SkilloVilla

A DATA ANALYSIS REPORT ON

FRESHCO HYPERMARKET SALES

CAPSTONE PROJECT

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PRESENTED BY

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AGENDA

❖ **INTRODUCTION**

❖ **ORDER LEVEL ANALYSIS**

❖ **COMPLETION RATE ANALYSIS**

❖ **CUSTOMER LEVEL ANALYSIS**

❖ **DELIVERY LEVEL ANALYSIS**

❖ **CONCLUSION**

INTRODUCTION

The analysis presents an in-depth exploration of **Freshco Hypermarket**'s sales data, aiming to derive valuable insights into various aspects of its business operations. This analysis, conducted as part of the capstone project at Skillovilla Institute, delves into the following sub-divisions

- **ORDER LEVEL ANALYSIS**

- **COMPLETION RATE ANALYSIS**

- **DELIVERY LEVEL ANALYSIS**

- **CUSTOMER LEVEL ANALYSIS**

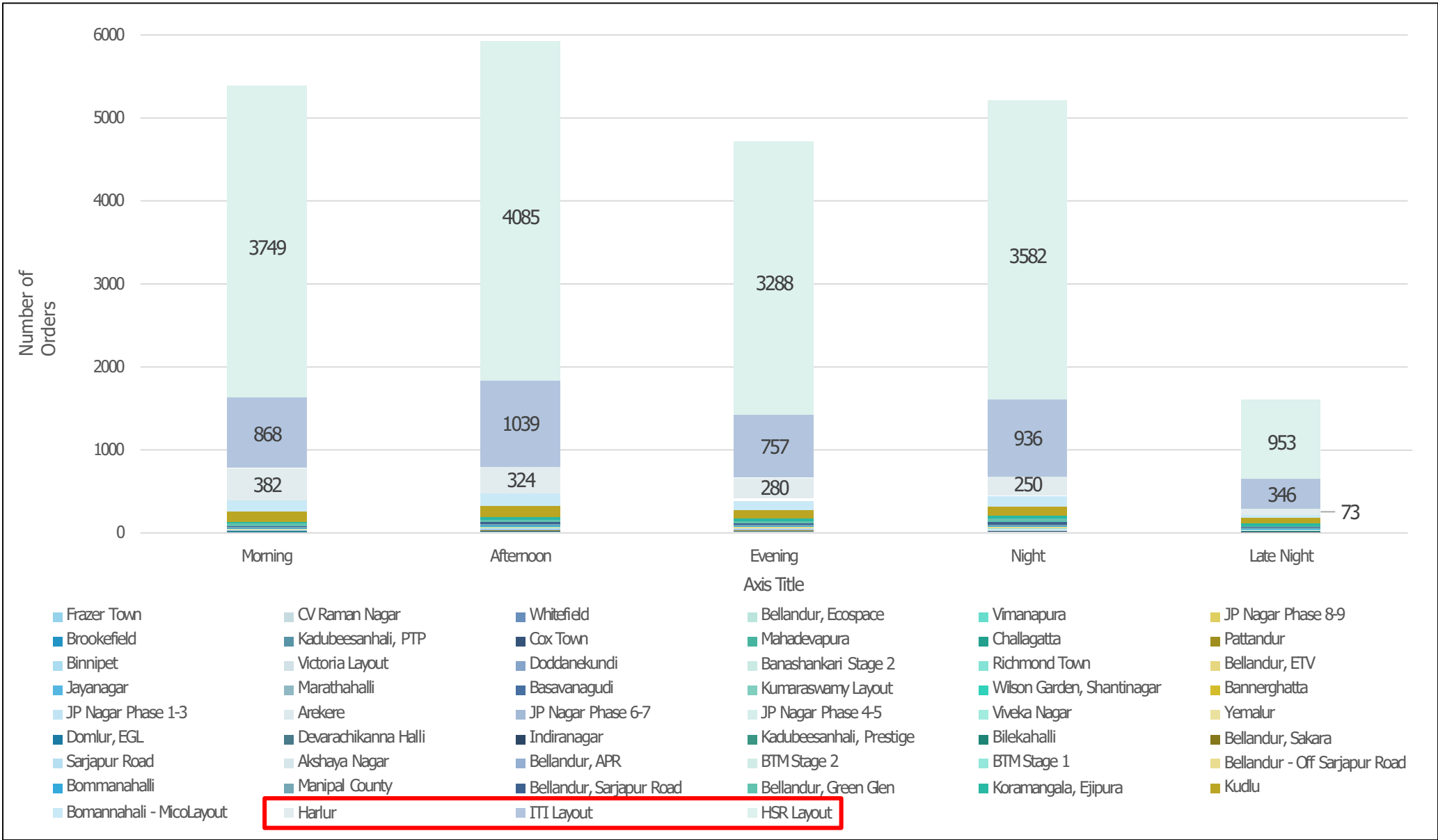It provides comprehensive insights into Freshco's sales performance.

ORDER LEVEL ANALYSIS

ORDER LEVEL ANALYSIS:

➢ **Order distribution at slot and delivery area level**

➢ **Areas having highest increase in monthly orders**

➢ **Delivery charges as a percentage of product amount at Slot and Month level**

➢ **Discount as a percentage of product amount at Slot and Month level**

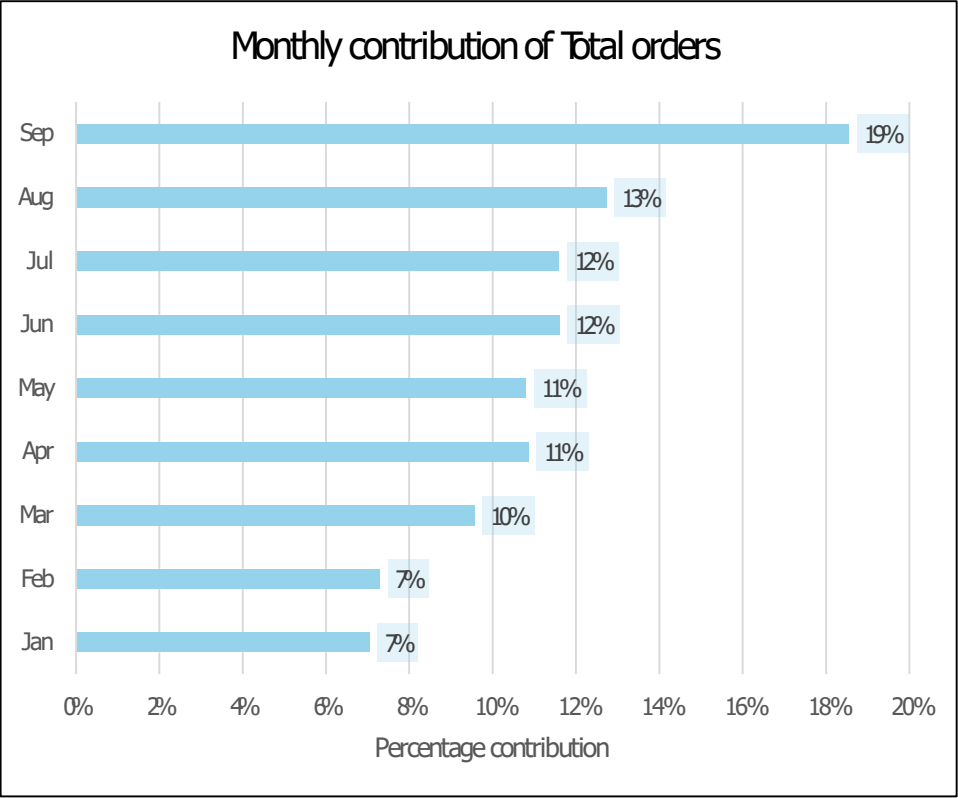➢ **Discount as a percentage of product amount at Drop area and Slot level**

ORDER DISTRIBUTION AT SLOT AND DELIVERY AREA LEVEL

Number of Orders

Morning
3749
868
382

Afternoon
4085
1039
324

Evening
3288
757
280

Night
3582
936
250

Late Night
953
346
73

Axis Title

■ Frazer Town	■ CV Raman Nagar	■ Whitefield	■ Bellandur, Ecospace	■ Vimanapura	■ JP Nagar Phase 8-9
■ Brookefield	■ Kadubeesanhali, PTP	■ Cox Town	■ Mahadevapura	■ Challagatta	■ Pattandur
■ Binnipet	■ Victoria Layout	■ Doddanekundi	■ Banashankari Stage 2	■ Richmond Town	■ Bellandur, ETV
■ Jayanagar	■ Marathahalli	■ Basavanagudi	■ Kumaraswamy Layout	■ Wilson Garden, Shantinagar	■ Bannerghatta
■ JP Nagar Phase 1-3	■ Arekere	■ JP Nagar Phase 6-7	■ JP Nagar Phase 4-5	■ Viveka Nagar	■ Yemalur
■ Domlur, EGL	■ Devarachikanna Halli	■ Indiranagar	■ Kadubeesanhali, Prestige	■ Bilekahalli	■ Bellandur, Sakara
■ Sarjapur Road	■ Akshaya Nagar	■ Bellandur, APR	■ BTM Stage 2	■ BTM Stage 1	■ Bellandur - Off Sarjapur Road
■ Bommanahalli	■ Manipal County	■ Bellandur, Sarjapur Road	■ Bellandur, Green Glen	■ Koramangala, Ejipura	■ Kudlu
■ Bomannahali - MicoLayout	■ Harlur	■ ITI Layout	■ HSR Layout		

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Slots	Morning	Afternoon	Evening	Night	Late Night
% Contribution	24%	26%	21%	23%	7%

- The above table delineates the contribution percentages of orders across distinct time slots, highlighting that the Afternoon slot holds the highest percentage contribution of 26%, followed closely by the Morning, Night, and Evening slots with 24%, 23% and 21%, respectively, while the Late-Night slot shows the lowest contribution at 7%.

- It became apparent that certain regions, such as HSR Layout (69%), ITI Layout (17%) and Harlur (6%) experienced heightened demand across all the time slots and around ==92%== of the total orders were delivered to these three areas.

- The analysis also showcased that 50+ orders each were delivered across all the time slots in regions like Bommanahalli, Manipal County, Belladur Sarjapur Road, Bellandur Green Glen, Koramangala Ejipura and Kudlu, emphasizing that effective organization of marketing campaigns within these regions may result in a potential surge in future order volumes.

- Meanwhile, one order each across all the time slots were delivered to areas like Fraser Town, CV Raman Nagar, Whitefield, Bellandur Ecospace, Vimanapura, JP Nagar 8-9 phase, Brookefield, Kadubeesanhali, Cox Town, Mahadevapura, Challagatta, Pattandur, Binnipet and Victoria Layout, suggesting a need for targeted promotional campaigns to stimulate engagement.
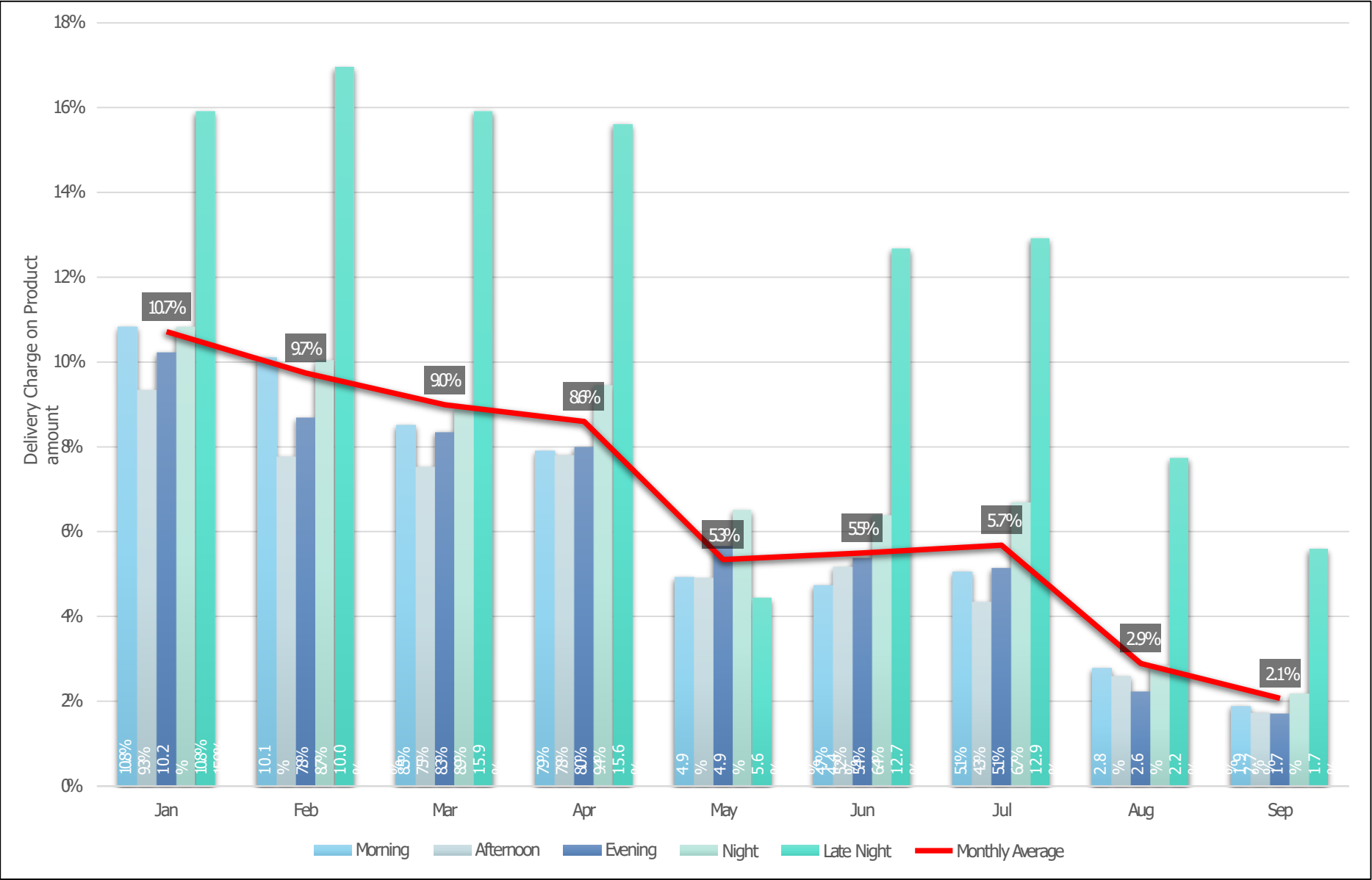
AREAS HAVING HIGHEST INCREASE IN MONTHLY ORDERS

Monthly contribution of Total orders

Month	Percentage contribution
Sep	19%
Aug	13%
Jul	12%
Jun	12%
May	11%
Apr	11%
Mar	10%
Feb	7%
Jan	7%

Order Drop Geo	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Increase in orders
HSR Layout	1072	1186	1573	1794	1768	1855	1882	1921	2606	
ITI Layout	264	253	351	374	354	438	467	528	917	53
Harlur	53	70	88	86	68	67	84	254	539	486
Bomannahali - MicoLayout	90	45	49	58	50	65	65	79	50	
Kudlu	55	46	51	49	78	100	57	54	28	-27
Koramangala, Ejipura	5	15	11	35	33	21	15	8	17	12
Bellandur, Green Glen	8	8	10	16	16	22	22	10	22	14
Bellandur, Sarjapur Road	11	5	8	15	9	19	14	6	11	0
Manipal County	12	3	5	8	7	23	7	10	5	-7
Bommanahalli	7	7	5	5	13	6	3	4	2	-5
Bellandur - Off Sarjapur Road	4	1	4	9	8	6	2	7	3	-1
BTM Stage 1	3	4	6	4	9	2	1	3	3	0
BTM Stage 2	4	4	3	3	6	1	3	3	5	1
Bellandur, APR	3	9	6	2	1	2	1	4	1	-2
Akshaya Nagar	0	0	3	5	4	6	0	1	2	2
Sarjapur Road	1	0	0	1	6	4	4	0	4	3
Bilekahalli	2	0	1	0	2	0	2	1	3	1
Bellandur, Sakara	0	0	1	1	3	1	1	2	2	2
Kadubeesanhali, Prestige	0	1	2	0	2	0	3	0	1	1
Domlur, EGL	2	0	1	2	2	0	0	0	1	-1
Devarachikanna Halli	1	2	1	2	0	1	0	0	1	0
Indiranagar	0	0	0	3	2	1	2	0	0	0
JP Nagar Phase 4-5	1	1	0	1	3	0	0	1	0	-1
Viveka Nagar	0	0	0	1	3	1	2	0	0	0
Yemalur	0	1	0	1	0	1	1	2	1	1
Arekere	2	0	0	1	1	1	0	0	1	-1
JP Nagar Phase 6-7	0	1	1	0	0	3	1	0	0	0
Bannerghatta	2	0	1	0	1	0	0	1	0	-2
JP Nagar Phase 1-3	1	0	1	1	1	0	0	1	0	-1
Kumaraswamy Layout	0	1	0	0	2	0	1	0	0	0
Wilson Garden, Shantinagar	0	0	1	0	1	0	0	0	2	2
Jayanagar	1	0	0	0	0	0	1	1	0	-1
Marathahalli	1	0	0	0	1	0	0	0	1	0
Basavanagudi	0	0	0	0	0	3	0	0	0	0
Doddanekundi	0	0	0	0	0	0	1	1	0	0
Banashankari Stage 2	0	0	0	0	0	1	0	0	0	0
Richmond Town	0	0	0	0	2	0	0	0	0	0
Bellandur, ETV	0	0	1	0	0	0	0	0	1	1
Frazer Town	0	0	1	0	0	0	0	0	0	0
CV Raman Nagar	0	0	0	0	0	1	0	0	0	0
Whitefield	0	0	0	0	0	0	0	0	1	1
Bellandur, Ecospace	1	0	0	0	0	0	0	0	0	-1
Vimanapura	0	0	0	0	1	0	0	0	0	0
JP Nagar Phase 8-9	0	0	0	0	0	1	0	0	0	0
Brookefield	0	0	0	0	0	0	1	0	0	0
Kadubeesanhali, PTP	0	0	0	0	1	0	0	0	0	0
Cox Town	0	0	0	0	0	0	1	0	0	0
Mahadevapura	0	0	0	0	1	0	0	0	0	0
Challagatta	0	0	0	0	0	0	0	1	0	0
Pattandur	0	0	0	0	0	0	0	1	0	0
Binnipet	0	0	0	0	0	0	1	0	0	0
Victoria Layout	0	0	0	0	0	0	0	0	1	1
Grand Total	1606	1663	2185	2477	2465	2647	2645	2904	4231	2625

- HSR Layout has consistently shown a substantial increase in monthly orders from January (1072 orders) to September (2606 orders), marking the highest absolute increase among the listed areas.

- ITI Layout also demonstrates a noticeable rise in monthly orders, steadily increasing from 264 orders in January to 917 orders in September, showcasing consistent growth.

- Harlur presents a significant surge in orders, especially between August (254 orders) and September (539 orders), showing a rapid increase.

- Several areas like Bomannahali - MicoLayout, Kudlu, and Koramangala, Ejipura exhibit fluctuations in their monthly order volumes, but the changes are relatively moderate compared to other areas.

- In contrast, various locations like Jayanagar, Marathahalli, Basavanagudi, and Richmond Town showcase minimal changes in monthly orders over the given period.
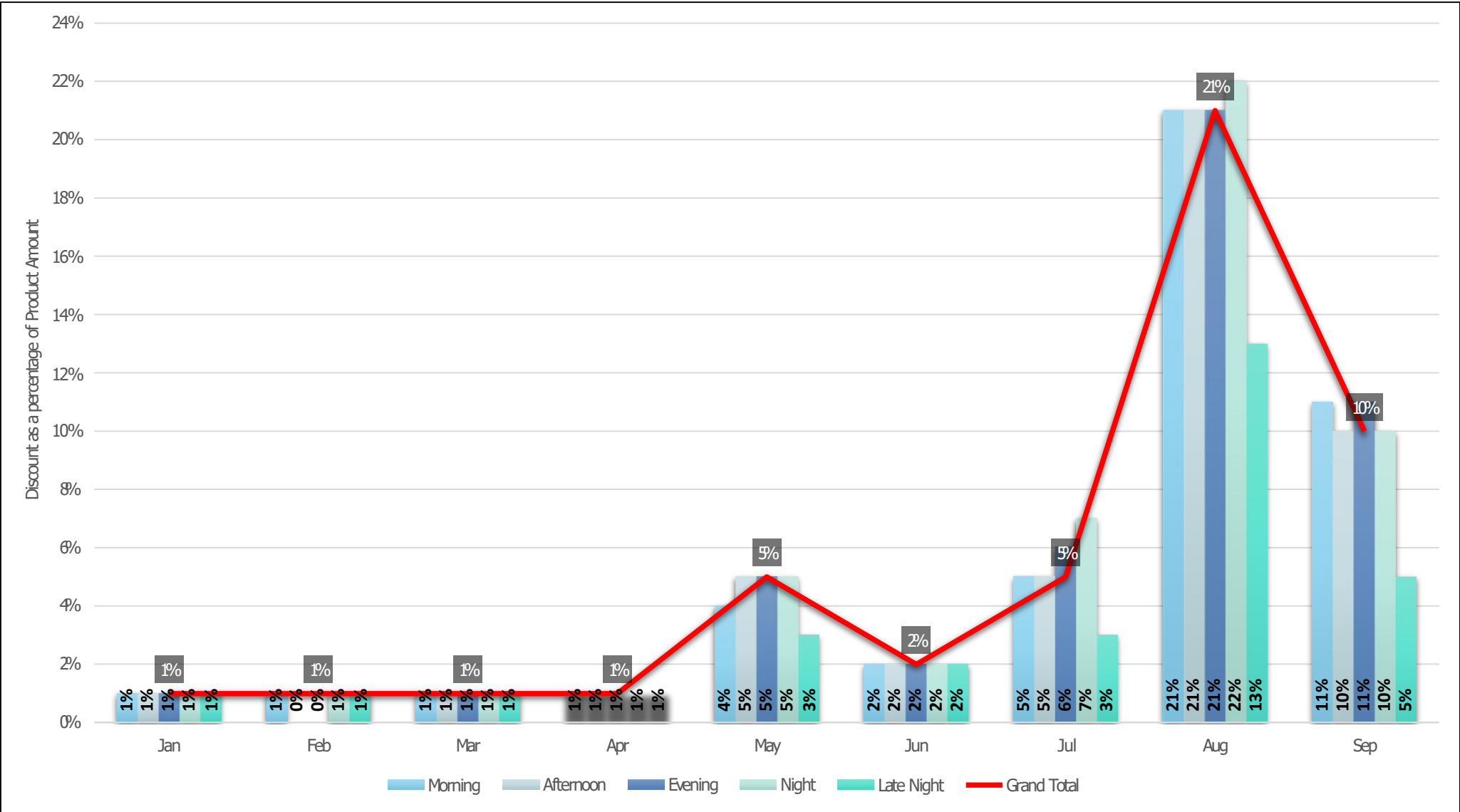
DELIVERY CHARGES AS A PERCENTAGE OF PRODUCT AMOUNT AT SLOT AND MONTH LEVEL

Delivery Charge on Product amount

Month	Monthly Average
Jan	10.7%
Feb	9.7%
Mar	9.0%
Apr	8.6%
May	5.3%
Jun	5.5%
Jul	5.7%
Aug	2.9%
Sep	2.1%

Legend: Morning, Afternoon, Evening, Night, Late Night, Monthly Average

- January shows relatively higher percentage of Delivery charges upon product amount across most slots, and has an average of 10.7% across all slots, whereas September shows the lowest percentages with an average of 2.1% across all slots, depicting reduced delivery charges relative to product amounts in the earlier months.

- May month average had abrupt fall of 3.3% in the rate, and then it again picked up in June and July, due to a notable increase in delivery charges upon product amount for the late-night orders, reaching 12.7% and 12.9%, respectively.

- August and September showcase significant drops in these percentages, particularly in Late Night, with percentages of 7.7% and 5.6%, respectively, implying lower delivery charges concerning product amounts in the late months of the year.

- Late Night consistently reflects the highest proportion of delivery charges upon the product amount, with a maximum of 17% in the month of February and an average of 12.3% across the months.

Months	Morning	Afternoon	Evening	Night	Late Night
Average	5.3%	5.1%	5.4%	6.4%	12.3%

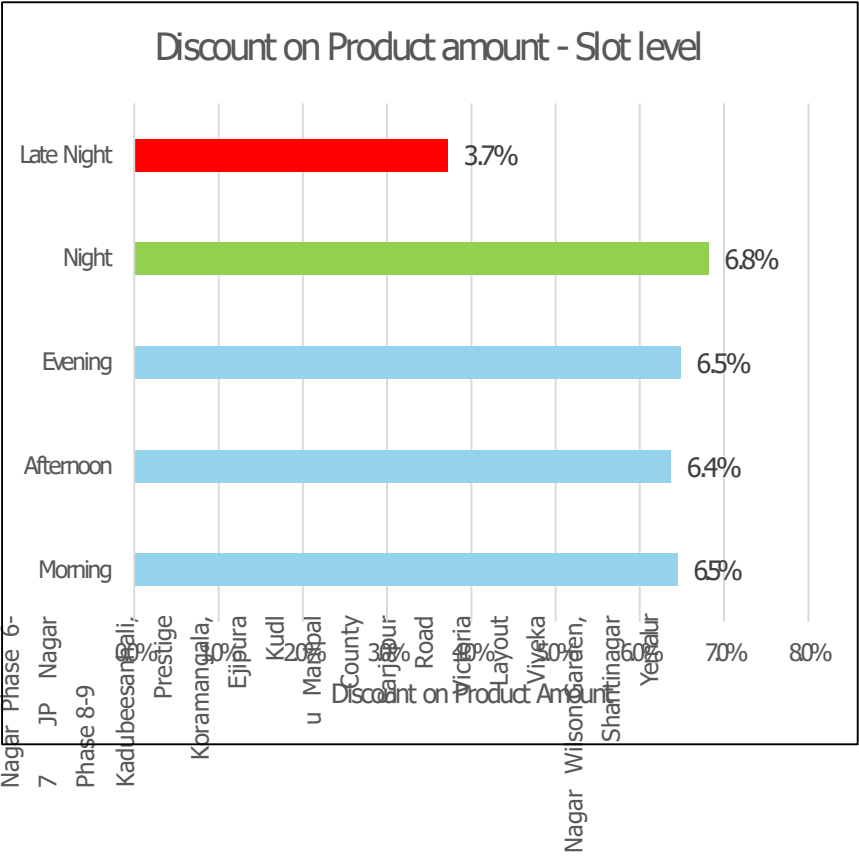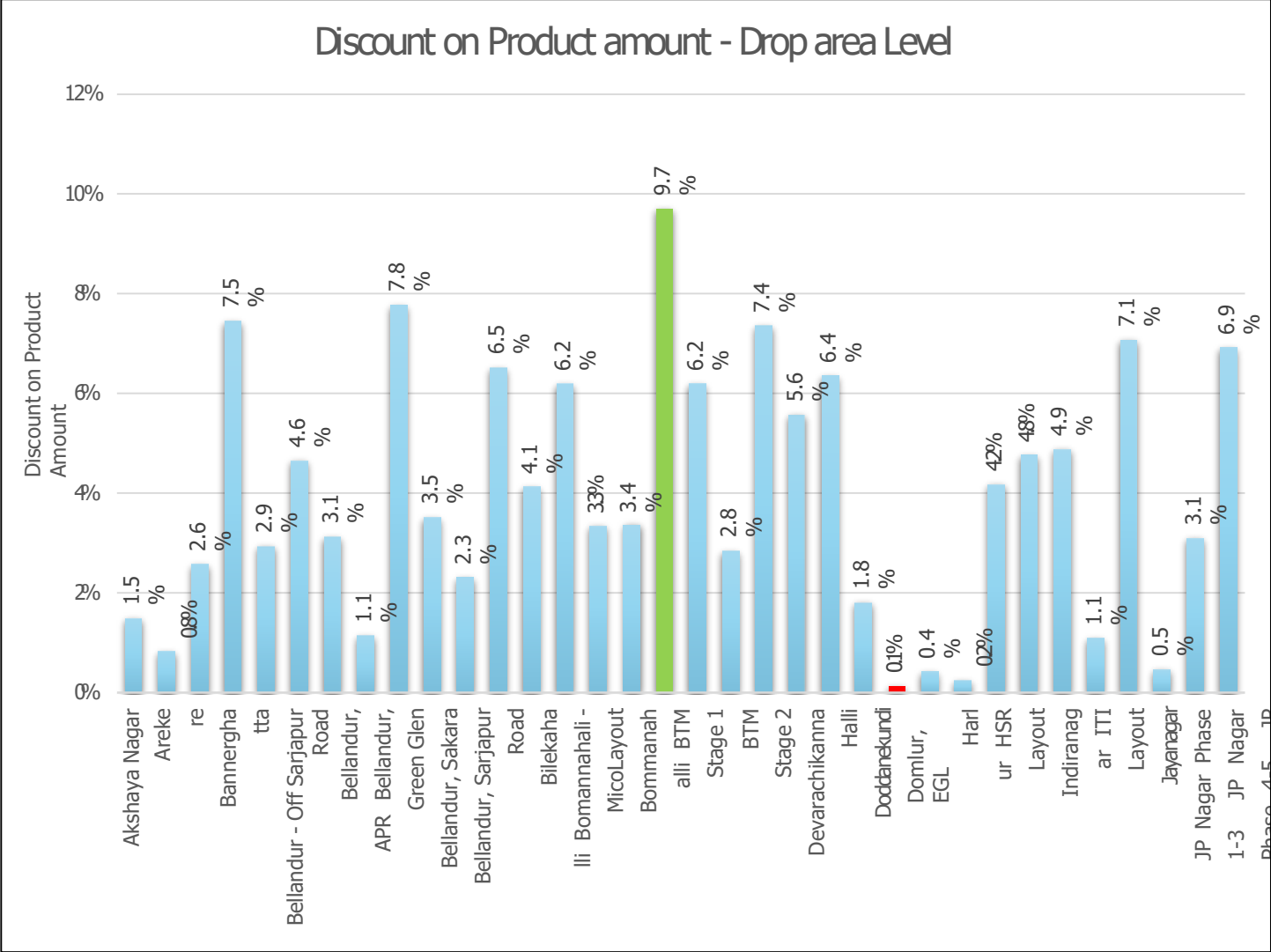DISCOUNT AS A PERCENTAGE OF PRODUCT AMOUNT AT SLOT AND MONTH LEVEL

- The late-night slot consistently shows the highest delivery charges as a percentage of the product amount across all months, ranging from 12.3% to 17.0%.

- Morning and afternoon slots maintain relatively moderate percentages, ranging between 1.9% and 10.8% throughout the months.

- There is a consistent decrease in delivery charges as a percentage of the product amount from earlier times (morning and afternoon) to later times (evening, night, and late night) across the months.

- The months of May, June, July, and August show a reduction in delivery charges as a percentage compared to the preceding months, potentially influenced by seasonal trends or promotional activities.

- Generally, there's a trend of lower delivery charges as a percentage of the product amount in the later months (August and September) compared to the earlier months (January to April).

ORDER DISTRIBUTION AT SLOT AND DELIVERY AREA LEVEL

- Late night deliveries exhibit the highest discount percentages across various drop areas and slots, reaching up to **43.2%** in certain locations like Bellandur, Sakara.

- Morning and afternoon slots typically show lower discount percentages, indicating a trend of fewer discounts offered during earlier times of the day.

- Certain areas like Jayanagar, Whitefield, and Basavanagudi show consistently low to no discounts across all slots, potentially indicating specific market strategies or customer behavior patterns.

- Drop areas like Bilekahalli, Yemalur, and Devarachikanna Halli exhibit relatively higher discount percentages across various time slots, possibly due to targeted marketing or competitive pricing strategies in those areas.

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Order Drop Geo	Morning	Afternoon	Evening	Night	Late Night	Grand Total
Harlur	10.2%	10.3%	9.2%	9.9%	3.7%	9.7%
Bilekahalli	13.2%	13.3%	1.7%	29.7%	10.0%	7.8%
Bellandur - Off Sarjapur Road	1.8%	5.0%	4.2%	14.2%	0.0%	7.5%
ITI Layout	8.2%	7.2%	7.1%	8.0%	4.1%	7.4%
Victoria Layout				7.1%		7.1%
Yemalur	12.2%	0.0%	9.9%	0.0%		6.9%
BTM Stage 1	8.2%	14.7%	0.0%	0.7%	0.0%	6.5%
JP Nagar Phase 1-3	0.0%		16.7%	0.0%	0.0%	6.4%
HSR Layout	6.0%	6.2%	6.5%	6.5%	4.0%	6.2%
Devarachikanna Halli		1.2%	0.0%	12.4%	0.0%	6.2%
Jayanagar	0.0%	0.0%	35.6%			5.6%
Manipal County	4.6%	3.5%	3.3%	12.4%	5.9%	4.9%
Kudlu	4.9%	6.4%	3.7%	4.7%	1.4%	4.8%
Bellandur, Green Glen	2.2%	4.7%	5.8%	6.1%	4.2%	4.6%
Koramangala, Ejipura	1.3%	6.9%	5.7%	3.0%	2.1%	4.2%
BTM Stage 2	4.9%	0.5%	8.8%	1.8%	0.0%	4.1%
Bomannahali - MicoLayout	3.7%	2.1%	2.7%	6.8%	2.1%	3.5%
Domlur, EGL	1.3%	0.0%			17.1%	3.4%
Doddanekundi				10.0%	0.0%	3.3%
Bellandur, Sakara		1.5%	0.0%	0.0%	43.2%	3.1%
Wilson Garden, Shantinagar			2.2%	3.8%		3.1%
Bellandur, APR	1.1%	4.1%	3.0%	6.7%		2.9%
Indiranagar	0.0%	1.6%		6.8%	0.0%	2.8%
Bannerghatta	0.0%		2.0%	7.7%		2.6%
Bommanahalli	1.2%	1.9%	2.9%	3.3%	4.4%	2.3%
JP Nagar Phase 4-5	0.3%	0.0%	0.0%	0.0%	20.7%	1.8%
Akshaya Nagar	0.2%	0.3%	0.3%	10.5%	0.0%	1.5%
Bellandur, Sarjapur Road	2.3%	0.7%	1.7%	1.0%	1.2%	1.1%
Sarjapur Road		0.1%	0.0%	2.3%	0.0%	1.1%
Arekere		0.0%	1.7%	3.1%	0.0%	0.8%
Viveka Nagar		0.6%	0.3%			0.5%
JP Nagar Phase 8-9			0.4%			0.4%
Kadubeesanhali, Prestige		0.0%		1.9%	0.0%	0.2%
JP Nagar Phase 6-7	0.2%	0.0%			0.0%	0.1%
Banashankari Stage 2			0.0%	0.0%		0.0%
Pattandur		0.0%				0.0%
Mahadevapura	0.0%					0.0%
CV Raman Nagar					0.0%	0.0%
Bellandur, Ecospace					0.0%	0.0%
Marathahalli			0.0%	0.0%		0.0%
Kadubeesanhali, PTP				0.0%		0.0%
Richmond Town		0.0%				0.0%
Challagatta				0.0%		0.0%
Bellandur, ETV				0.0%		0.0%
Vimanapura		0.0%				0.0%
Brookefield				0.0%		0.0%
Kumaraswamy Layout	0.0%	0.0%	0.0%	0.0%		0.0%
Basavanagudi			0.0%	0.0%		0.0%
Binnipet	0.0%					0.0%
Frazer Town					0.0%	0.0%
Whitefield						
Cox Town						
Grand Total	6.5%	6.4%	6.5%	6.8%	3.7%	

ORDER DISTRIBUTION AT SLOT AND DELIVERY AREA LEVEL

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Discount on Product amount - Drop area Level

Discount on Product amount - Slot level

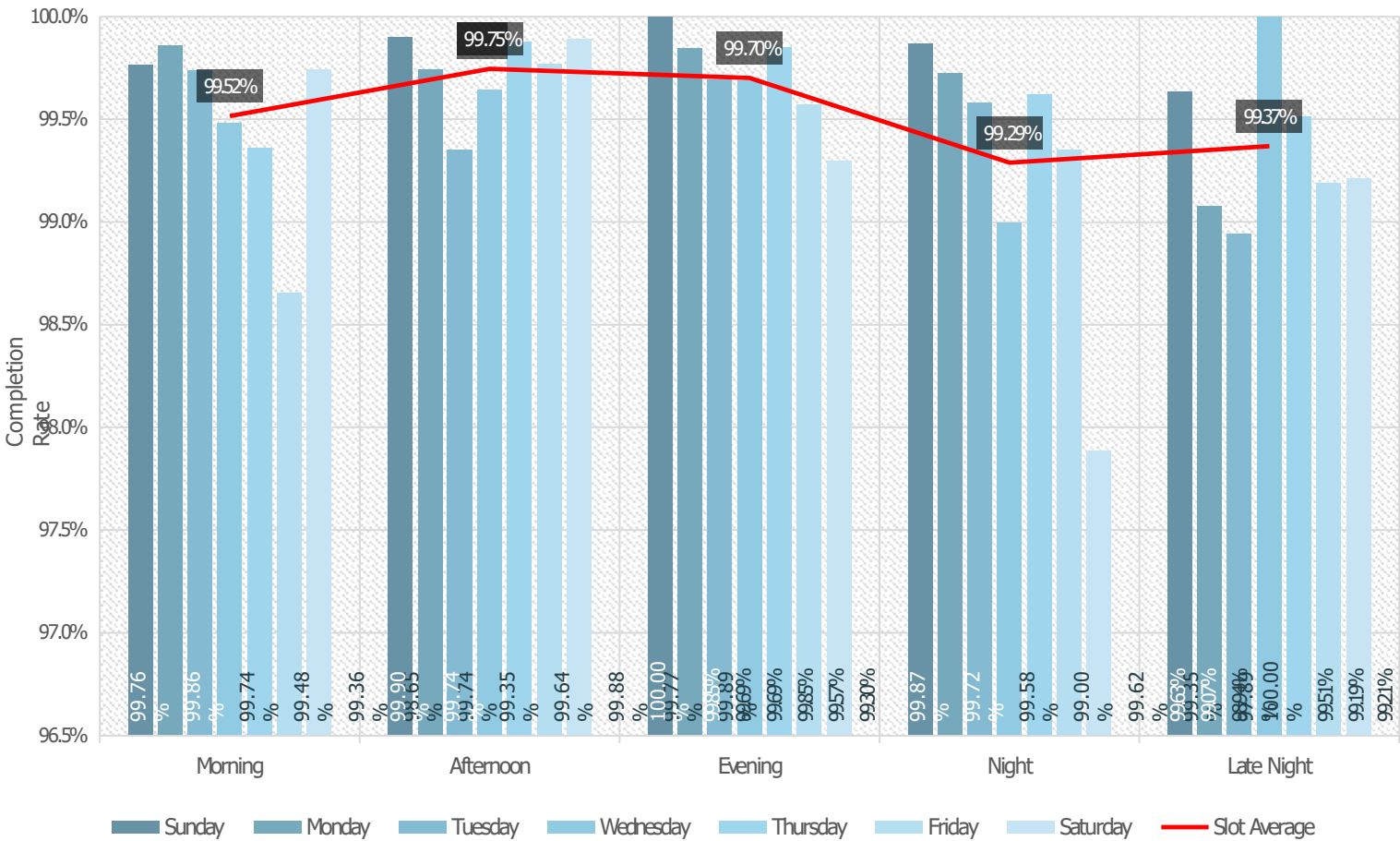| Slot	Discount on Product Amount
Late Night	3.7%
Night	6.8%
Evening	6.5%
Afternoon	6.4%
Morning	6.5%

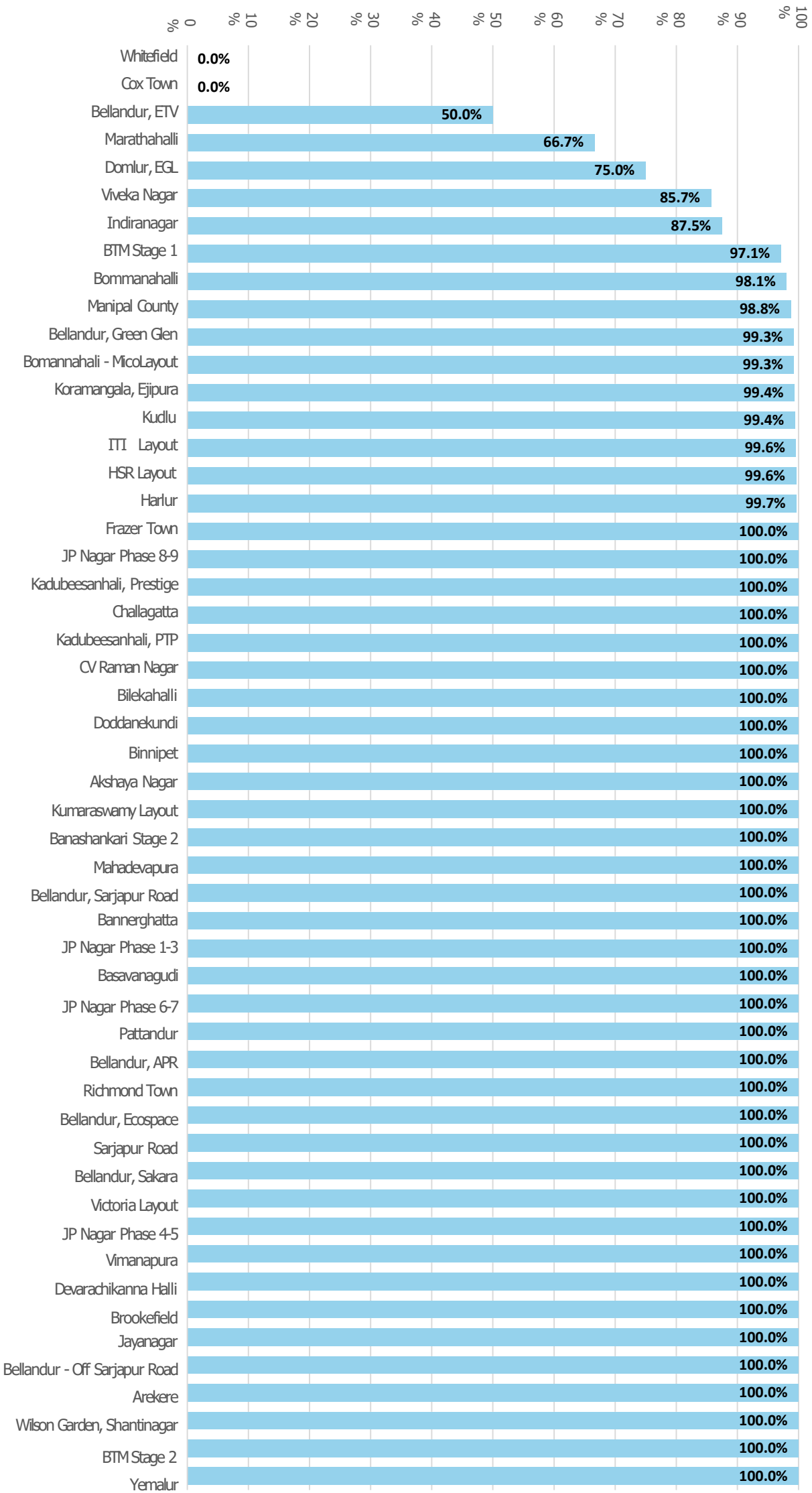# COMPLETION RATE ANALYSIS

COMPLETION RATE ANALYSIS:

➢ **Completion rate at slot vs day of the week level**

➢ **Completion rate at drop area level**

➢ **Completion rate at number of products ordered level**

➢ **Completion rate at different business metrics**

COMPLETION RATE AT SLOT VS DAY OF THE WEEK LEVEL

Comp. Rate	Day							
Slots	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Average
Morning	99.76%	99.86%	99.74%	99.48%	99.36%	98.65%	99.74%	99.52%
Afternoon	99.90%	99.74%	99.35%	99.64%	99.88%	99.77%	99.89%	99.75%
Evening	100.00%	99.85%	99.69%	99.69%	99.85%	99.57%	99.30%	99.70%
Night	99.87%	99.72%	99.58%	99.00%	99.62%	99.35%	97.89%	99.29%
Late Night	99.63%	99.07%	98.94%	100.00%	99.51%	99.19%	99.21%	99.37%
Grand Total	99.86%	99.74%	99.55%	99.49%	99.66%	99.34%	99.24%	99.55%

- Sunday shows consistently high completion rates across all time slots, particularly in the Evening slot at 100%.

- Wednesday exhibits a slight dip in completion rates, notably in the Night slot at 99.00%.

- Late Night slots display varying completion rates, with Wednesday showing the highest at 100.00% and Friday registering the lowest at 97.89%.

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Area	Completion Rate
Whitefield	0.0%
Cox Town	0.0%
Bellandur, ETV	50.0%
Marathahalli	66.7%
Domlur, EGL	75.0%
Viveka Nagar	85.7%
Indiranagar	87.5%
BTM Stage 1	97.1%
Bommanahalli	98.1%
Manipal County	98.8%
Bellandur, Green Glen	99.3%
Bomannahali - MicoLayout	99.3%
Koramangala, Ejipura	99.4%
Kudlu	99.4%
ITI Layout	99.6%
HSR Layout	99.6%
Harlur	99.7%
Frazer Town	100.0%
JP Nagar Phase 8-9	100.0%
Kadubeesanhali, Prestige	100.0%
Challagatta	100.0%
Kadubeesanhali, PTP	100.0%
CV Raman Nagar	100.0%
Bilekahalli	100.0%
Doddanekundi	100.0%
Binnipet	100.0%
Akshaya Nagar	100.0%
Kumaraswamy Layout	100.0%
Banashankari Stage 2	100.0%
Mahadevapura	100.0%
Bellandur, Sarjapur Road	100.0%
Bannerghatta	100.0%
JP Nagar Phase 1-3	100.0%
Basavanagudi	100.0%
JP Nagar Phase 6-7	100.0%
Pattandur	100.0%
Bellandur, APR	100.0%
Richmond Town	100.0%
Bellandur, Ecospace	100.0%
Sarjapur Road	100.0%
Bellandur, Sakara	100.0%
Victoria Layout	100.0%
JP Nagar Phase 4-5	100.0%
Vimanapura	100.0%
Devarachikanna Halli	100.0%
Brookefield	100.0%
Jayanagar	100.0%
Bellandur - Off Sarjapur Road	100.0%
Arekere	100.0%
Wilson Garden, Shantinagar	100.0%
BTM Stage 2	100.0%
Yemalur	100.0%

COMPLETION RATE AT DROP AREA LEVEL

COMPLETION RATE AT NUMBER OF PRODUCTS LEVEL

Number of Products

Number of Products	Completion Rate
25	100.00%
24	100.00%
23	100.00%
22	100.00%
21	100.00%
20	100.00%
19	100.00%
18	100.00%
17	100.00%
16	99.25%
15	100.00%
14	99.57%
13	100.00%
12	100.00%
11	99.33%
10	99.82%
9	99.46%
8	99.79%
7	99.66%
6	99.40%
5	99.75%
4	99.56%
3	99.41%
2	99.73%
1	99.27%

Completion Rate

COMPLETION RATE AT VARIOUS BUSINESS METRICS

Slot Level

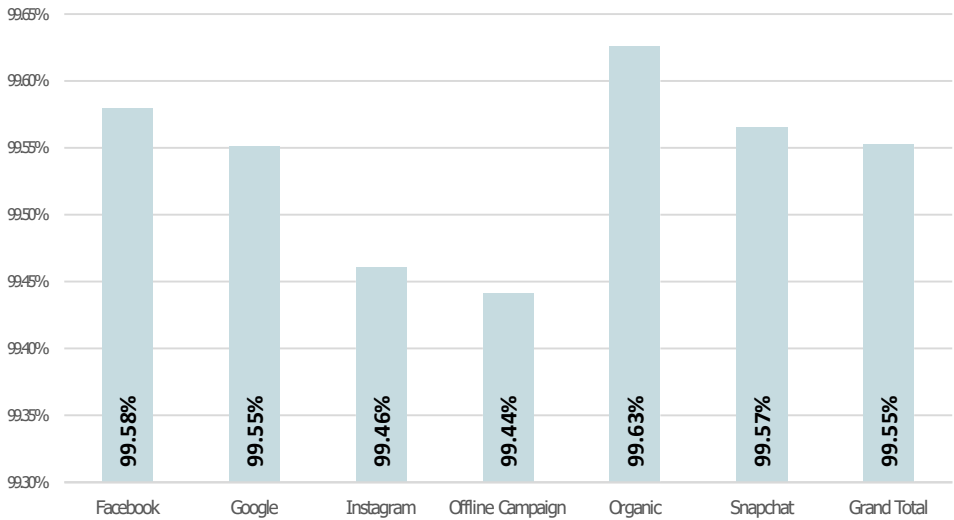| Morning	Afternoon	Evening	Night	Late Night
99.52%	99.75%	99.70%	99.29%	99.37%

Weekday Level

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
99.86%	99.74%	99.55%	99.49%	99.66%	99.34%	99.24%

Month Level

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
99.32%	99.46%	99.08%	98.87%	99.92%	99.92%	99.81%	99.76%	99.57%

Source Level

Facebook	Google	Instagram	Offline Campaign	Organic	Snapchat	Grand Total
99.58%	99.55%	99.46%	99.44%	99.63%	99.57%	99.55%

- Completion rates remain consistently high across different time slots, with the Afternoon slot exhibiting the highest completion rate at 99.75%, while Night slot has the lowest completion rate at 99.29%.

- There's a slight variance in completion rates across days of the week, with Sunday having the highest completion rate (99.86%) and Saturday the lowest (99.24%), indicating a potential correlation between higher completion rates and weekends.

- Monthly completion rates fluctuate slightly but generally maintain a relatively high percentage throughout the year, ranging from 98.87% in April to 99.92% in May and June. This indicates a stable overall performance across months, albeit with minor fluctuations.

- Acquisition sources show consistent completion rates, with Facebook having the highest completion rate at 99.58% and Offline Campaign and Instagram having slightly lower rates at 99.44% and 99.46%, respectively. This suggests a consistent performance across various acquisition channels, with only marginal differences in completion rates.
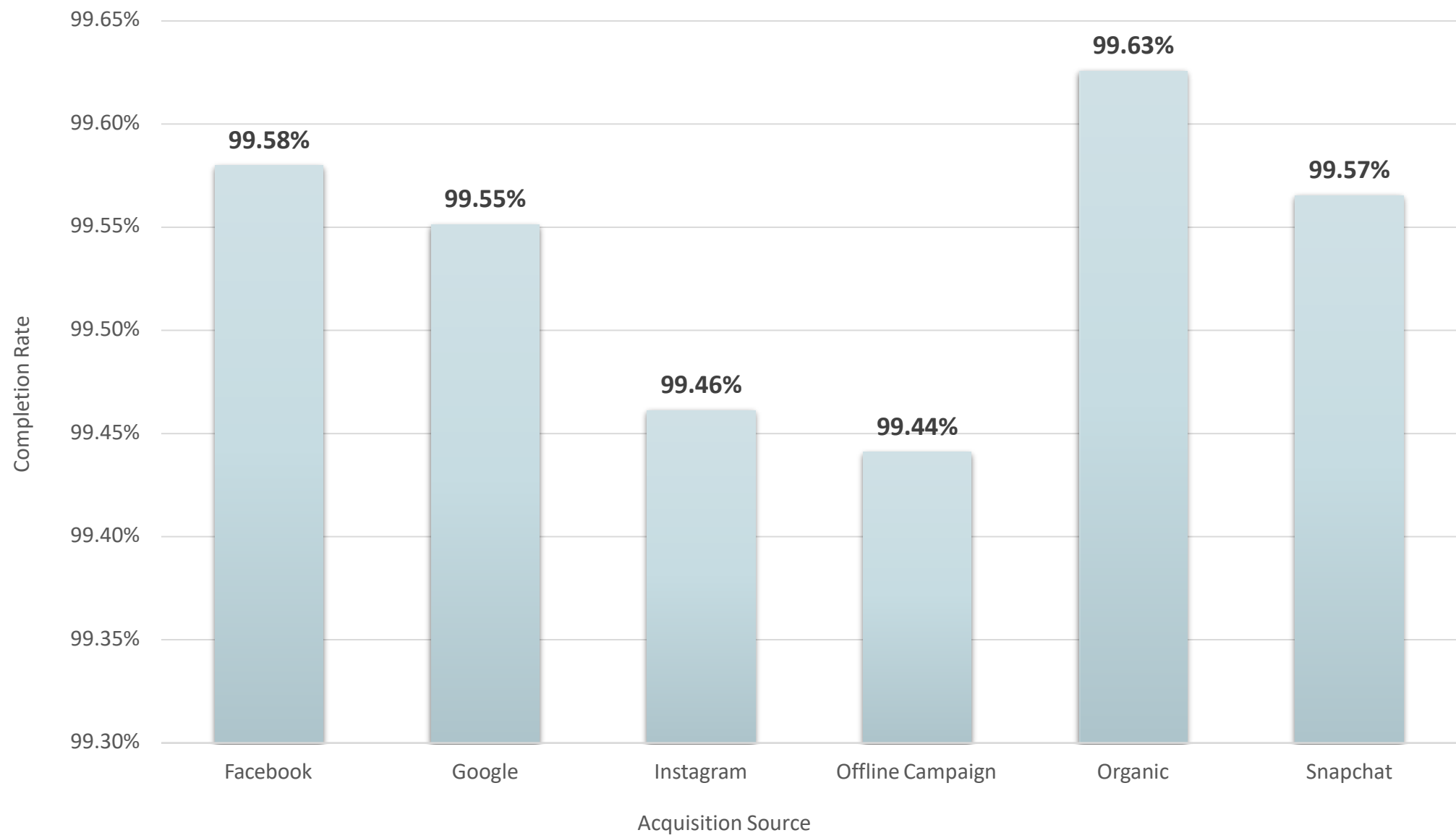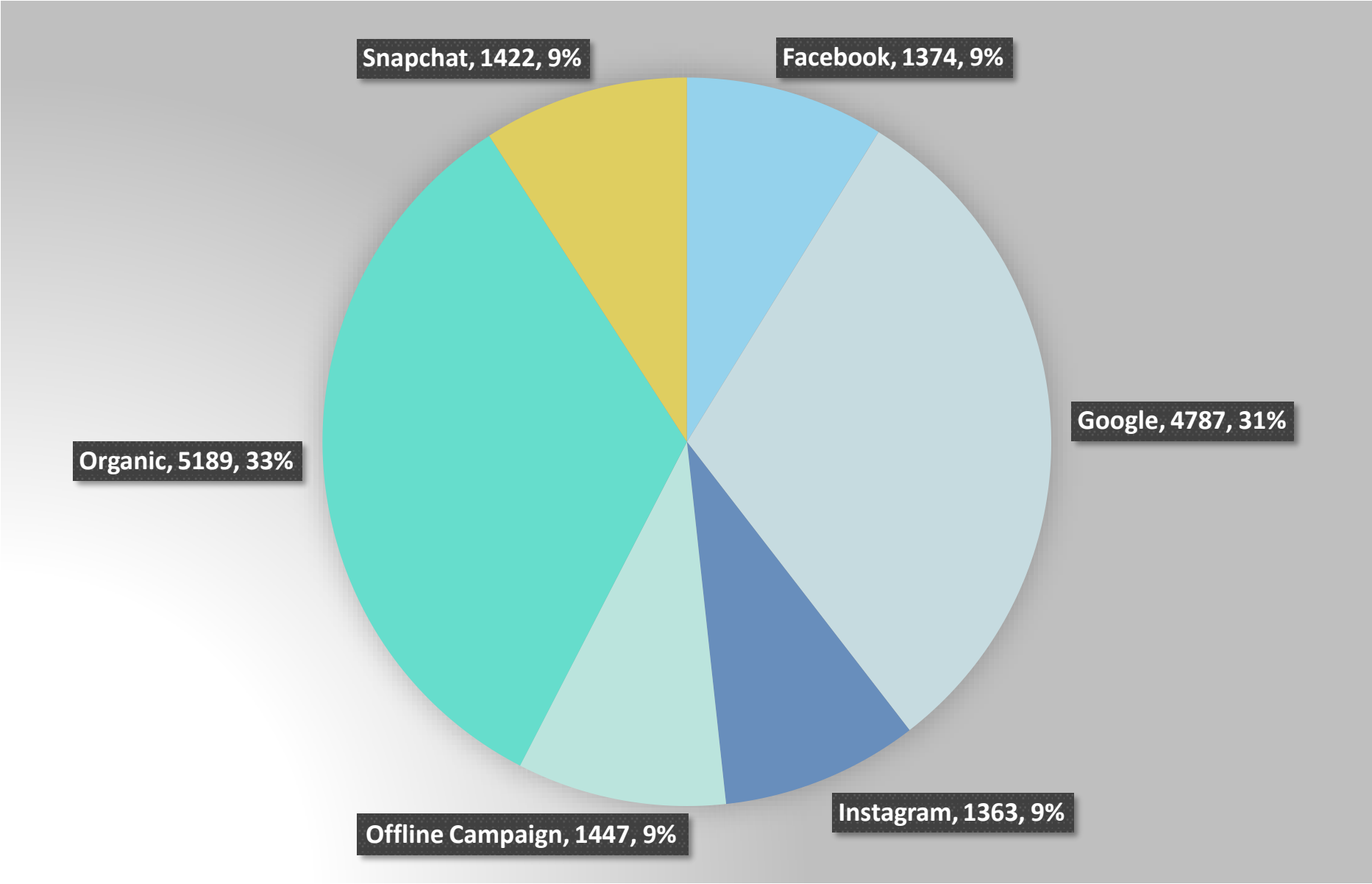
CUSTOMER
RATE ANALYSIS

COMPLETION RATE ANALYSIS:

➢ **Completion Rate at Acquisition source level**

➢ **Aggregated LTV at customer acquisition source level**

➢ **Aggregated LTV at acquisition month level**

➢ **Average Revenue per order at different customer acquisition source level**

➢ **Average Revenue per order at acquisition month level**

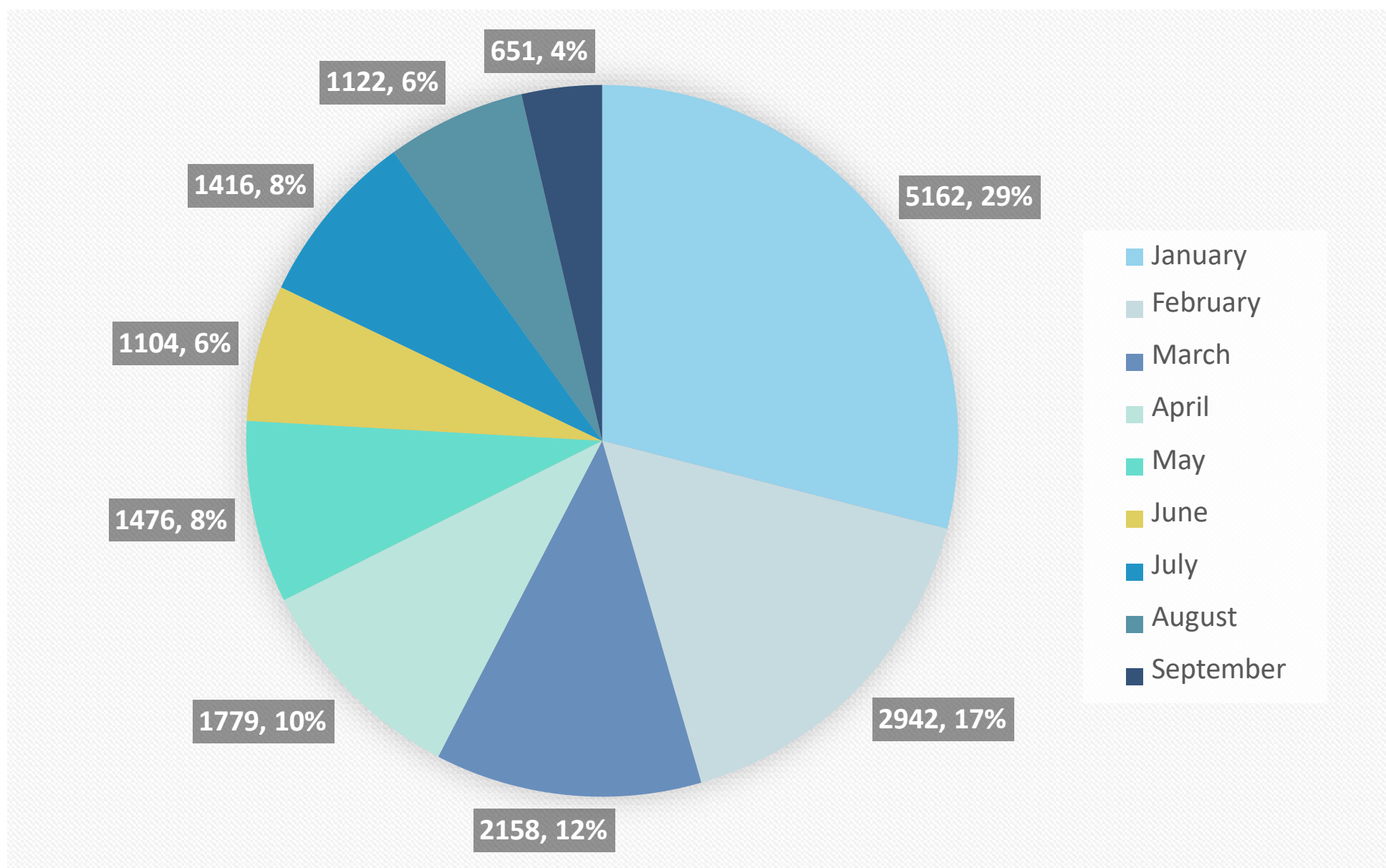➢ **Pattern in order rating across slots, number of items placed, delivery charges, discount**
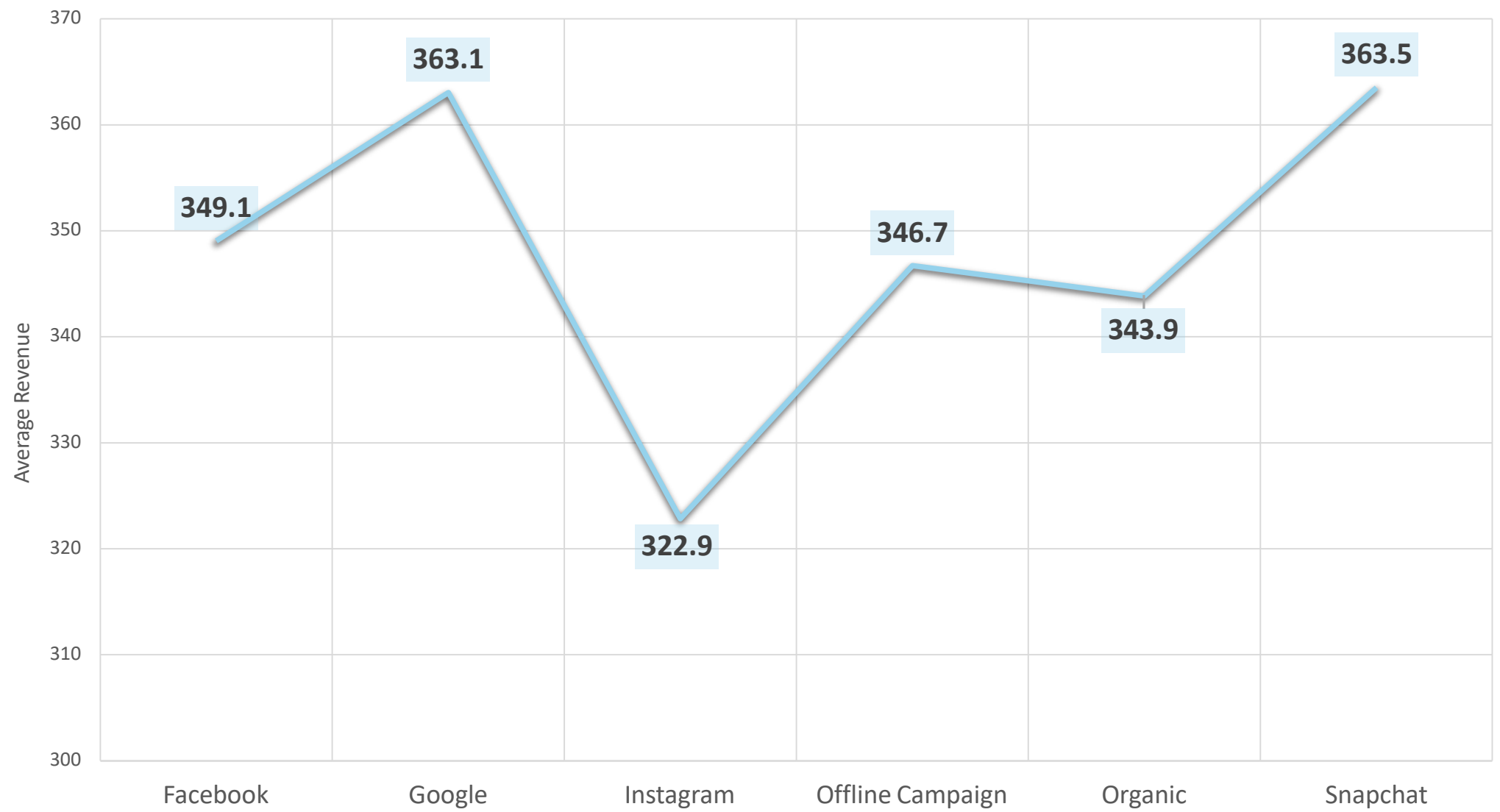
COMPLETION RATE AT ACQUISITION SOURCE LEVEL
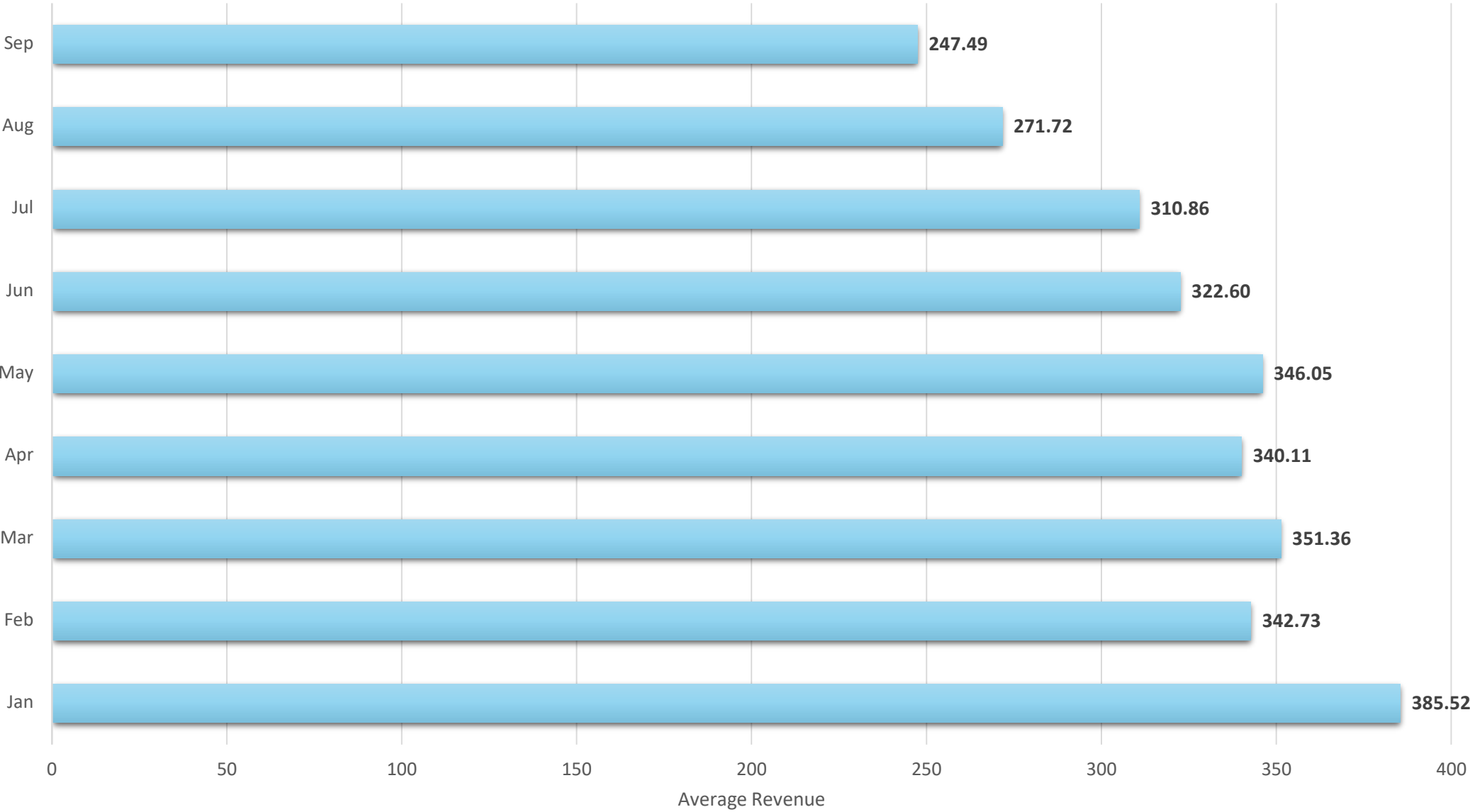
Completion Rate

Acquisition Source	Completion Rate
Facebook	99.58%
Google	99.55%
Instagram	99.46%
Offline Campaign	99.44%
Organic	99.63%
Snapchat	99.57%

Acquisition Source

AGGREGATED LTV AT ACQUISITION MONTH LEVEL

January	
February	
March	
April	
May	
June	
July	
August	
September	

AVERAGE REVENUE – ACQUISITION SOURCE BASIS

AVERAGE REVENUE – ACQUISITION MONTH BASIS

Month	Average Revenue
Sep	247.49
Aug	271.72
Jul	310.86
Jun	322.60
May	346.05
Apr	340.11
Mar	351.36
Feb	342.73
Jan	385.52

Average Revenue

Order Rating across Time Slots
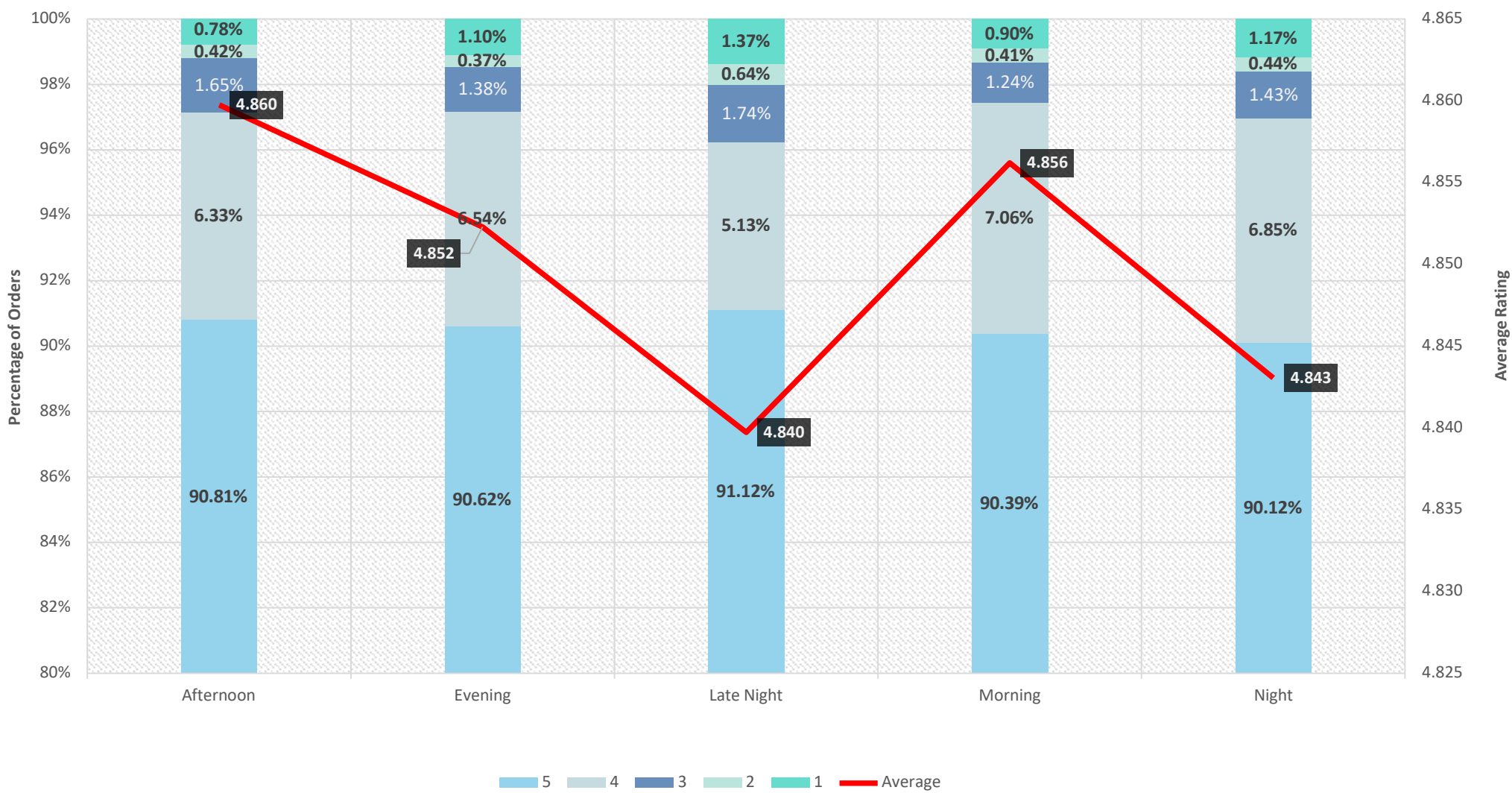
Order Rating at No. of Products

Number of Products	Order Rating
24	5
23	5
22	5
21	4.625
20	4.783
19	4.857
18	4.907
17	4.805
16	4.729
15	4.805
14	4.79
13	4.878
12	4.829
11	4.808
10	4.863
9	4.827
8	4.836
7	4.868
6	4.843
5	4.862
4	4.859
3	4.873
2	4.86
1	4.842
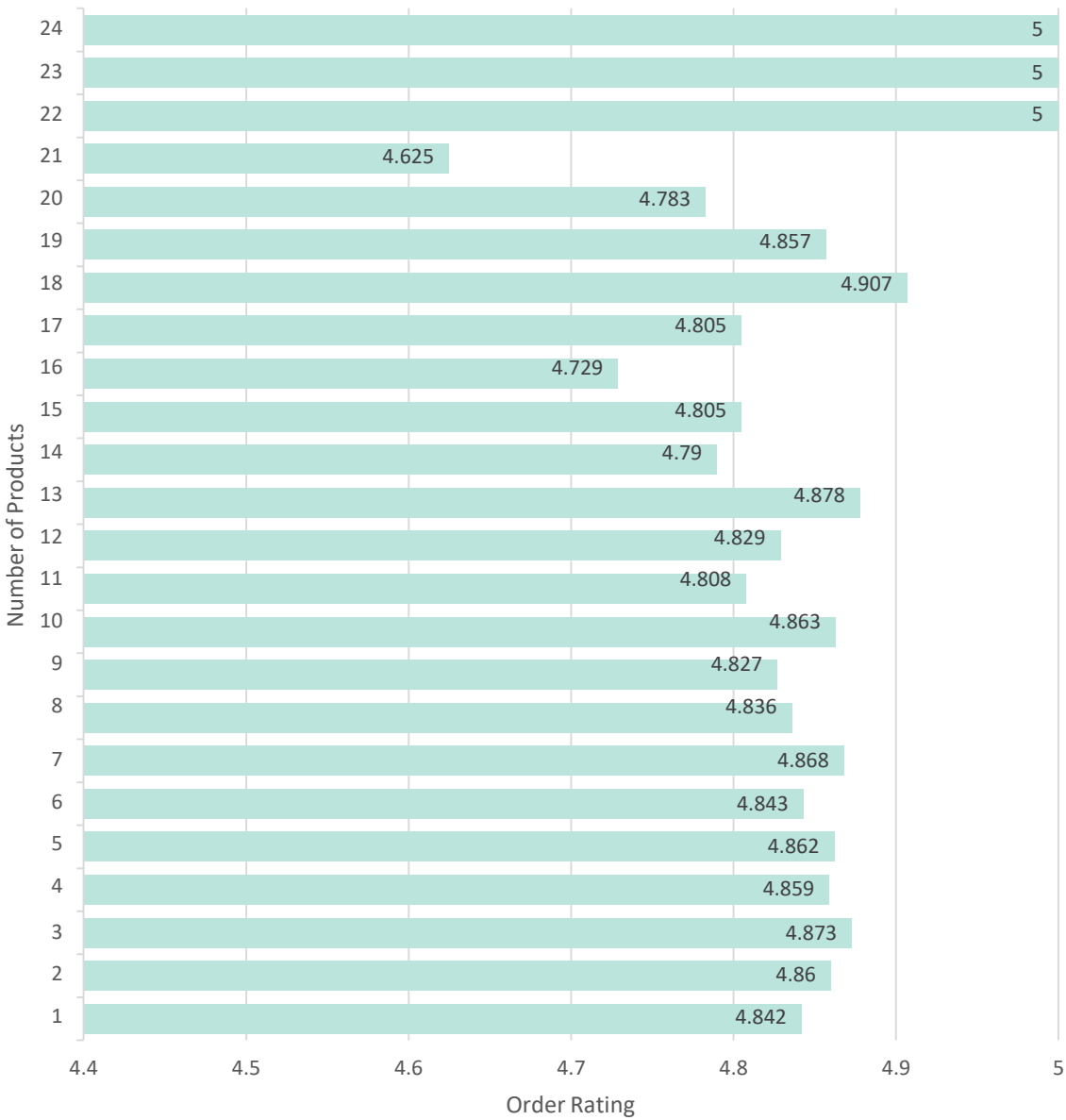
Order Rating at Delivery Charge

Delivery Charges	Order Rating
<1 or (blank)	4.829
1-20'	4.89
21-40	4.864
41-60	4.911
61-80	4.776
81-100	4.866
101-120	4.803
121-140	4.658
141-160	4.769
161-180	4.867
181-200	1
201-220	5
221-240	5
281-300	5
321-340	5
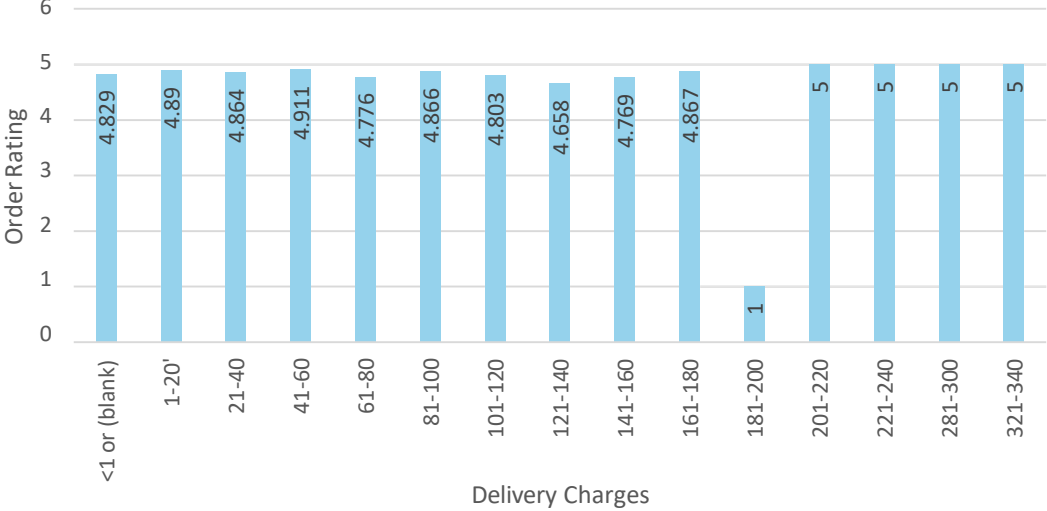
Order rating at Discount

Discount	Order Rating
<1 or (blank)	4.867
1-50	4.838
51-100	4.812
101-150	4.834
151-200	4.813
201-250	4.804
251-300	4.818
301-350	5.000
351-400	5.000
401-450	5.000
451-500	4.000
551-600	4.857
601-650	4.938
651-700	4.960
701-750	4.850
751-800	5.000
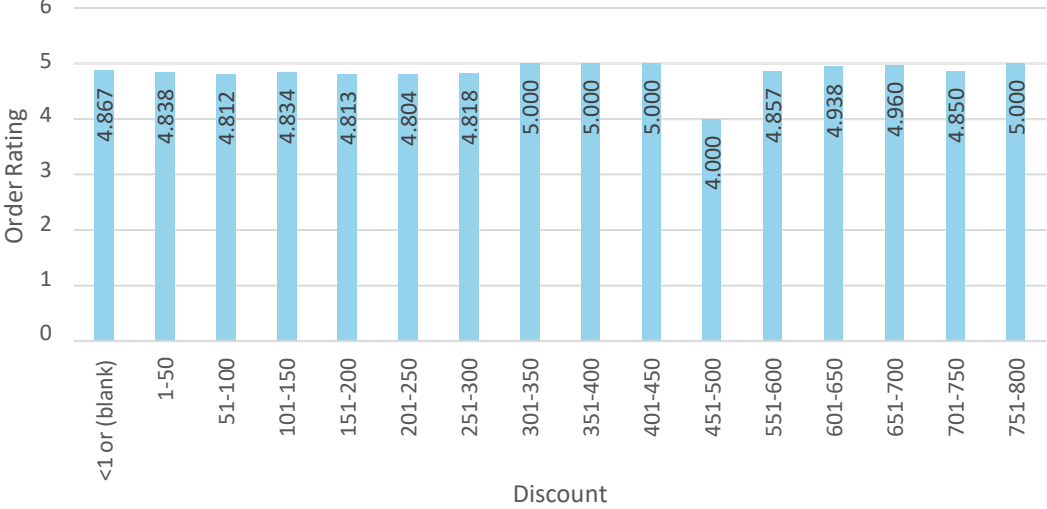
- Order ratings show a consistent pattern across different time slots, with all slots ranging between 4.840 to 4.860, except for minor variations, indicating overall satisfaction regardless of the time of day.

- There's a correlation between the number of products in an order and order ratings. Larger orders exhibit slightly higher ratings, with orders of 22, 23, and 24 products achieving a perfect 5.000 rating.

- Delivery charge brackets with specific ranges like 21-40, 161-180, and 281-340 exhibit significantly higher average order ratings, with most ranges maintaining an average rating above 4.800, except for certain ranges like 181-200, which display a low average rating of 1.000.

- Orders with varying discount brackets show diverse average order ratings. Higher discount brackets like 301-450, 551-650, and 651-750 have notably higher ratings, with most ranges maintaining an average rating above 4.800, except for a few ranges dipping slightly below this average.

- Overall, most categories demonstrate order ratings in the range of 4.800 to 5.000, indicating a high level of satisfaction, except for a few specific brackets in delivery charge and discount ranges that exhibit lower ratings.

- Higher discount brackets tend to positively influence order ratings, while the impact of delivery charge ranges on order ratings varies, with specific brackets significantly impacting customer satisfaction.

- Time slots do not significantly impact order ratings, as they all maintain relatively high ratings, indicating consistent service quality across different times of the day.

DELIVERY LEVEL ANALYSIS

DELIVERY RATE ANALYSIS:

➢ **Average overall delivery time at month and delivery area level**

➢ **Average Overall delivery time at month and weekday/weekend level**

➢ **Average overall delivery time at slot level**

➢ **Pattern changes in delivery charges with slot or delivery area**

➢ **Pattern changes in delivery time and delivery area**

AVERAGE OVERALL DELIVERY TIME AT MONTH AND DELIVERY AREA LEVEL
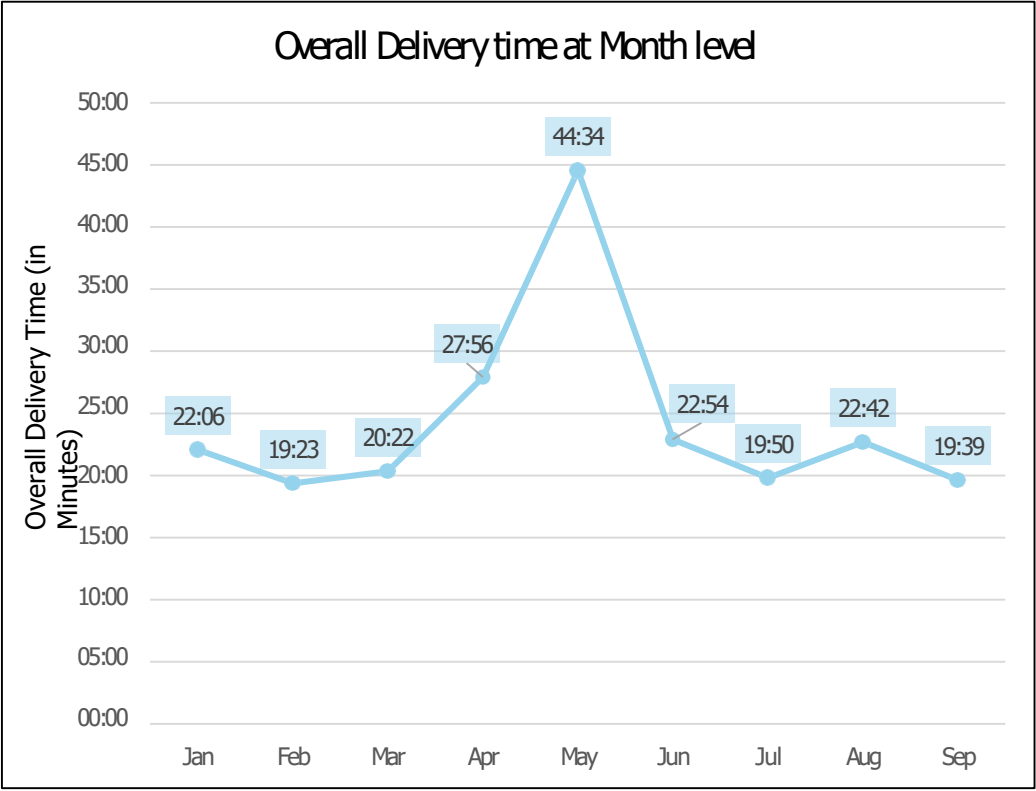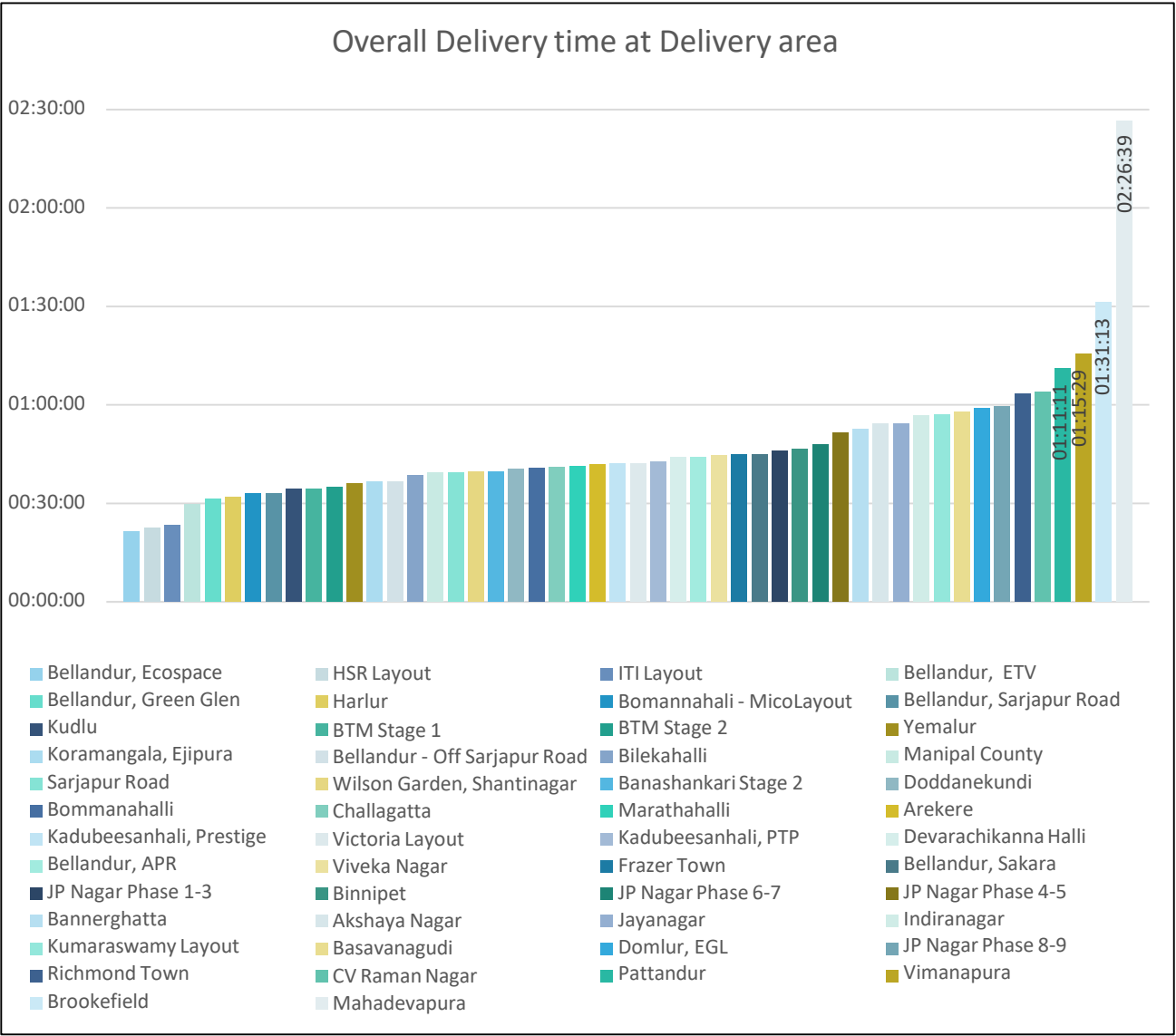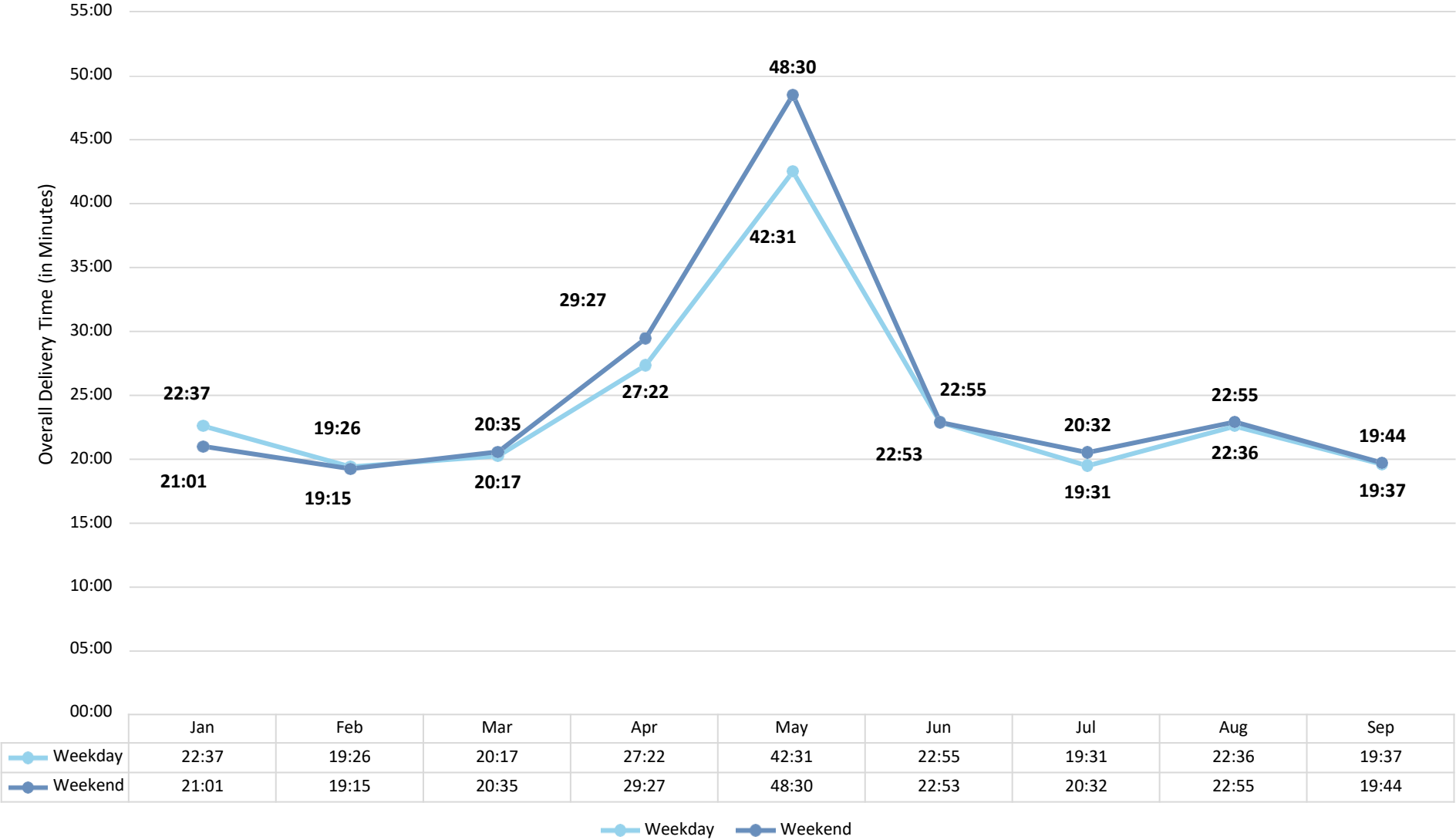
- The data showcases variations in the average overall delivery time across different delivery areas.

- Bellandur, Ecospace displays the lowest average delivery time, totalling 21 minutes and 19 seconds.

- Mahadevapura, Vimanapura, and Brookefield exhibit the longest average delivery times, exceeding two hours.

- Generally, there's a significant range in delivery times, from less than 30 minutes to over two hours.

- This data suggests considerable diversity in delivery efficiency among different areas, potentially indicating logistical challenges or varying distances covered during deliveries.

Delivery Area	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Grand Total
Bellandur, Ecospace	21:19									00:21:19
HSR Layout	19:51	17:43	18:39	26:30	42:04	21:17	18:14	20:23	17:24	00:22:29
ITI Layout	22:13	18:37	20:29	26:56	44:32	23:17	20:01	21:34	19:01	00:23:18
Bellandur, ETV									29:36	00:29:36
Bellandur, Green Glen	28:26	27:51	32:10	35:45	50:55	27:08	26:37	31:04	25:12	00:31:25
Harlur	30:25	26:30	27:07	33:50	01:07:00	27:43	26:37	34:54	29:32	00:31:53
Bomannahali - MicoLayout	30:11	31:53	29:36	33:19	59:17	34:00	28:15	29:48	24:47	00:32:56
Bellandur, Sarjapur Road	31:48	28:28	32:16	35:58	01:03:46	26:36	30:07	26:01	27:08	00:33:07
Kudlu	29:22	29:02	30:47	37:44	55:16	29:59	29:14	32:10	25:22	00:34:21
BTM Stage 1	30:02	31:18	36:41	36:11	39:56	25:59	45:26	31:11	23:27	00:34:24
BTM Stage 2	28:55	26:04	27:42	29:34	48:31	25:25	40:49	38:39	33:41	00:34:51
Yemalur		33:43		37:22		27:17	42:23	38:59	34:41	0:36:12
Koramangala, Ejipura	26:45	25:36	26:15	44:44	54:25	30:54	28:15	27:43	22:48	0:36:31
Bellandur - Off Sarjapur Road	35:17	15:16	35:56	40:56	51:37	29:59	32:09	28:05	30:29	0:36:41
Bilekahalli	37:03		53:34		44:00		49:19	24:14	28:04	0:38:26
Manipal County	34:47	30:46	35:09	43:15	01:02:25	34:55	43:08	37:11	37:58	0:39:13
Sarjapur Road	41:13			23:52	01:01:25	28:04	32:50		27:57	0:39:27
Wilson Garden, Shantinagar			37:37		33:39				43:36	0:39:37
Banashankari Stage 2						24:57	54:22			0:39:39
Doddanekundi							38:37	42:09		0:40:23
Bommanahalli	32:04	24:58	33:45	40:48	01:04:10	29:40	35:55	39:18	23:17	0:40:38
Challagatta								41:07		0:41:07
Marathahalli	32:37				49:48					0:41:48
Arekere	28:17			51:59	56:02	53:12			33:48	0:41:56
Kadubeesanhali, Prestige		35:49	27:32		01:03:32		47:08		21:00	0:42:16
Victoria Layout								42:18		0:42:18
Kadubeesanhali, PTP					00:42:35					0:42:35
Devarachikanna Halli	25:32	42:55	47:03	01:05:45		26:51			36:55	00:44:13
Bellandur, APR	49:31	42:05	43:34	52:44	34:27	40:21	45:42	46:37	41:31	00:44:14
Viveka Nagar				32:26	56:08	26:26	40:26			00:44:37
Frazer Town			44:49							00:44:49
Bellandur, Sakara			49:47	01:02:27	01:11:17	25:53	28:12	36:05	21:11	00:44:58
JP Nagar Phase 1-3	32:48		59:38	38:39	57:25			41:18		00:45:58
Binnipet							46:29			00:46:29
JP Nagar Phase 6-7		49:07	32:24		53:48	44:57				00:47:59
JP Nagar Phase 4-5	37:47	56:11		45:30	55:56			52:42		0:51:26
Bannerghatta	52:51		40:12		01:38:00			57:08		0:52:44
Akshaya Nagar			54:56	49:12	01:02:12	50:20	01:44:37	00:36:38		0:54:16
Jayanagar	56:05						53:02	53:58		0:54:22
Indiranagar				01:08:57	54:35	37:52	42:35			0:56:38
Kumaraswamy Layout		53:39			58:26		57:32			0:57:01
Basavanagudi					57:49					0:57:49
Domlur, EGL	37:24			43:35	01:37:15				35:11	0:59:03
JP Nagar Phase 8-9						59:28				0:59:28
Richmond Town					01:03:24					01:03:24
CV Raman Nagar						01:03:57				01:03:57
Pattandur								01:11:11		01:11:11
Vimanapura					01:15:29					01:15:29
Brookefield							01:31:13			01:31:13
Mahadevapura					02:26:39					02:26:39
Grand Total	22:06	19:23	20:22	27:56	44:34	22:54	19:50	22:42	19:39	00:24:15

PRESENTATION TITLE

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Overall Delivery time at Delivery area

Legend:
- Bellandur, Ecospace
- HSR Layout
- ITI Layout
- Bellandur, ETV
- Bellandur, Green Glen
- Harlur
- Bomannahali - MicoLayout
- Bellandur, Sarjapur Road
- Kudlu
- BTM Stage 1
- BTM Stage 2
- Yemalur
- Koramangala, Ejipura
- Bellandur - Off Sarjapur Road
- Bilekahalli
- Manipal County
- Sarjapur Road
- Wilson Garden, Shantinagar
- Banashankari Stage 2
- Doddanekundi
- Bommanahalli
- Challagatta
- Marathahalli
- Arekere
- Kadubeesanhali, Prestige
- Victoria Layout
- Kadubeesanhali, PTP
- Devarachikanna Halli
- Bellandur, APR
- Viveka Nagar
- Frazer Town
- Bellandur, Sakara
- JP Nagar Phase 1-3
- Binnipet
- JP Nagar Phase 6-7
- JP Nagar Phase 4-5
- Bannerghatta
- Akshaya Nagar
- Jayanagar
- Indiranagar
- Kumaraswamy Layout
- Basavanagudi
- Domlur, EGL
- JP Nagar Phase 8-9
- Richmond Town
- CV Raman Nagar
- Pattandur
- Vimanapura
- Brookefield
- Mahadevapura

Overall Delivery time at Month level

AVERAGE OVERALL DELIVERY TIME AT MONTH AND WEEKDAY/WEEKEND LEVEL

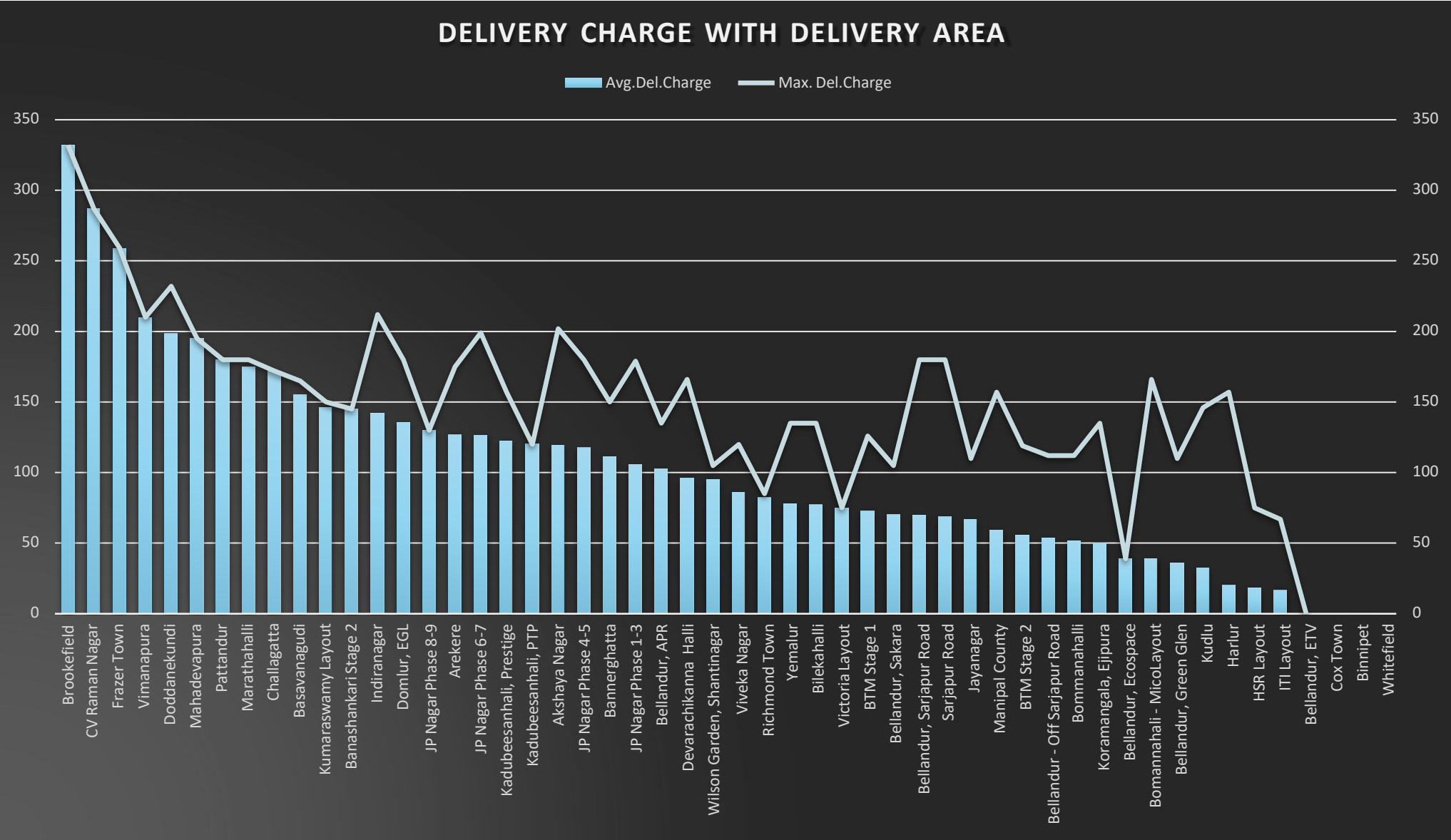|	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Weekday	22:37	19:26	20:17	27:22	42:31	22:55	19:31	22:36	19:37
Weekend	21:01	19:15	20:35	29:27	48:30	22:53	20:32	22:55	19:44

AVERAGE OVERALL DELIVERY TIME AT SLOT LEVEL

PATTERN CHANGES IN DELIVERY CHARGES WITH DELIVERY AREA

DELIVERY CHARGE WITH DELIVERY AREA

■ Avg.Del.Charge ── Max. Del.Charge

PATTERN CHANGES IN DELIVERY CHARGES WITH SLOT

Delivery Charges at Slot level

— Avg, Del. Charge   — Max of Delivery Charges
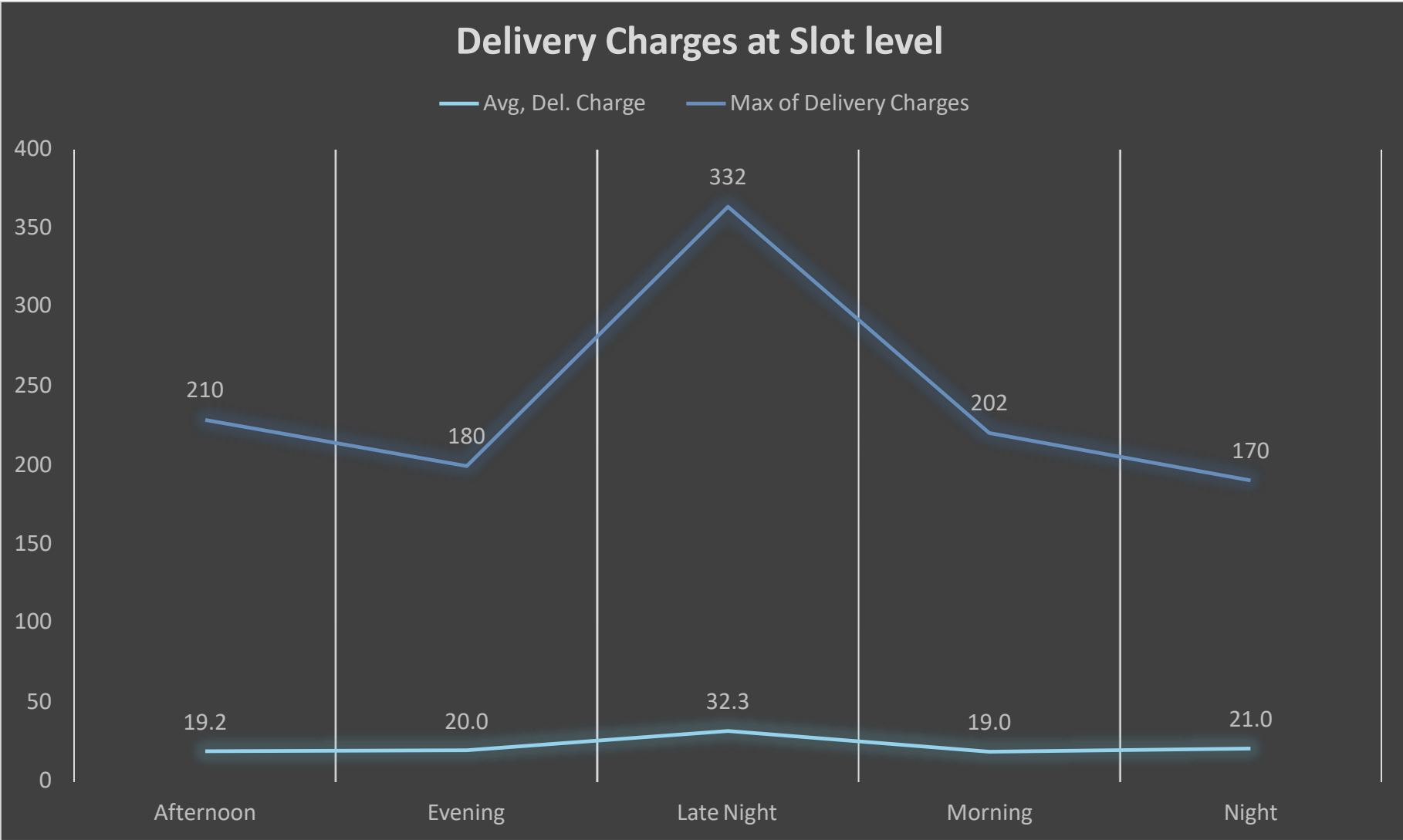
SUMMARY

SN TITLE

Geographical Analysis of Discounts: Various geographic areas exhibit diverse discount rates, ranging from 0.0% to 35.6%. This highlights a location-based strategy in offering discounts, possibly targeting specific customer segments or aiming to boost sales in certain areas.

Completion Rate Insights: Completion rates show consistency across different slots, days of the week, months, and acquisition sources. This indicates a stable performance across these categories, implying efficient operations and a steady customer base across diverse time frames and sources.
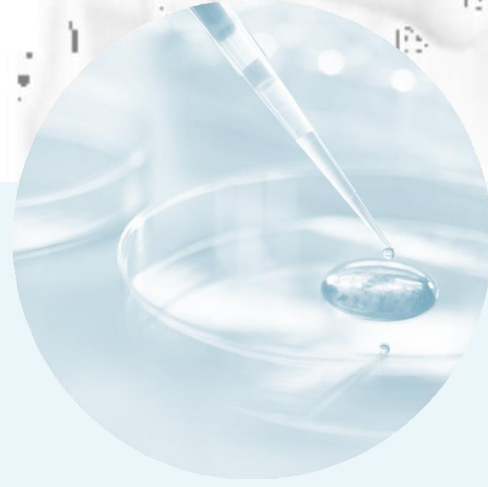
Order Completion Rate by Month, Day, and Slot: Analyzing completion rates across months, days, and slots reveals various patterns, such as higher completion rates on Sundays, mornings, and during certain months. However, some slots or days exhibit lower completion rates, signaling potential areas for improvement or focused attention.

SUMMARY

Order Ratings Analysis: Order ratings showcase consistency across slots, numbers of products, delivery charge brackets, and discount ranges. The majority of ratings hover around 4.800 to 5.000, indicating a high level of satisfaction overall.

Relationship Between Factors and Order Ratings: Larger orders and higher discount brackets tend to yield higher order ratings, suggesting that customers are more satisfied with bulk purchases and higher discounts. Meanwhile, specific ranges within delivery charges display varied impacts on customer satisfaction.

Time Slots and Customer Satisfaction: Despite minor fluctuations, time slots do not significantly impact order ratings. This suggests a consistent quality of service throughout different times of the day, maintaining overall customer satisfaction.

THANK YOU