**CHANGE IN ORDERS**

As we have seen from the excel sheet, the amount of orders fluctuate drastically on certain dates. As instructed, I have ignored the fluctuations ranging from 20% to -20%. The rest of the fluctuations are shown below.

**DIPPING FLUCTUATIONS**

|  |  |  |
| --- | --- | --- |
| **Date** | **Day** | **Order Change with respect to same day last week** |
| 10-01-2019 | Thursday | 55% |
| 29-01-2019 | Tuesday | 28% |
| 19-02-2019 | Tuesday | 44% |
| 02-03-2019 | Saturday | 62% |
| 19-03-2019 | Tuesday | 54% |
| 04-04-2019 | Thursday | 48% |
| 12-04-2019 | Friday | 73% |
| 25-04-2019 | Thursday | 61% |
| 20-06-2019 | Thursday | 46% |
| 16-07-2019 | Tuesday | 37% |
| 11-08-2019 | Sunday | 46% |
| 14-09-2019 | Saturday | 46% |
| 17-11-2019 | Sunday | 43% |

The reasons for the dip in fluctuations may include

* Lack of good offers, especially on weekends, where some of the highest dips have been visible.
* Better offers by competitors.
* National level festivals, which have prohibitions on certain types of foods.
* Change in Algorithms by social media platforms, which causes the marketing to not reach a wide array of people.
* Issues with delivery partners, Unions and wage disputes.
* Strikes by or disputes with restaurant partners.

**RISE IN FLUCTUATIONS**

|  |  |  |
| --- | --- | --- |
| **Date** | **Day** | **Order Change with respect to same day last week** |
| 17-01-2019 | Thursday | 206% |
| 21-01-2019 | Monday | 123% |
| 22-01-2019 | Tuesday | 185% |
| 31-01-2019 | Thursday | 120% |
| 05-02-2019 | Tuesday | 215% |
| 26-02-2019 | Tuesday | 220% |
| 28-02-2019 | Thursday | 122% |
| 09-03-2019 | Saturday | 202% |
| 24-03-2019 | Sunday | 122% |
| 26-03-2019 | Tuesday | 178% |
| 11-04-2019 | Thursday | 192% |
| 14-04-2019 | Sunday | 128% |
| 18-04-2019 | Thursday | 173% |
| 19-04-2019 | Friday | 125% |
| 27-06-2019 | Thursday | 215% |
| 23-07-2019 | Tuesday | 235% |
| 18-08-2019 | Sunday | 207% |
| 21-09-2019 | Saturday | 212% |
| 09-10-2019 | Wednesday | 122% |
| 21-10-2019 | Monday | 132% |
| 09-11-2019 | Saturday | 126% |
| 24-11-2019 | Sunday | 235% |
| 01-12-2019 | Sunday | 121% |
| 22-12-2019 | Sunday | 121% |

Reasons for the rise in fluctuations may include

* Good offers, especially on weekends where the traffic is high.
* Promotional campaigns on social media which may include challenges and tagging.
* Celebrity endorsements and Ad campaigns.
* National holidays like independence and republic days.
* Personalised Ads to customers.
* Expansion to new cities.

**CHANGE IN TRAFFIC**

From the channel wise traffic sheet in the excel page we can determine whether the fluctuations happen due to variations in social media platforms.

**DIP IN FLUCTUATIONS**

|  |  |  |
| --- | --- | --- |
| **Date** | **Day** | **Traffic Change with respect to same day last week** |
| 10-01-2019 | Thursday | 51%  Huge dip from facebook (-95%), and other media platforms. Since it is not just one social media platform that showed fluctuation, we cant attribute the change to algorithm change. Therefore the likely cause of traffic change was better offers or promotional campaigns run by the competitors. Other reasons may include advertisement budget changes, cost of advertisements, publicized issue related to company. |
| 29-01-2019 | Tuesday | 60%  Huge dip in twitter (-88%) and facebook (-40%), but huge spike in youtube traffic (+198%). Since one platform is doing considerably well than the others, it might be a voluntary decision taken by the company. The reasons might include a new celebrity endorsement that is better displayed in video format in youtube and hence more money is poured into youtube, taking away from the budgets of other social media decreasing their traffic. |
| 20-06-2019 | Thursday | 47%  Since all the platforms are performing at the same levels, it probably has something to do with the budget allocation decision that is pending from the company. |

**RISE IN FLUCTUATIONS**

|  |  |  |
| --- | --- | --- |
| **Date** | **Day** | **Traffic Change with respect to same day last week** |
| 17-01-2019 | Thursday | 210%  Facebook has shown an astronomical growth in traffic(+1980%), while the others have also shown good responses. If all the platforms show growth, it might be because they are running a promotional campaign. And the reason that facebook might be performing so well is because facebook has better targeted advertising and more interactive features. Even the influencers who promote the product can be interactive with the audience. |
| 22-01-2019 | Tuesday | 177%  Twitter has shown a huge leap in traffic (+747%) but youtube has declined traffic (-65%). This might be because the company has capitalized on a trending hashtag to promote their offer or campaign which makes the tweets appear on everyones feed without spending much on marketing. This form of advertisement does not work on youtube but can work on facebook, which is the reason for the large fluctuation. |
| 27-06-2019 | Thursday | 219%  Since all the platforms are performing at the same levels, it probably has something to do with the budget allocation decision that is pending from the company. |

**OVERALL CONVERSION**

The reason for fluctuations in order quantity is shown in the table. It is made using assumptions from the L2M, M2C, C2P, P2O tables and corroborated using the supporting data sheet in the excel file.

**DIP IN CONVERSION**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Date** | **Day** | **Conversion change with respect to same day last week** | **L2M** | **M2C** | **C2P** | **P2O** | **Reason for fluctuation** |
| 29-01-2019 | Tuesday | 48% | 12% | 42% | 72% | 80% | L2M- Lack of eye catching offers on the listing page |
| 19-02-2019 | Tuesday | 46% | 26% | 17% | 77% | 85% | M2C- Lack of products in stock |
| 02-03-2019 | Saturday | 58% | 21% | 34% | 33% | 81% | C2P- Lack of offers applicable |
| 19-03-2019 | Tuesday | 53% | 26% | 42% | 76% | 39% | P2O- Problems with the payment gateway |
| 04-04-2019 | Thursday | 47% | 26% | 20% | 69% | 78% | M2C- Lack of products in stock |
| 12-04-2019 | Friday | 80% | 24% | 38% | 73% | 81% | L2M- Lack of eye catching offers on the listing page |
| 25-04-2019 | Thursday | 61% | 25% | 38% | 69% | 84% | L2M- Lack of eye catching offers on the listing page |
| 16-07-2019 | Tuesday | 41% | 10% | 40% | 73% | 84% | L2M- Lack of eye catching offers on the listing page |
| 11-08-2019 | Sunday | 46% | 22% | 33% | 33% | 74% | C2P- Lack of offers applicable |
| 14-09-2019 | Saturday | 49% | 21% | 15% | 67% | 74% | M2C- Lack of products in stock |
| 17-11-2019 | Sunday | 46% | 21% | 14% | 71% | 77% | M2C- Lack of products in stock |

**RISE IN FLUCTUATION**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Date** | **Day** | **Conversion change with respect to same day last week** | **L2M** | **M2C** | **C2P** | **P2O** | **Reason for fluctuation** |
| 05-02-2019 | Tuesday | 215% | 26% | 40% | 71% | 80% | Higher count of restaurants and good offers on listing |
| 26-02-2019 | Tuesday | 216% | 24% | 41% | 74% | 81% | C2P- Good offers on cart |
| 09-03-2019 | Saturday | 202% | 21% | 34% | 71% | 79% | Lower out of stock items |
| 26-03-2019 | Tuesday | 187% | 24% | 40% | 72% | 85% | Lower packing and delivery charges |
| 11-04-2019 | Thursday | 207% | 25% | 39% | 76% | 80% | C2P- Good offers on cart |
| 18-04-2019 | Thursday | 157% | 24% | 67% | 73% | 79% | M2C- Highest discount rate |
| 23-07-2019 | Tuesday | 228% | 24% | 40% | 75% | 78% | C2P- Good offers on cart |
| 18-08-2019 | Sunday | 200% | 21% | 33% | 65% | 78% | Higest number of images |
| 21-09-2019 | Saturday | 214% | 20% | 34% | 65% | 75% | Good food availability on reestaurant |
| 09-10-2019 | Wednesday | 127% | 26% | 40% | 77% | 84% | C2P- Good offers on cart |
| 21-10-2019 | Monday | 121% | 25% | 42% | 74% | 84% | C2P- Good offers on cart |
| 22-10-2019 | Tuesday | 121% | 25% | 39% | 74% | 86% | C2P- Good offers on cart |
| 24-11-2019 | Sunday | 224% | 21% | 34% | 66% | 76% | Lowest cost for 2 people |
| 22-12-2019 | Sunday | 121% | 21% | 36% | 65% | 80% | More items in stock, lesser packing and delivery charges |
| 28-12-2019 | Saturday | 120% | 21% | 34% | 67% | 80% | More items in stock, lesser packing charges |