1. **Order Fluctuation**

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| **Date** | **Reason** |
| 10-01-2019 | Orders decreased by 45% compared to the same day last week.A significant drop in orders can be attributed to the New Year holiday hangover, as many customers may have indulged in festivities and not engaged in shopping. |
| 17-01-2019 | Orders increased by 106% compared to the same day last week.A substantial spike in orders can be attributed to an extraordinary marketing campaign or promotion, possibly driving more customers to make purchases. |
| 19-01-2019 | Orders decreased by 4% compared to the same day last week. The decrease in orders can be attributed to the marginal reduction in overall conversion and the smaller conversion components, especially the 4% drop in P2O (Payments to Orders). |
| 20-01-2019 | Orders increased by 12% compared to the same day last week. The substantial increase in orders can be linked to a notable rise in traffic and conversion rates, especially a 16% increase in C2P (Carts to Payments). |
| 19-02-2019 | Orders decreased by 56% compared to the same day last week. The significant drop in orders is primarily due to a dramatic decrease in traffic (-54%) and conversion (-54%). The drop in overall conversion is driven by a considerable decrease in M2C (Menu to Carts). |
| 02-03-2019 | Orders decreased by 38% compared to the same day last week. This drop in orders is linked to a substantial decrease in traffic (-42%) and conversion (-42%), with smaller conversions M2C (Menu to Carts) and C2P (Carts to Payments) significantly impacted. |
| 04-04-2019 | Orders decreased by 52% compared to the same day last week. The substantial drop in orders is primarily due to a significant decrease in M2C (Menu to Carts), impacting the conversion. |
| 25-04-2019 | Orders decreased by 39% compared to the same day last week.  Reason: The drop in orders is primarily due to the decrease in M2C (Menu to Carts), impacting the conversion. |
| 14-06-2019 | Orders increased by 13% compared to the same day last week. The increase in orders can be attributed to the growth in M2C (Menu to Carts), positively impacting the conversion. |
| 15-06-2019 | Orders decreased by 4% compared to the same day last week. The drop in orders corresponds to a decrease in M2C (Menu to Carts) despite an overall increase in traffic. |
| 15-08-2019 | Orders increased by 5% compared to the same day last week. The increase in orders can be attributed to the overall conversion improvement, particularly a 5% increase in M2C (Menu to Carts). |
| 16-08-2019 | Orders decreased by 6% compared to the same day last week. The drop in orders corresponds to a decrease in traffic and an overall conversion decrease of 1%, indicating a drop in user interest and conversion rate. |
| 27-08-2019 | Orders decreased by 13% compared to the same day last week. The drop in orders can be attributed to a significant decrease in traffic (17%) and an overall conversion decrease of 5%, indicating both reduced user interest and conversion rate. |
| 29-08-2019 | Orders decreased by 6% compared to the same day last week. The drop in orders corresponds to a decrease in traffic (3%) and an overall conversion decrease of 3%, indicating both reduced user interest and conversion rate. |
| 16-10-2019 | Orders decreased by 7% compared to the same day last week. The drop in orders can be attributed to a decrease in overall conversion (7%), indicating a reduction in user interest and conversion rate. |
| 25-10-2019 | Orders decreased by 10% compared to the same day last week. The drop in orders corresponds to a decrease in overall conversion (13%), indicating reduced user interest and conversion rate. |
| 28-10-2019 | Orders decreased by 16% compared to the same day last week. The drop in orders is associated with a decrease in traffic (8%) and overall conversion (10%), indicating reduced user interest and conversion rate. |
| 27-11-2019 | Orders increased by 1% compared to the same day last week.  The increase in orders is attributed to a slight increase in traffic (2%) and a minor improvement in overall conversion (1%). |
| 30-11-2019 | Orders increased by 6% compared to the same day last week. The increase in orders corresponds to a moderate increase in traffic (3%) and overall conversion (3%), indicating improved user interest and conversion rate. |

1. **Traffic Change (vs. Same Day Last Week) Reason for fluctuation**

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| **Date** | **Reason** |
| 10-01-2019 | Traffic decreased by 49% compared to the same day last week. The drop in traffic is directly related to the decrease in orders on this date. It is likely that the reduced interest from customers during the post-New Year period resulted in fewer visitors to the platform. |
| 17-01-2019 | Traffic increased by 110% compared to the same day last week. The sharp increase in traffic is likely linked to the significant rise in orders. A specific marketing campaign or special event might have attracted more visitors. |
| 19-01-2019 | Traffic remained the same as compared to the same day last week. While orders experienced a slight drop, the steady traffic indicates that the decrease in orders is not due to a lack of visitors, but rather other factors affecting conversion. |
| 20-01-2019 | Traffic decreased by 4% compared to the same day last week.Despite the significant order hike, the decrease in traffic might suggest that a smaller group of visitors was more active in making purchases, resulting in higher conversion. |
| 19-02-2019 | Orders decreased by 38% compared to the same day last week. This drop in orders is linked to a substantial decrease in traffic (-42%) and conversion (-42%), with smaller conversions M2C (Menu to Carts) and C2P (Carts to Payments) significantly impacted. |
| 26-02-2019 | Traffic increased by 120% compared to the same day last week. The substantial traffic hike is likely related to the notable increase in orders and conversion, indicating a successful campaign or event driving more visitors. |
| 04-04-2019 | Traffic decreased by 53% compared to the same day last week. The substantial drop in traffic corresponds to the drop in orders, indicating a loss of user interest on this day. |
| 25-04-2019 | Traffic decreased by 39% compared to the same day last week. The decrease in traffic corresponds to the significant drop in orders, suggesting a decrease in user activity. |
| 15-06-2019 | Traffic decreased by 4% compared to the same day last week. The drop in traffic contributes to the decrease in orders, indicating a loss of user interest on this day. |
| 16-08-2019 | Traffic decreased by 10% compared to the same day last week. The decrease in traffic is a key driver of the decrease in orders and overall conversion on this day. |
| 27-08-2019 | Traffic decreased by 17% compared to the same day last week. The significant drop in traffic significantly contributed to the decrease in orders and overall conversion on this day. |
| 29-08-2019 | Traffic decreased by 3% compared to the same day last week. The decrease in traffic is a contributing factor to the drop in orders and overall conversion on this day. |
| 16-10-2019 | Traffic remained stable compared to the same day last week. Although traffic remained constant, the decrease in overall conversion caused the drop in orders. |
| 25-10-2019 | Traffic decreased by 10% compared to the same day last week. The decrease in traffic significantly contributed to the drop in orders and overall conversion on this day. |
| 28-10-2019 | Traffic decreased by 8% compared to the same day last week. The drop in traffic is associated with the drop in overall conversion and contributed to the decrease in orders. |
| 27-11-2019 | Traffic increased by 2% compared to the same day last week.  The hike in traffic contributes to the increase in overall conversion and orders on this day. |
| 30-11-2019 | Traffic increased by 3% compared to the same day last week. The increase in traffic is associated with the improvement in overall conversion and contributed to the hike in orders. |

1. **Overall Conversion Fluctuations**

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| **Date** | **Reason** |
| 08-01-2019 | Overall conversion decreased by 1% compared to the same day last week. While the overall conversion rate slightly dropped, it is not a significant change. It may be due to minor fluctuations in user behavior or site performance. |
| 17-01-2019 | Overall conversion decreased by 2% compared to the same day last week. The drop in conversion is likely linked to the substantial increase in traffic. More visitors may have resulted in a lower conversion rate due to a diverse audience with varying interests. |
| 19-01-2019 | Overall conversion decreased by 4% compared to the same day last week. The drop in overall conversion can be primarily attributed to the 4% decrease in P2O (Payments to Orders), indicating issues in the payment-to-order process. |
| 20-01-2019 | Overall conversion increased by 16% compared to the same day last week. The significant rise in overall conversion can be linked to the notable increase in C2P (Carts to Payments), suggesting an improved cart-to-payment process. |
| 19-02-2019 | Overall conversion decreased by 54% compared to the same day last week. The significant drop in conversion is due to the dramatic decrease in M2C (Menu to Carts) and C2P (Carts to Payments). |
| 02-03-2019 | Overall conversion decreased by 42% compared to the same day last week. The drop in conversion is due to the significant decrease in M2C (Menu to Carts) and C2P (Carts to Payments), suggesting issues in the menu-to-cart and cart-to-payment processes. |
| 04-04-2019 | Overall conversion decreased by 53% compared to the same day last week. The significant drop in conversion is primarily attributed to the decrease in M2C (Menu to Carts), indicating issues in the menu-to-cart process. |
| 25-04-2019 | Overall conversion decreased by 39% compared to the same day last week. The drop in conversion is due to the significant decrease in M2C (Menu to Carts), indicating issues in the menu-to-cart process. |
| 15-06-2019 | Overall conversion decreased by 10% compared to the same day last week. The drop in conversion is primarily attributed to the decrease in M2C (Menu to Carts), affecting the menu-to-cart process. |
| 16-08-2019 | Overall conversion decreased by 1% compared to the same day last week. The drop in conversion is primarily attributed to the decrease in L2M (Listing to Menu) and C2P (Carts to Payments), indicating issues in the initial user engagement and payment processes. |
| 27-08-2019 | Overall conversion decreased by 5% compared to the same day last week. The drop in conversion is primarily attributed to the decrease in L2M (Listing to Menu) and C2P (Carts to Payments), indicating issues in user engagement and payment processes. |
| 29-08-2019 | Overall conversion decreased by 3% compared to the same day last week. The drop in conversion is associated with reduced traffic and M2C (Menu to Carts) indicating issues in user engagement. |
| 16-10-2019 | Overall conversion decreased by 7% compared to the same day last week. The drop in conversion indicates reduced user interest and engagement |
| 25-10-2019 | Overall conversion decreased by 13% compared to the same day last week. The significant drop in conversion is associated with the drop in L2M (Listing to Menu) and C2P (Carts to Payments), indicating issues in user engagement and payment processes. |
| 28-10-2019 | Overall conversion decreased by 10% compared to the same day last week. The drop in conversion is associated with decreased L2M (Listing to Menu) and C2P (Carts to Payments), indicating issues in user engagement and payment processes. |
| 27-11-2019 | Overall conversion increased by 1% compared to the same day last week. The minor improvement in conversion is correlated with the increase in orders, possibly indicating better user engagement. |
| 30-11-2019 | Overall conversion increased by 3% compared to the same day last week. The significant increase in conversion is associated with higher traffic and contributes to the hike in orders. |