**Business Case: Swiggy**

**Funnel Analysis Report:**

Based on Swiggy’s performance data of 2019, following are some of the insights using Funnel analysis. From the data, orders with rise above 20% and drop below 20% were filtered out and reason behind the fluctuations were found out with help of funnel analysis. From the analysis, some of the major factors were discovered which are as follows:

1. **Traffic across channel** – From the supporting data, its visible days on which traffic is down, number of orders are decreased, declination is observed across all steps of funnels.
2. **Count of Restaurants** – Another major factor which affects, change in orders values. Lesser restaurants available on day, people get less options to order from or their favourite restaurant is not listed. (Drop in L2M)
3. **High delivery and packing charges/Cost for Two** – If people have to pay extra charges for delivery or desired item is not affordable, people tend to avoid ordering on that day. (Drop in C2P or L2M).
4. **Success rate of payment** – When there is issue with payment gateways or when people don’t find suitable payment options, it shows drop in orders. Drop in P2O % is visible in supporting data.
5. **Discount** – One of the main things is lucrative offers and discounts which attracts users to order more on the given day. From the data its noticeable that days on which discount is less, drop in M2C is significant.
6. **Out-of-stock items per restaurant** – Items which are in demand being out-of-stock is one reason which affects orders rise/drop. We can observe fluctuations in M2C which in turn results in drops in orders.
7. **Miscellaneous reasons** – Other small factors like a lesser number of images per restaurant, gradual increase in number over the week. When we compare today’s low/high with last week’s high/low, change in order value seems to be extensive.

Following table shows dates with notable drops in orders from 2019 data.

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| **Dates** | **Reason for Drop** | **Drop in Funnel** |
| 10/01/2019, 20/06/2019 | Low Traffic across channels | Throughout all stages |
| 29/01/2019 | Less no. of operating Restaurants on day | L2M |
| 19/02/2019, 02/03/2019,  11/08/2019 | High Average Delivery and packing charges | M2C, C2P |
| 19/03/2019 | Less payment success rate | P2O |
| 04/04/2019 | Drop in discount % | M2C |
| 25/04/2019, 16/07/2019,  11/08/2019 | Avg. cost of two | M2C, L2M |
| 14/09/2019, 17/11/2019 | Out-of-stock items in restaurants | M2C, P2O |
| 12/04/2019 | Miscellaneous | Throughout all stages |

From the session details data and calculation of order, traffic change of same day with same day last week, it was observed that, most of highs in orders values on same day are due to gradual improvement in areas which was having some issues on same day last week. When we compare current day values with last week’s drop, we can see significant rise in orders values.

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| **Dates** | **Reasons** | **Improvement in Funnels** |
| 17/01/2019, 27/06/2019 | Improvement in traffic across channels | Improvement across all stages |
| 22/01/2019 | Average delivery & packing charges reduced, Payment success rate was also increased. | L2M, P2O |
| 05/02/2019 | More restaurants open | L2M |
| 26/02/2019 | More images per restaurant | M2C |
| 09/03/2019 | Avg. delivery charges and Avg. cost of two reduced. | C2P |
| 26/03/2019 | Rate of successful payment increase | P2O |
| 11/04/2019, 18/04/2019 | Better discounts, Lesser avg. delivery charges | M2C |
| 23/07/2019 | Decline in avg. cost for two, more restaurants & discount, other Misc. | L2M |
| 18/08/2019 | Reduced avg. cost of two & packing cost, more options. | C2P |
| 21/09/2019, 24/11/2019 | Improvement in last week’s Out-of-stock items per restaurants | M2C |
| 21/10/2019 | Gradual increase in Misc. factors | Improvement across all stages |
| 09/11/2019 | Avg. cost of two decreased and payment success rate increased. | Improvement across all stages |

Detailed date-wise description of highs and lows mentioned below:

**Lows in orders values**:

10-01-2019 - 45 % drop - Traffic across Facebook, twitter, Youtube was down drastically, which leads to decrease in numbers across the funnel (L2M, M2C, C2P, P2O)/same reason traffic drop

29-01-2019 drop of 72% was noticed. As we dive deep into the supporting data, we get to know main reason behind this is count of restaurants were very less compared to count of restaurants week before. Traffic was also little lesser. But due to lack of restaurants, we can see huge drop in L2M. Therefore, overall conversion is also dropped.

Drop of 56% on 19-02-2019 compared to previous week same day is due to drop in carts creation. (M2C). Even though more options were given to customers, people might have not found desired options. It may also be due to more average delivery charges and average packing charges.

02-03-2019- drop of 38%. Drop at C2P and P2O. highest ever delivery charges, cost for two comparatively on higher side.

19-03-2019- drop of 46%. Huge drop at P20, from supporting data -payment success rate is very low, issue with payment options/gateways.

04-04-2019 drop of 52%. Drops at M2C, menus were present but cart not generated, least discount 10% only.

12-04-2019 drop of 27%. Gradual drop across all steps of funnel from traffic till orders when compared to 05-04-2019 data (13% rise).

25-04-2019 Drop of 39%, due to less carts/due to comparison with last week’s 73% rise, drop looks more significant. (Dip in M2C compared to last week’s highest M2C) reasons are drop in discounts and rise in avg. cost of two.

20-06-2019 drop 54%. Traffic across Facebook, twitter, Youtube was down drastically, which leads to decrease in numbers across the funnel.

16-07-2019 drop 63%. Lowest L2M ever. People might have not ordered much because avg. cost for two is highest ever. Decline in numbers across the funnel due to Least L2M.

11-08-2019 drop of 54%. Lowest C2P ever. Avg. packing cost and avg. cost for two is higher compare to last week.

14-09-2019 drop of 54%. Drop at M2C and P20. 2nd lowest M2C, 2nd lowest P2O. reason for drop at M2C, being out of stock items per restaurant is very high (64).

17-11-2019 drop of 57%. lowest M2C ever. Highest ever out of stock items per restaurant, so carts not generated as customers might not got what they want.

**Highs in order values:**

17-01-2019 rise of 106% is shown. As there was huge drop on 10-01-2019. Traffic over the channel was increase over the week, results in increase in orders over the week. Therefore, when we compare 45% drop with current day value, it shows massive 106% rise.

22-01-2019, shows rise of 85%. Reason behind this rise is higher traffic and huge upside in menu options which increases orders, effects are visible from rise in L2M and P2O. From supporting data, we can say that on 22-01-2019, average delivery and packing charges were reduced and payment success rate was also increased.

Massive boost of 115% in orders on 05-02-2019 compared to last week’s orders. Although traffic was similar, but number of restaurants on 05-02-2019 were much higher than last week’s numbers. Therefore, rise in numbers across the funnel was observed.

26-02-2019 rise of 120 %, rise looks high when compared to 19-02-2019, last week’s drop of 56%, one of the reasons, is lot improved M2C (increased by 24%, from supporting data, can say that more number of images per restaurant more options might help people choose. (More options availability)

09-03-2019 rise of 102%. rise looks high when compared to 02-03-2019. Improvement in C2P. reason count of orders increase; avg. delivery charges reduce with big margin which was higher last week and avg. cost of two also lesser.

26-03-2019 shows rise of 78%, which is quite extensive when compare to last week’s 19-03-2019- drop of 46%. Improvement in P2O, supporting data suggested that success rate of payment rises from 65% to 94%.

11-04-2019 rise of 92%, looks good compare to last week’s 04-04-2019 drop of 52%. Improvement in M2C, (from 20% to 39%). Reason being sufficient discounts, lesser avg. delivery and packing charges.

18-04-2019 rise of 73%. Best conversion rate, highest discount ever. Ppl order more due to discounts.

19-04-2019 rise of 25%. Compare to drop of 27% last week. Avg. cost of two is amongst lowest on the day.

27-06-2019 rise of 115%. Compare to last week’s (20-06-2019) drop of 54% looks very significant. Traffic change improved from -53% to 119% is main reason. Numbers increased across all steps of funnel. Avg. cost for two also reduced with good margin.

23-07-2019 rise of 135%. Compare to last week’s drop of 63%. Improvement in L2M from 10% to 24% main reason. Supporting data shows, decline in avg. cost for two. Small factors like more restaurants, more discount, lesser out of stock items, lesser avg. delivery and packing charges.

18-08-2019 rise of 107%. Last week drop of 54%. Huge improvement in C2P from 33% to 65%. decrease in avg. packing cost, avg. cost of two reduced and more images per restaurants-more options.

21-09-2019 rise of 112%. Last week drop of -54% was due to being out of stock items per restaurant is very high. From funnel its visible, improvement in M2C from 15% to 34%.

21-10-2019 rise of 32%. As compare to 14-10-2019, small rise in number across the funnel is shown (L2M, M2C, C2P, P2O) results in noticeable rise in orders.

09-11-2019 rise of 26%, As compare to 02-11-2019, small rise in number across the funnel is shown (L2M, M2C, C2P, P2O) results in noticeable rise in orders. Avg. cost of two decreased and payment success rate increased.

24-11-2019 rise of 135%. Compared to last week’s drop of 57% (17-11-2019). Reason for drop was highest ever out of stock items. From funnel we can see, growth in M2C from 14% to 34%. Supporting data suggests the same.