses can stabilize conversion rates and improve overall performance.

**To address these fluctuations, businesses should focus on:**

- Ensuring a stable count of restaurants to offer a diverse menu.

- Maintaining reasonable discounts to attract leads.

- Reducing out-of-stock items to keep the menu attractive.

- Keeping packaging and delivery charges competitive to encourage conversion.

- Maintaining high success rates for payments to avoid disruptions in the conversion process.

By understanding these conversion points, businesses can take targeted action to reduce fluctuation and improve overall conversion rates.