



20  
24

# ANALYSIS REPORT FRESHO HYPERMARKET

Presentation By  
Amal Thomas

# Overview

## *Fresho Hypermarket*

It is one of the leading Hypermarket in Karnataka.

The data contains details regarding delivery, time, revenue, orders and acquisition levels.

### The Things to Find

- **Order level Analysis**
- **Completion Rate Analysis**
- **Customer Level Analysis**
- **Delivery Analysis**





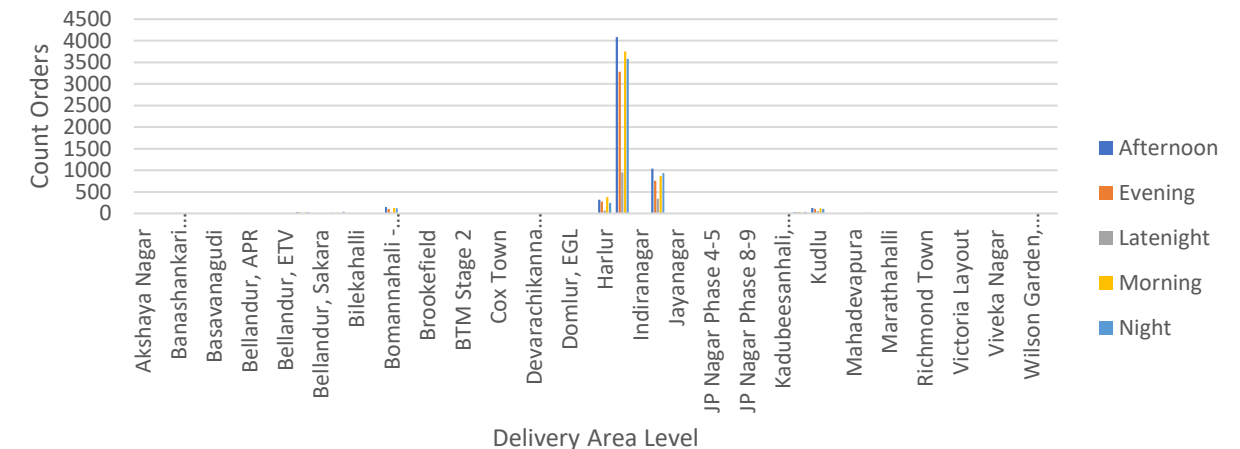
# Order level Analysis

## Order distribution at time slot and delivery area level

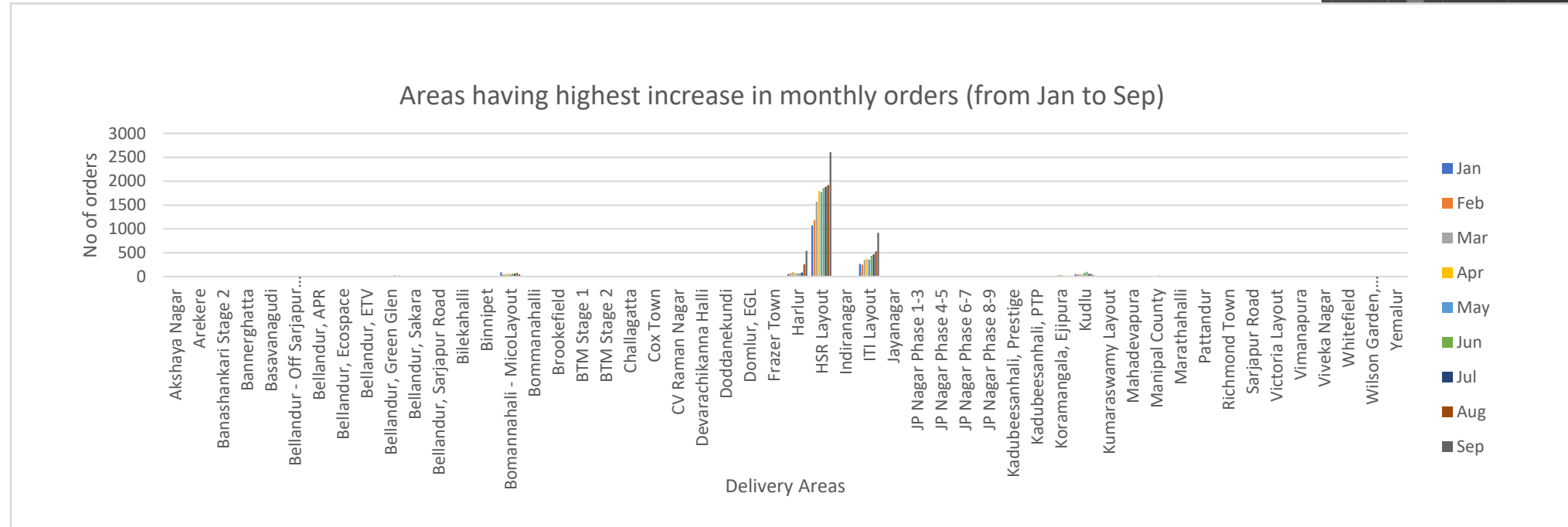
- ❖ domination of **HSR LAYOUT** for the large number of orders in every time slots and Most of the Orders are at **Afternoon**, demand for Lunch and more people are working there.
- ❖ ITI Layout – This place is having a greater number of orders after **HSR LAYOUT**. Large number of houses and offices are located in the are.
- ❖ Harlur – This Place is also having a greater number of orders and Morning time is having a greater number of orders, so this area is more occurred with houses.
- ❖ Bomannahali – MicoLayout- This are can also consider as Office area, because the number of orders is high in the afternoon session.



Order distribution at time slot and delivery area level



## Areas having highest increase in monthly orders (from Jan to Sep)



**SEPTEMBER** month is having a greater number of orders in all delivery areas.

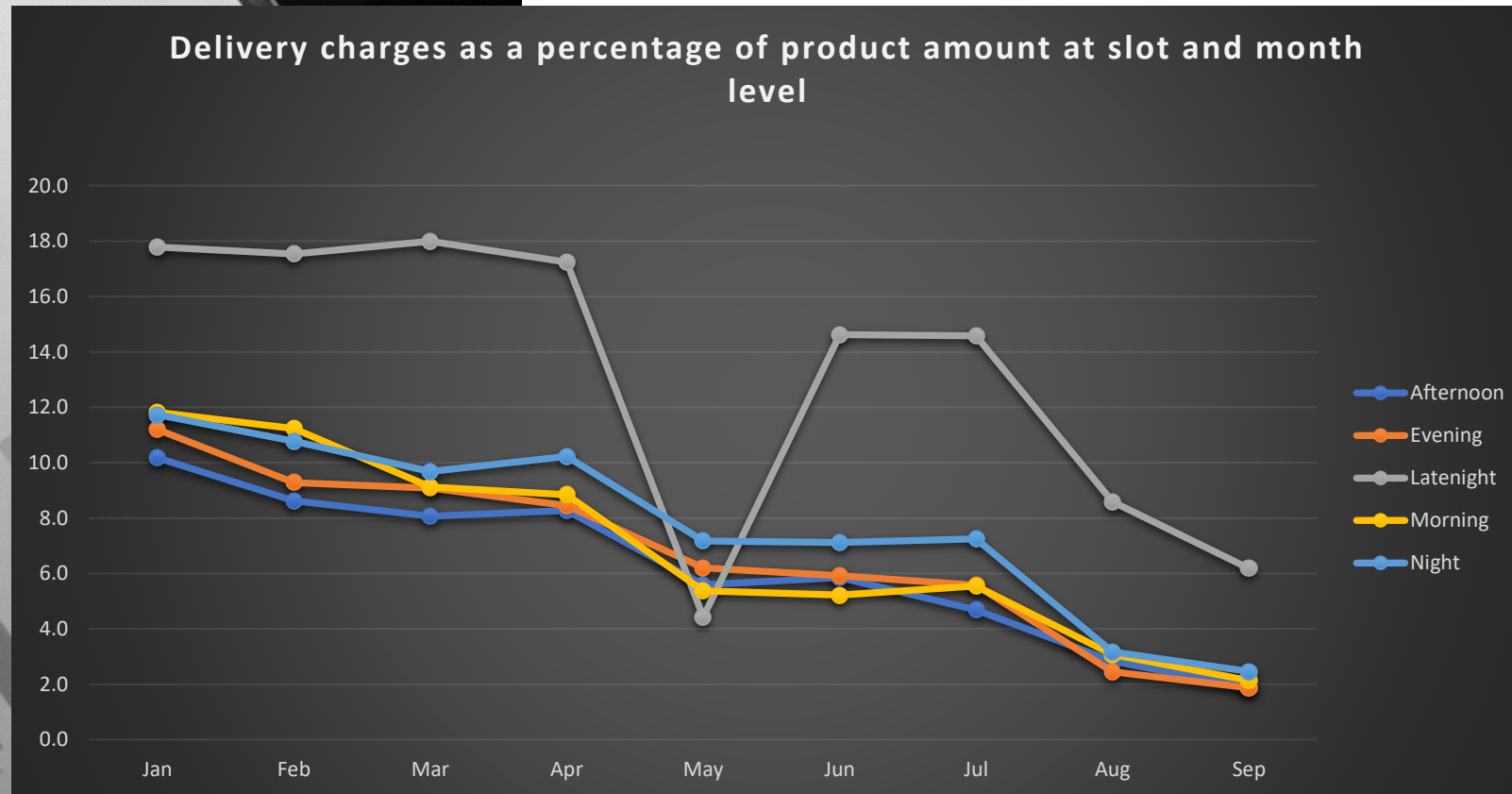
**HSR LAYOUT** is having clear domination over others areas in monthly orders. The grand total of orders of this period is **15657**.

*Points:*

Areas having greater number of orders in every month followed by HSR LAYOUT are  
 ITI Layout  
 Harlur  
 Bomannahali – MicoLayout



## Delivery charges as a percentage of product amount at slot and month level



The maximum number of orders have placed in the month of **September**.

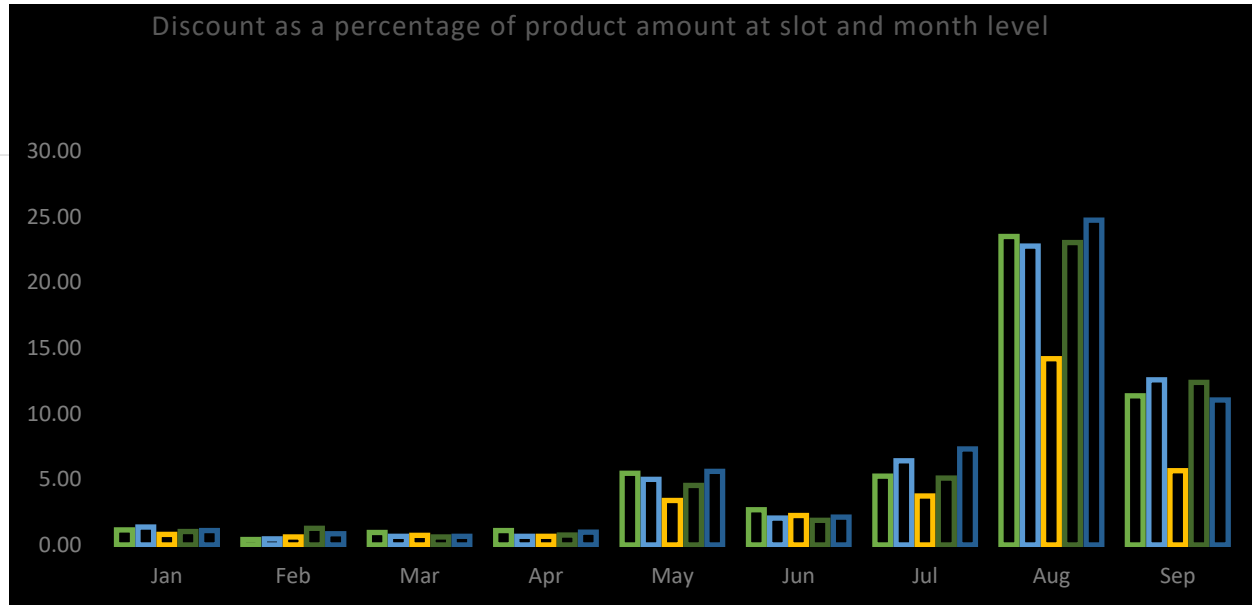
While considering the delivery charges, it is very high in the months of **January and February**.

Number of orders are high then the rate of delivery charges is very less,.

September month is having lowest rate of delivery.

The **Late-Night** Orders are having the large amount of delivery charges.

➤ **Discount as a percentage of product amount at slot and month level**



**August** Month having greater amount of discount given to every customer.

**September** is the second highest month while September is having the greatest number of orders.

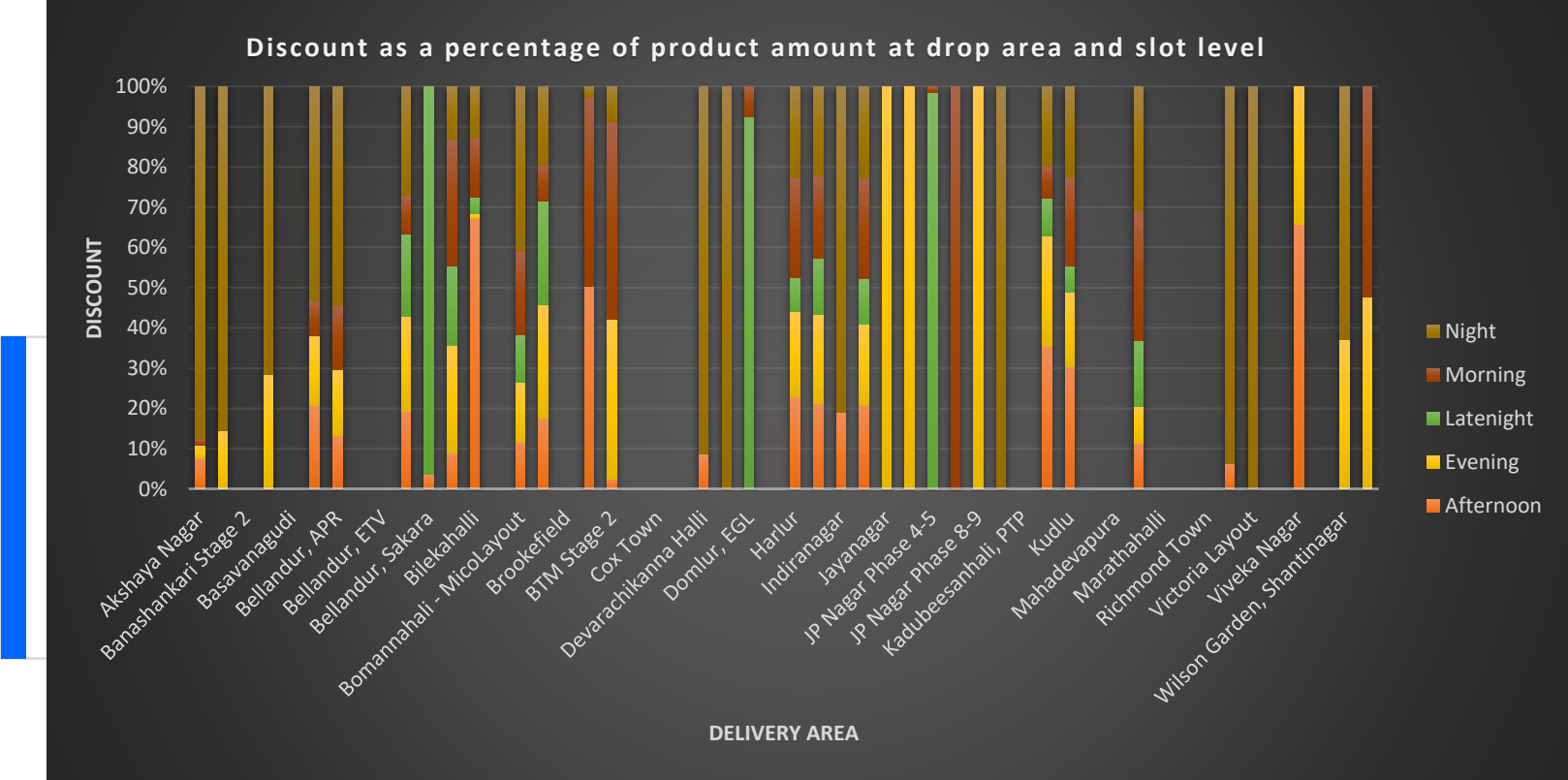
Customers are very interested to purchase items at the mid of the year.

# Discount as a percentage of product amount at drop area and slot level

**Bilekahali** - This place is having Highest percentage of discount rate at all the time slots

Number of orders are very less

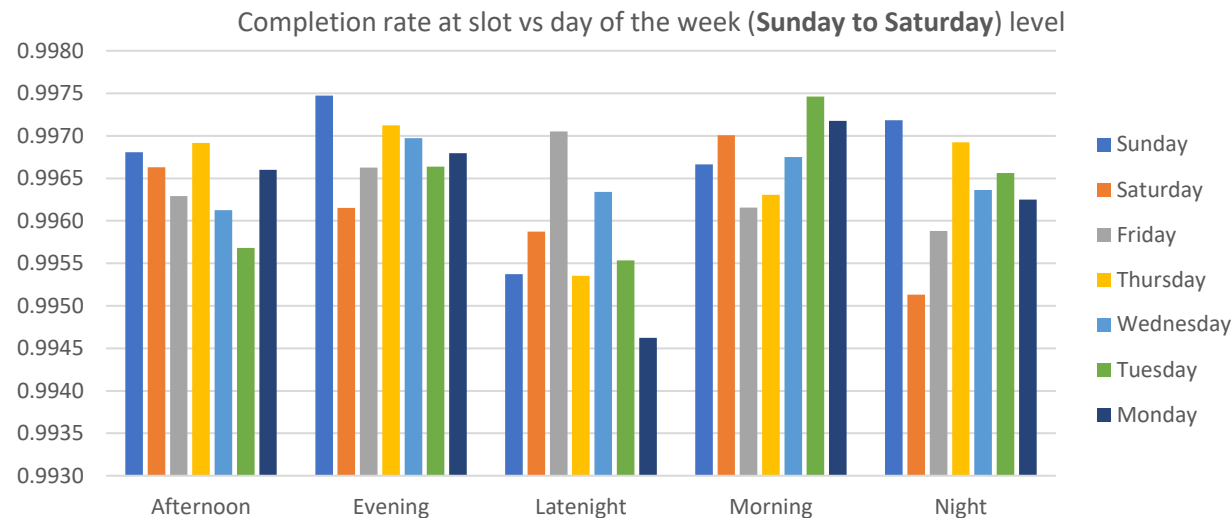
Poor status of customers



# Completion Rate Analysis



## Completion rate at slot vs day of the week (Sunday to Saturday) level



The completion rate is top high at **Evening and Morning**

Least completion rate is at late night orders

**Not attending the calls from delivery executive**

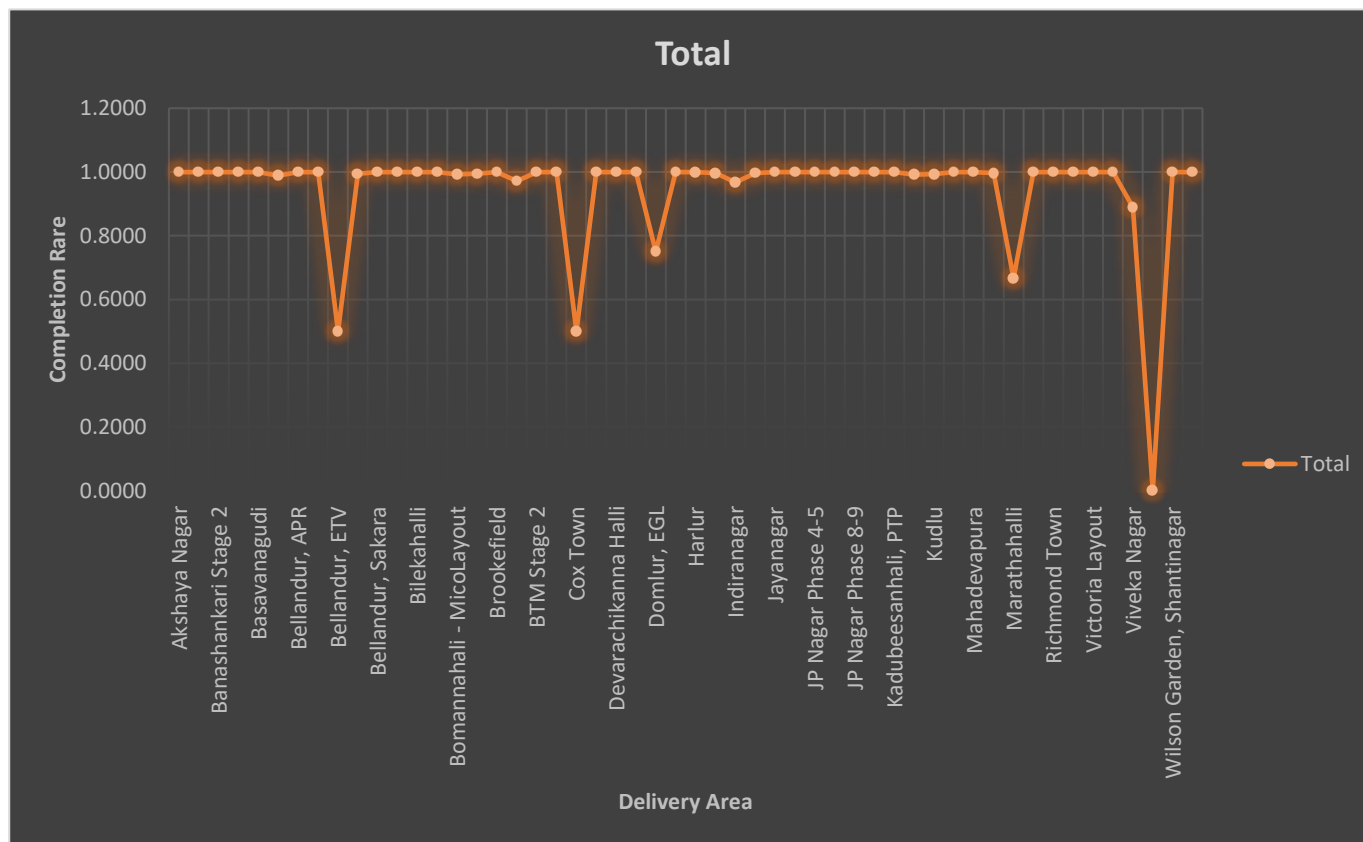
Technical issues from the company side to smoothly run the application







## Completion rate at drop area level



The order completion rate is almost similar in every areas

**travel issues, network issues.**

In the case of number of orders placed in the area Bommanahalli is very less.

## Completion rate at number of products ordered level



The completion rate is very near to **100%**

When the number of products orders are high then it showing better completion rate

When we have small number of orders, the completion rate is low, so it's important to keep completion rate 100% in all the kind of orders.

## Give you analysis on the any pattern you observe in the completion rate

- ❑ When we observe the completion rate is very near to 100%.
- ❑ When the number of product order are high then it showing better completion rate.
- ❑ When we have **small number of orders, the completion rate is low.**
- ❑ Completion rate is very high in the cities which have **good transportation facilities and networks.**
- ❑ Network and traffic have affected the delivery of the products completely.
- ❑ **Lack of communication** may be also issues with this completion rate.
- ❑ Most of the completion rate are **100% or 0.9%.**



# Customer Level Analysis

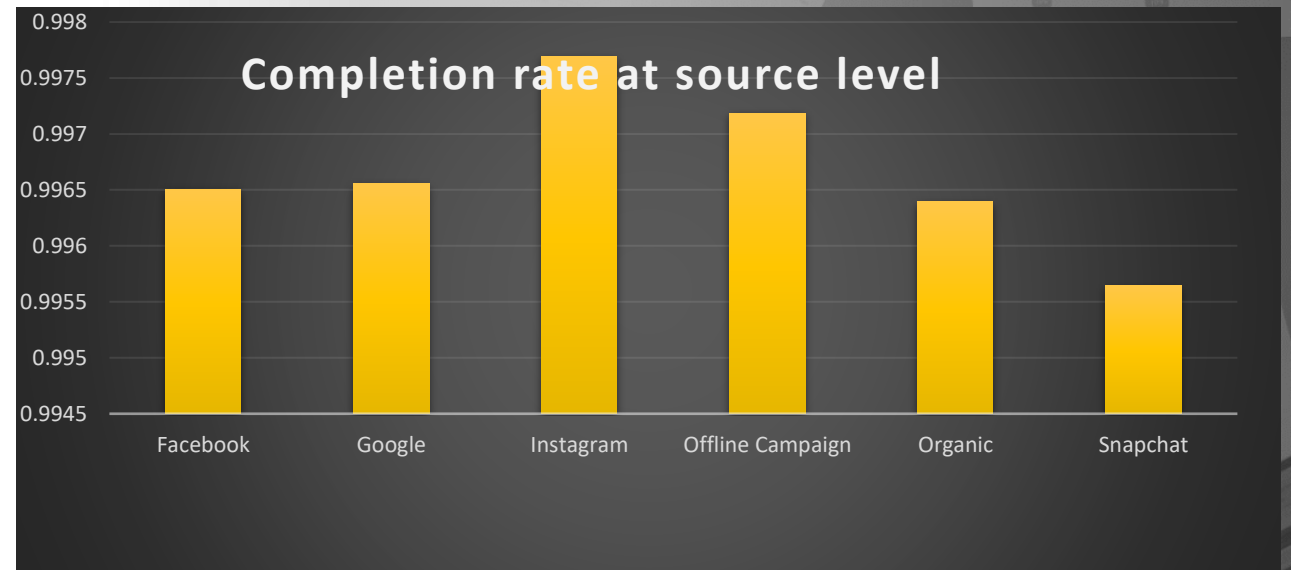
## Completion rate at source level



The users of **Instagram** are well dominating the data.

**youngsters** are the majority of the customers who's order online.

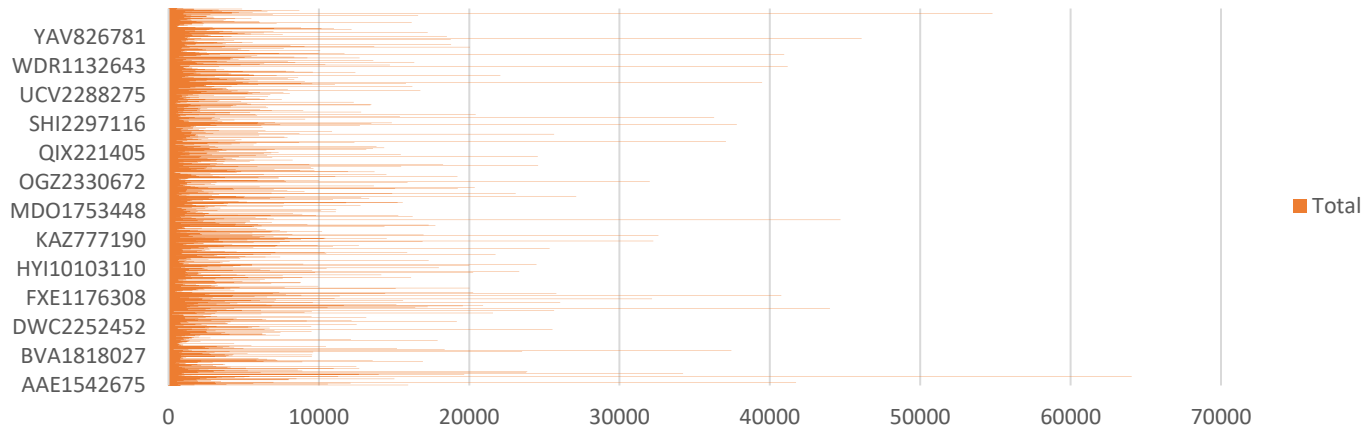
**Organic source** are leading with the greatest number of orders but Instagram leading with most completion rate.





## ➤ LTV for every customer

LTV for every customer



The highest revenue from customer **ZQB198457** is **54804**

Most of the customers LTV falls between **1000- 10000**

Aggregated LTV at customer acquisition source level



The revenue generated from **Google source** is far high.

The most customers who search on google to find their required product and went to Fresho Hypermarket website and found the products.

**Search engine optimization** is playing relevant role to attract the customer to the company.

Aggravated LTV on Google base is **2153.85**.

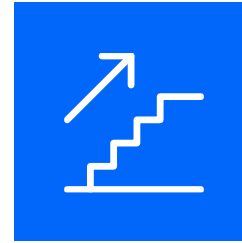
User ID	Sum of Product Amount	Aggregated LTV
Facebook	921851	1296.555556
Google	1939010	2153.857477
Instagram	192096	1292.918654
Offline Campaign	1008411	1249.120596
Organic	2287431	1973.985011
Snapchat	936767	1330.232323
Grand Total	7285566	9296.669616

## Aggregated LTV at acquisition month level

**September and August** months are more Revenue generated months.

In the case of Aggregated LTV from months it is different, the aggregated LTV months are **July and February**.

Here the finding is the number of orders is less in these both months but the purchase amount of all customers are high while comparing with other months.



User ID	Sum of Product Amount	Aggregated LTV
Jan	492042	803.9901961
Feb	515308	1509.331288
Mar	658055	1473.179641
Apr	801288	1038.063291
May	884944	838.2316865
Jun	835248	1308.62234
Jul	872274	1944.83004
Aug	1034771	1362.99723
Sep	1191636	1152.323185
Grand Total	7285566	

## Average Revenue (Product amount after discount) per order at different customer acquisition source level

**Facebook** is the highest revenue generated source with **32%**.

**Google** is in second position with **27%**.

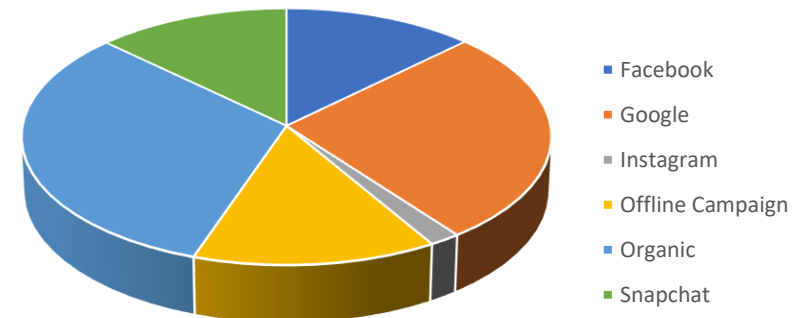
In the case of **Aggregated LTV Google was the leading one** but considering the overall revenue generated **Facebook** is on the top.

The product amount has calculated after deduction of discount, then we can assure that the rate of discount for **Facebook customers are very high.**

So, there might be an advertisement has done in Facebook with some offers so that's attracted majority of customers to purchase the products.

The revenue from **Facebook is 2161368.**

Average Revenue per order at different customer acquisition source level





## Average Revenue per order at acquisition month level

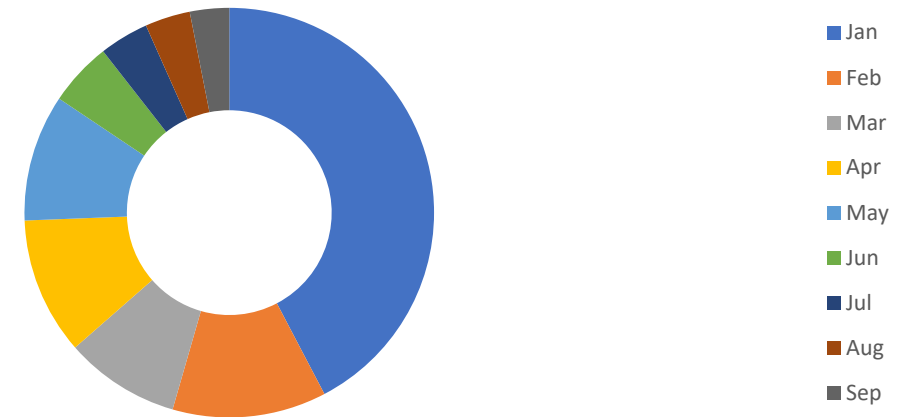
the month **January** is generated Most revenue with **42%**.  
**February** is in the second position with **12%**.

**Dealt with several advertisements and Offers.**

**New year offers and, discounts.**

High level of advertisement and discounts are given in January and February.

Average Revenue per order at acquisition month level



## Is there any pattern in order rating across slots, number of items placed, delivery charges, discount



Here the thing is when the number of orders goes more than **5000** then **average delivery charges is low**, if the number of orders are less than **1000** then the average delivery charges are little high comparing to others.

The same scenario is for the average discount.

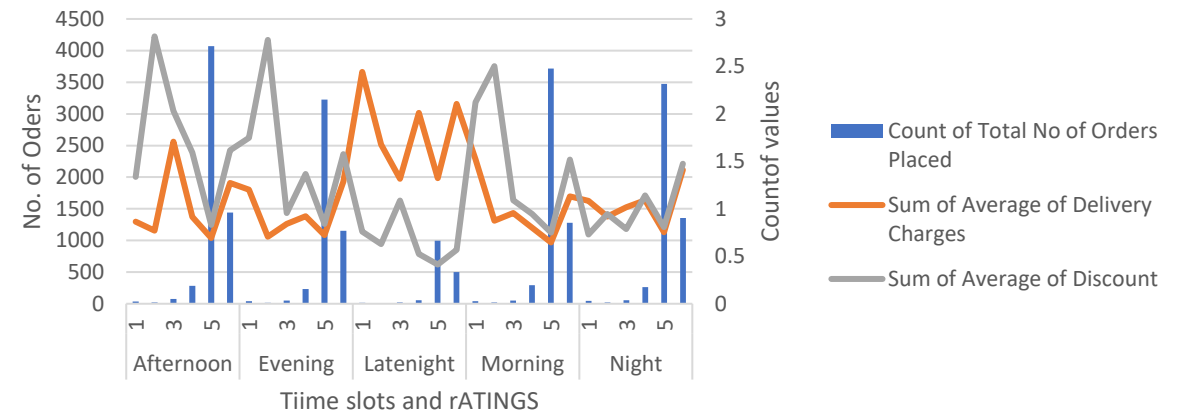
**Number of orders less than 100** in all the time slots except late-night are marked under **1 ,2 and 3 ratings**.

**Order between 100 and 1000** are rated as **4** in all the timeslots except late-night.

**Above 1000 orders are rated 5** except late-night.

So, the late-night orders are considering that important and not providing better rate of discounts while comparing to other time slots.

pattern in order rating across slots, number of items placed, delivery charges, discount



## Delivery Analysis

### Average Overall Delivery Time at Month and Delivery area level

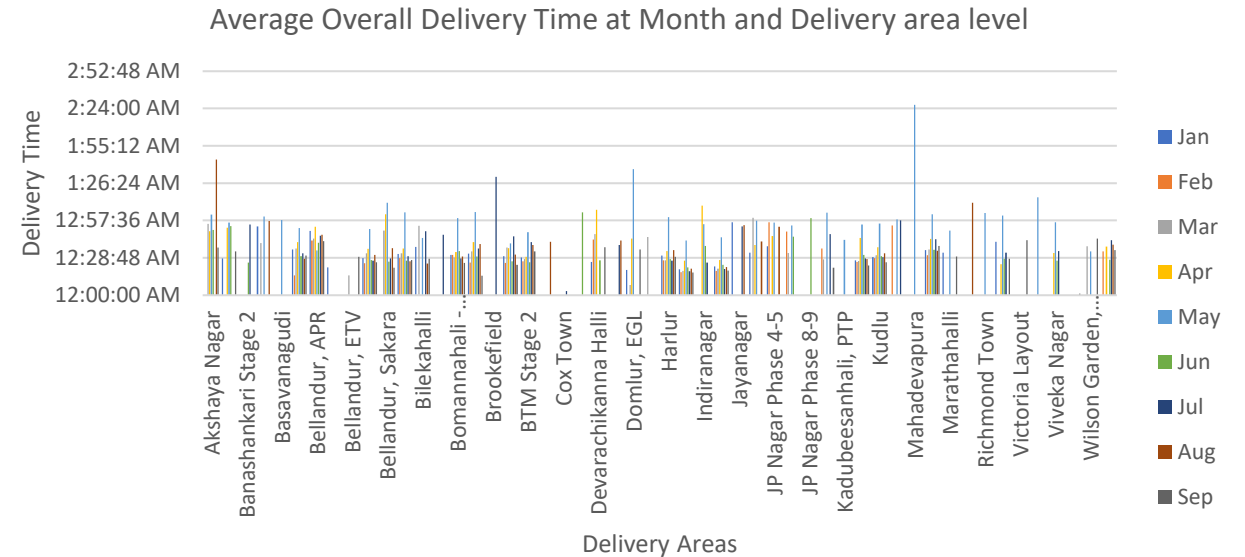
The Delivery Charges are almost similar in all the months and increasing the delivery time when the month going.

The Average Delivery time in all the month is **30mints to 1 Hour.**

This states that all the areas are very **traffic congested routes** and routes and Little difficult to reach.

The area **Mahadevapura** is consuming around **2.5 hours** to reach the delivery address that might be because of the technical and any other issues from the hypermarket side.

**Long delivery will affect the time of delivery of products in the nearest and daily routes.**



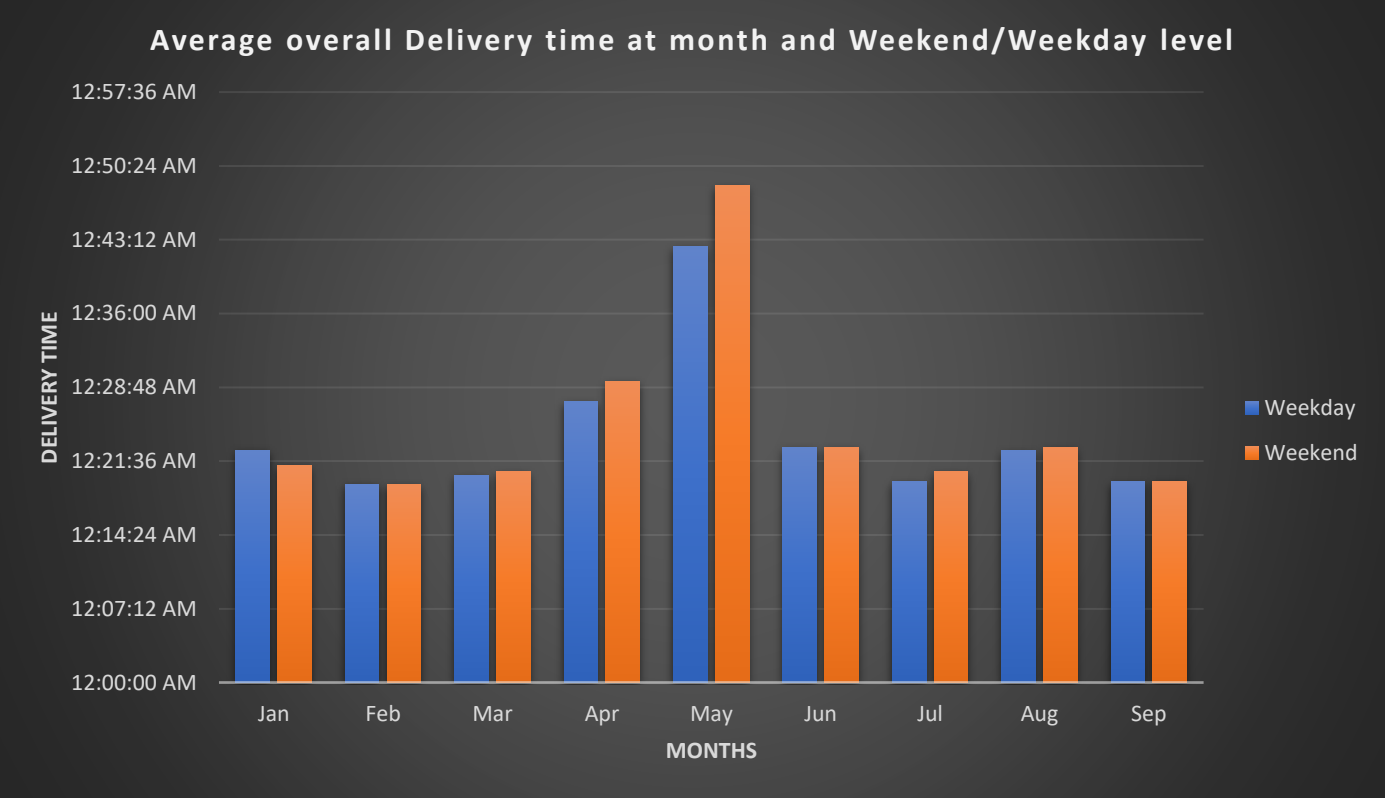
# Average overall Delivery time at month and Weekend/Weekday level



The delivery time in the month of **April and May** are high while others are little less in both weekdays and Weekends



Number of orders should be low in this month but due to **staff shortage and Traffic issues** should be the major reason for this scenario



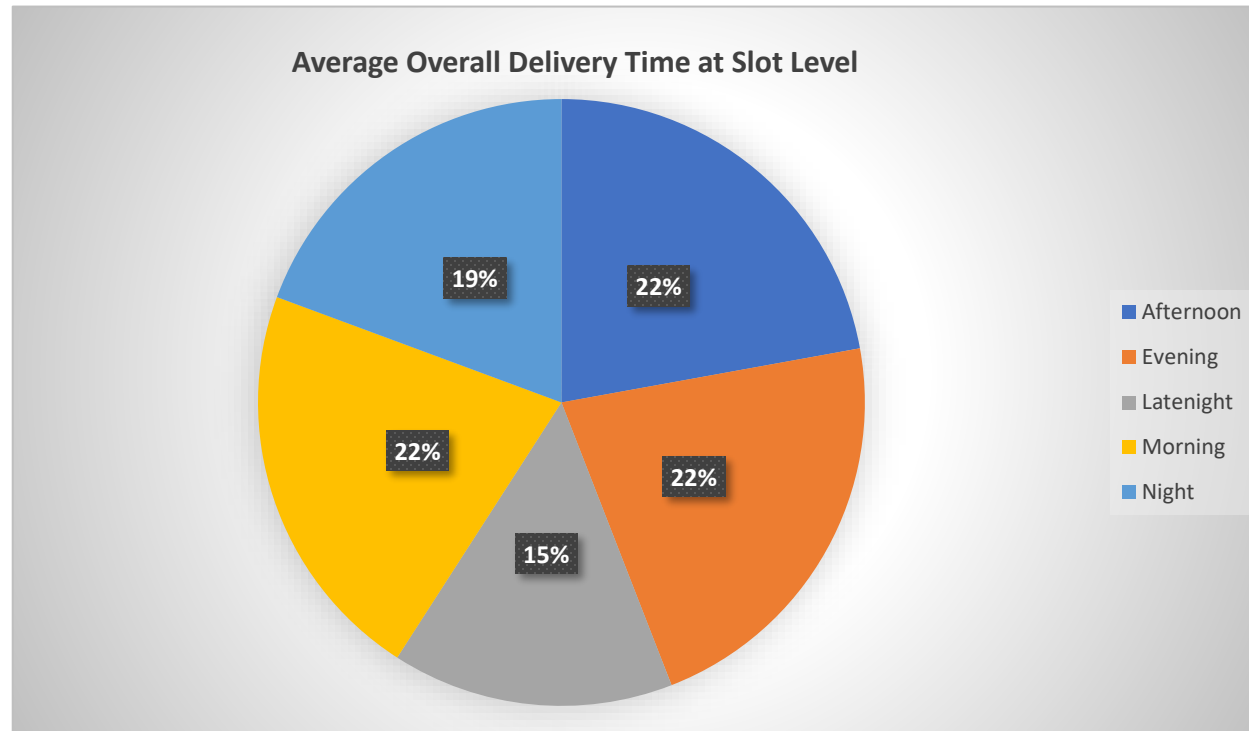
School and collages are having **vacation** in the month of April and May. So, the **traffic will get increase by most of the people use cars instead of bikes**



## Average Overall Delivery Time at Slot Level

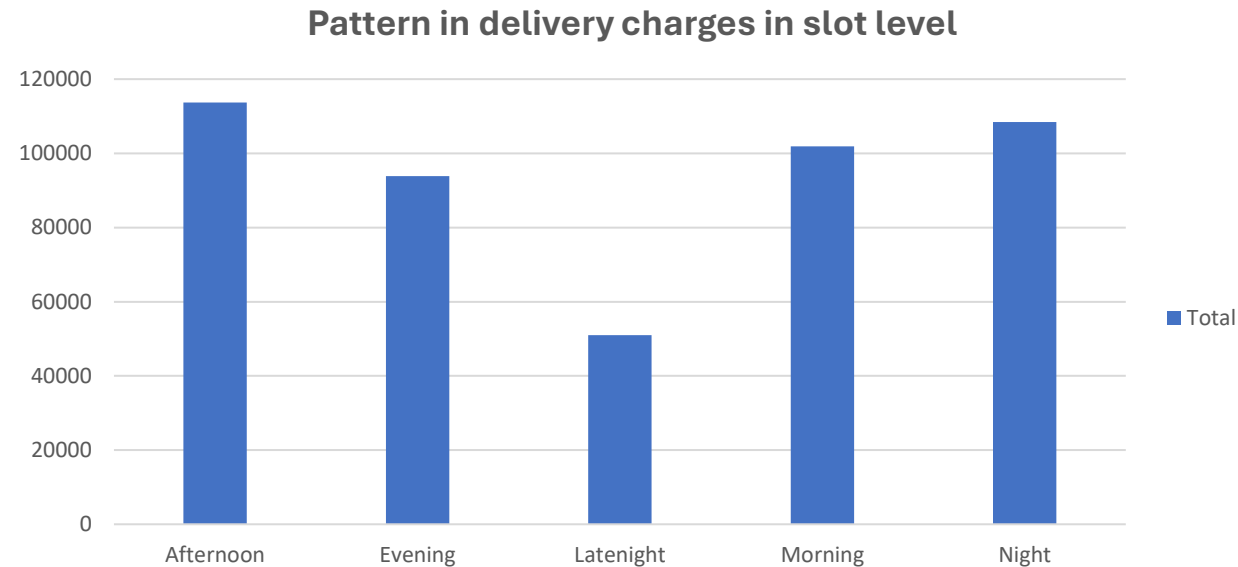
The average Overall Delivery Time is equal in day time like in **3 time slots with 22%**

**night and Late-night** the **Average overall Delivery Time** is **19%** and **15% respectively**



The traffic and availability of part-time staffs are the major reason behind the condition. In the day time most of people go for works and other purpose that can make more congestion and in the night and Late-night should be tariff less and more availability of delivery staffs makes little time to deliver goods

## Pattern in delivery charges in slot level



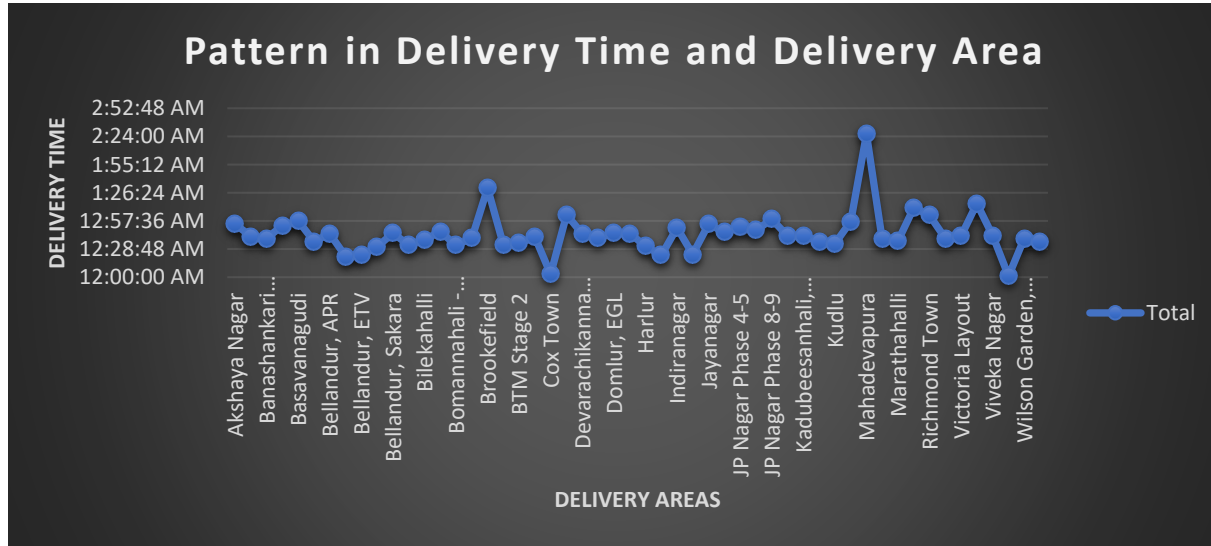
The delivery charges are very well grouped with **demand slots**.

In the **afternoon** most of the people will be at work and most of house wives will purchase something to make it in the evening.

The **morning and night** timeslots are also crucial demanding section, families are preferring to purchase the items required in the morning or night.

The **late-night orders** are very less so the charges also very less, less amount of delivery charges will increase the number of deliveries, this is also considered as a marketing strategy.

## Pattern in Delivery Time and Delivery Area



The **delivery time** is very well **limited within 1 hours**.

Except 4 areas, **Brookfield, Pattandur, Richmond Twon, Viamanapura** these areas are taking minimum 1 hour to reach the products.

The **traffic, technical issues from customer, long routes, Poor condition of roads and failure of proper answers by customers to provide the exact information about delivery areas** can consider as a reason for the time delay.

**THANK  
YOU**