Report:

Freshco

Hypermarket

Capstone

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Order Level Analysis:

1. Order distribution at slot and delivery area level:

- The order distribution analysis reveals peak order times and popular delivery areas. Most orders are concentrated in the afternoon slot, particularly in delivery areas like HSR Layout ITI Layout and Hurlur.

Row Labels	Count of Order ID
Morning	**5389**
Akshaya Nagar	6
Bannerghatta	1
Bellandur - Off Sarjapur Road	7
Bellandur, APR	6
Bellandur, ETV	1
Bellandur, Green Glen	27
Bellandur, Sarjapur Road	11
Bilekahalli	2
Binnipet	1
Bomannahali - MicoLayout	132
Bommanahalli	10
BTM Stage 1	3
BTM Stage 2	7
Cox Town	1
Domlur, EGL	3
Harlur	382
HSR Layout	3749
Indiranagar	1
ITI Layout	868
Jayanagar	1
JP Nagar Phase 1-3	1
JP Nagar Phase 4-5	2
JP Nagar Phase 6-7	2
Koramangala, Ejipura	25
Kudlu	118
Kumaraswamy Layout	1
Mahadevapura	1
Manipal County	18
Marathahalli	1
Yemalur	1
Afternoon	**5924**
Akshaya Nagar	3
Arekere	1

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Bellandur - Off Sarjapur Road	9
Bellandur, APR	8
Bellandur, Green Glen	32
Bellandur, Sakara	7
Bellandur, Sarjapur Road	20
Bilekahalli	2
Bomannahali - MicoLayout	151
Bommanahalli	13
BTM Stage 1	11
BTM Stage 2	6
Devarachikanna Halli	1
Domlur, EGL	3
Harlur	324
HSR Layout	4085
Indiranagar	3
ITI Layout	1039
Jayanagar	1
JP Nagar Phase 4-5	2
JP Nagar Phase 6-7	3
Kadubeesanhali, Prestige	1
Koramangala, Ejipura	33
Kudlu	130
Kumaraswamy Layout	1
Manipal County	20
Pattandur	1
Richmond Town	2
Sarjapur Road	6
Vimanapura	1
Viveka Nagar	4
Yemalur	1
Evening	**4712**
Akshaya Nagar	4
Arekere	1
Banashankari Stage 2	1
Bannerghatta	2
Basavanagudi	2
Bellandur - Off Sarjapur Road	11
Bellandur, APR	14
Bellandur, Green Glen	27
Bellandur, Sakara	2
Bellandur, Sarjapur Road	13
Bilekahalli	5
Bomannahali - MicoLayout	107

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Bommanahalli	13
BTM Stage 1	3
BTM Stage 2	6
Devarachikanna Halli	3
Harlur	280
HSR Layout	3288
ITI Layout	757
Jayanagar	1
JP Nagar Phase 1-3	2
JP Nagar Phase 4-5	1
JP Nagar Phase 8-9	1
Koramangala, Ejipura	30
Kudlu	108
Kumaraswamy Layout	1
Manipal County	16
Marathahalli	1
Sarjapur Road	3
Viveka Nagar	2
Whitefield	1
Wilson Garden, Shantinagar	2
Yemalur	4
Night	**5209**
Akshaya Nagar	4
Arekere	2
Banashankari Stage 2	1
Bannerghatta	2
Basavanagudi	1
Bellandur - Off Sarjapur Road	15
Bellandur, APR	1
Bellandur, ETV	1
Bellandur, Green Glen	36
Bellandur, Sakara	1
Bellandur, Sarjapur Road	39
Bilekahalli	1
Bomannahali - MicoLayout	125
Bommanahalli	10
BTM Stage 1	11
BTM Stage 2	8
Devarachikanna Halli	3
Doddanekundi	1
Domlur, EGL	1
Harlur	250
HSR Layout	3582

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Indiranagar	2
ITI Layout	936
JP Nagar Phase 1-3	1
JP Nagar Phase 4-5	1
Kadubeesanhali, Prestige	2
Kadubeesanhali, PTP	1
Koramangala, Ejipura	37
Kudlu	105
Kumaraswamy Layout	1
Manipal County	13
Marathahalli	1
Sarjapur Road	10
Victoria Layout	1
Wilson Garden, Shantinagar	2
Yemalur	1
Late Night	**1589**
Akshaya Nagar	4
Arekere	2
Bellandur - Off Sarjapur Road	2
Bellandur, Ecospace	1
Bellandur, Green Glen	12
Bellandur, Sakara	1
Bellandur, Sarjapur Road	15
Bilekahalli	1
Bomannahali - MicoLayout	36
Bommanahalli	6
Brookefield	1
BTM Stage 1	7
BTM Stage 2	5
Challagatta	1
CV Raman Nagar	1
Devarachikanna Halli	1
Doddanekundi	1
Domlur, EGL	1
Frazer Town	1
Harlur	73
HSR Layout	953
Indiranagar	2
ITI Layout	346
JP Nagar Phase 1-3	1
JP Nagar Phase 4-5	1
JP Nagar Phase 6-7	1
Kadubeesanhali, Prestige	6

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Koramangala, Ejipura	35
Kudlu	57
Manipal County	13
Sarjapur Road	1
Viveka Nagar	1

Order Distribution Vs (Slots & Delivery Area)

Order Distribution Vs (Slots & Delivery Area)
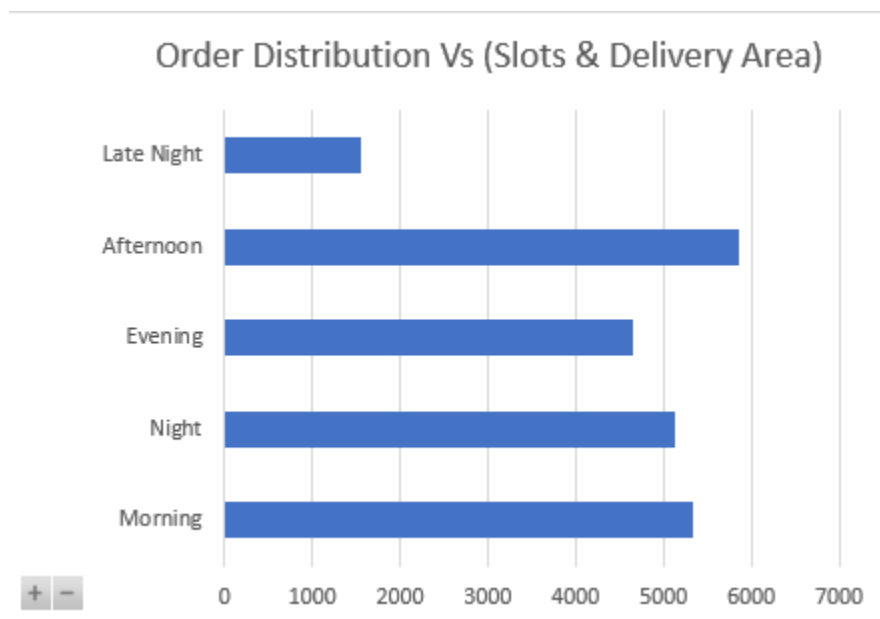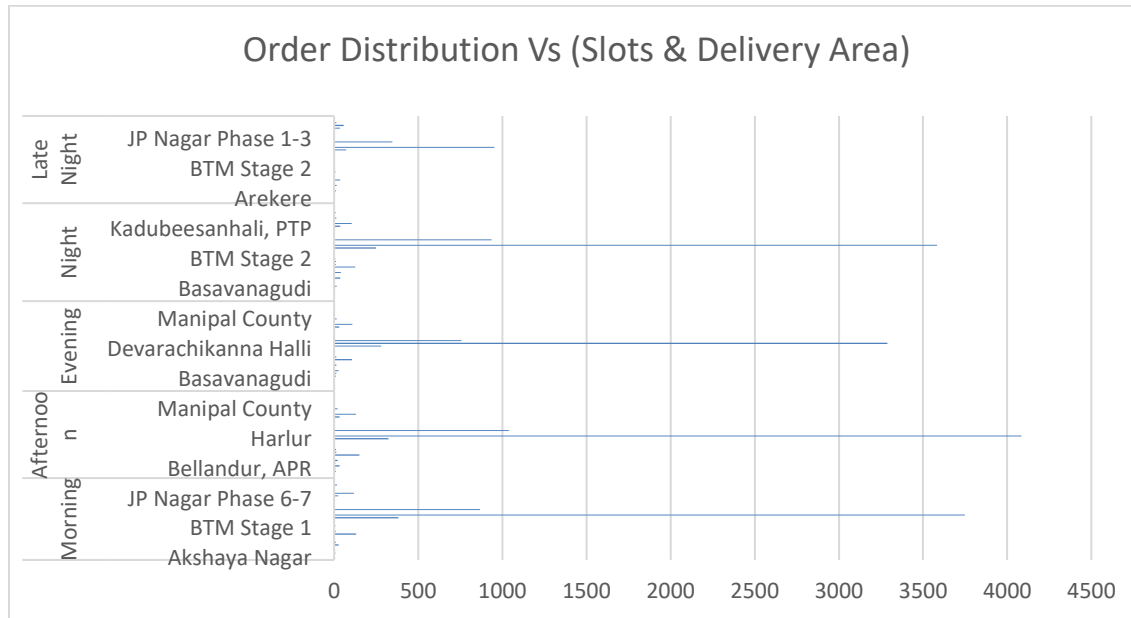
2. Areas with the highest increase in monthly orders (Jan to Sep):

- HSR Layout ITI Layout and Hurlur areas show the most significant absolute increase in monthly orders from January to September. This suggests a growing customer base in these regions.

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Row Labels	Count of Order ID
Jan	1606
Feb	1663
Mar	2185
Apr	2477
May	2465
Jun	2647
Jul	2645
Aug	2904
Sep	4231

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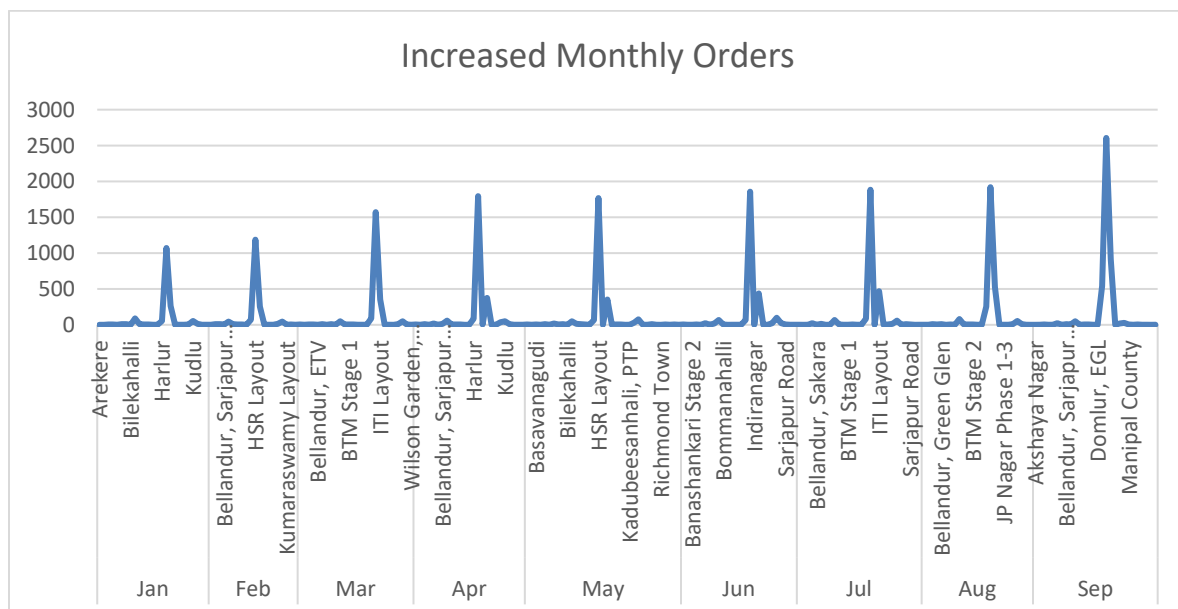
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3. Delivery charges as a percentage of product amount at slot and month level:

- Delivery charges as a percentage of the product amount remain relatively stable across slots and months except night and late night. It increases drastically for late night.

Row Labels	Average of Delivery Charges (Product Amount)
Morning	**5.29%**
Jan	10.82%
Feb	10.10%
Mar	8.51%
Apr	7.91%
May	4.92%
Jun	4.73%
Jul	5.06%
Aug	2.78%
Sep	1.89%
Afternoon	**5.09%**
Jan	9.33%
Feb	7.77%
Mar	7.53%
Apr	7.81%
May	4.89%
Jun	5.16%
Jul	4.33%
Aug	2.59%
Sep	1.73%
Evening	**5.38%**
Jan	10.22%
Feb	8.69%
Mar	8.35%
Apr	7.99%
May	5.64%
Jun	5.38%
Jul	5.14%
Aug	2.22%
Sep	1.71%
Night	**6.43%**
Jan	10.82%
Feb	10.04%
Mar	8.89%
Apr	9.44%
May	6.50%
Jun	6.37%
Jul	6.69%

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Aug	2.83%
Sep	2.17%
Late Night	**12.26%**
Jan	15.91%
Feb	16.95%
Mar	15.92%
Apr	15.61%
May	4.42%
Jun	12.68%
Jul	12.92%
Aug	7.73%
Sep	5.59%

4. Discount as a percentage of product amount at slot and month level:

- Discounts as a percentage of the product amount is almost similar for slot and month, except with the highest discounts observed in the month of August & September.
- And the least discount is observed for the slot of late night.

Row Labels	Average of Discount (Product Amount)
Morning	**6.45%**
Jan	0.93%
Feb	1.13%
Mar	0.56%
Apr	0.68%
May	4.15%
Jun	1.70%
Jul	4.64%
Aug	20.86%
Sep	10.96%
Afternoon	**6.37%**
Jan	1.04%
Feb	0.37%
Mar	0.89%
Apr	1.02%
May	4.78%
Jun	2.35%
Jul	4.84%
Aug	21.50%
Sep	10.46%
Evening	**6.49%**
Jan	1.23%

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Feb	0.43%
Mar	0.60%
Apr	0.61%
May	4.54%
Jun	1.86%
Jul	5.90%
Aug	20.60%
Sep	11.46%
Night	**6.82%**
Jan	1.00%
Feb	0.80%
Mar	0.59%
Apr	0.90%
May	5.07%
Jun	1.89%
Jul	6.74%
Aug	22.11%
Sep	9.76%
Late Night	**3.73%**
Jan	0.72%
Feb	0.59%
Mar	0.63%
Apr	0.59%
May	3.39%
Jun	1.93%
Jul	3.29%
Aug	12.77%
Sep	5.10%

5. Discount as a percentage of product amount at drop area and slot level:

- Drop areas like Harlur and Bilekahalli exhibit higher discount percentages.
- Similarly, the discount is higher in these delivery areas in morning and afternoon.

Row Labels	Average of Discount by Product Amount
Bellandur - Off Sarjapur Road	**7.46%**
Morning	1.80%
Afternoon	5.01%
Evening	4.18%
Night	14.23%
Late Night	0.00%
Bilekahalli	**7.77%**

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Morning	13.15%
Afternoon	13.25%
Evening	1.66%
Night	29.73%
Late Night	10.00%
BTM Stage 1	**6.52%**
Morning	8.21%
Afternoon	14.69%
Evening	0.00%
Night	0.68%
Late Night	0.00%
Devarachikanna Halli	**6.19%**
Afternoon	1.16%
Evening	0.00%
Night	12.42%
Late Night	0.00%
Harlur	**9.70%**
Morning	10.17%
Afternoon	10.31%
Evening	9.24%
Night	9.90%
Late Night	3.70%
HSR Layout	**6.20%**
Morning	6.01%
Afternoon	6.21%
Evening	6.53%
Night	6.52%
Late Night	3.96%
ITI Layout	**7.36%**
Morning	8.21%
Afternoon	7.21%
Evening	7.09%
Night	7.97%
Late Night	4.11%
JP Nagar Phase 1-3	**6.35%**
Morning	0.00%
Evening	16.69%
Night	0.00%
Late Night	0.00%
Victoria Layout	**7.07%**
Night	7.07%
Yemalur	**6.91%**
Morning	12.18%

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Afternoon	0.00%
Evening	9.88%
Night	0.00%

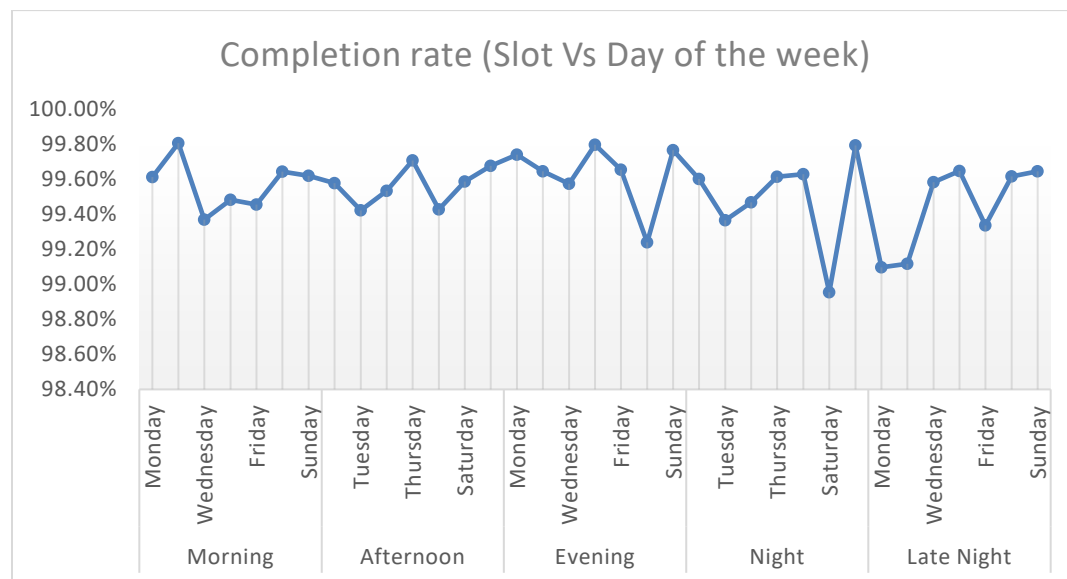## Completion Rate Analysis:

6. Completion rate at slot vs day of the week:

- Slight variations in completion rates across slots and days of the week. Notably, completion rates are bit higher during evening slots on weekdays, suggesting a smoother delivery process during these times.
- Additionally, while there are minor fluctuations, overall completion rates remain consistently high from Monday to Sunday. Thursdays and Sundays show particularly high completion rates.

Row Labels	Average of Completion Rate
Morning	**99.57%**
Monday	99.61%
Tuesday	99.81%
Wednesday	99.37%
Thursday	99.48%
Friday	99.46%
Saturday	99.64%
Sunday	99.62%
Afternoon	**99.56%**
Monday	99.58%
Tuesday	99.42%
Wednesday	99.53%
Thursday	99.71%
Friday	99.43%
Saturday	99.59%
Sunday	99.68%
Evening	**99.63%**
Monday	99.74%
Tuesday	99.65%
Wednesday	99.57%
Thursday	99.80%
Friday	99.65%
Saturday	99.24%
Sunday	99.76%
Night	**99.49%**
Monday	99.60%
Tuesday	99.36%

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Wednesday	99.47%
Thursday	99.61%
Friday	99.63%
Saturday	98.95%
Sunday	99.79%
Late Night	**99.45%**
Monday	99.10%
Tuesday	99.12%
Wednesday	99.58%
Thursday	99.65%
Friday	99.34%
Saturday	99.62%
Sunday	99.64%

Completion rate (Slot Vs Day of the week)

7. Completion rate at drop area level:

- Completion rates are almost the same in every drop area except for a few. Whitefield, Bellandur, ETV, Cox Town, Domlur, EGL, Marathahalli, and Indiranagar consistently demonstrate lower completion rates, indicating inefficient operations and customer dissatisfaction.

Drop Area Level	Average of Completion Rate
Akshaya Nagar	100.00%
Arekere	100.00%
Banashankari Stage 2	100.00%
Bannerghatta	100.00%
Basavanagudi	100.00%
Bellandur - Off Sarjapur Road	98.86%

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Bellandur, APR	100.00%
Bellandur, Ecospace	100.00%
Bellandur, ETV	50.00%
Bellandur, Green Glen	99.63%
Bellandur, Sakara	100.00%
Bellandur, Sarjapur Road	100.00%
Bilekahalli	100.00%
Binnipet	100.00%
Bomannahali - MicoLayout	99.32%
Bommanahalli	98.08%
Brookefield	100.00%
BTM Stage 1	98.53%
BTM Stage 2	100.00%
Challagatta	100.00%
Cox Town	50.00%
CV Raman Nagar	100.00%
Devarachikanna Halli	100.00%
Doddanekundi	100.00%
Domlur, EGL	75.00%
Frazer Town	100.00%
Harlur	99.69%
HSR Layout	99.58%
Indiranagar	87.24%
ITI Layout	99.64%
Jayanagar	100.00%
JP Nagar Phase 1-3	100.00%
JP Nagar Phase 4-5	100.00%
JP Nagar Phase 6-7	100.00%
JP Nagar Phase 8-9	100.00%
Kadubeesanhali, Prestige	100.00%
Kadubeesanhali, PTP	100.00%
Koramangala, Ejipura	99.32%
Kudlu	99.42%
Kumaraswamy Layout	100.00%
Mahadevapura	100.00%
Manipal County	98.75%
Marathahalli	66.67%
Pattandur	100.00%
Richmond Town	100.00%
Sarjapur Road	100.00%
Victoria Layout	100.00%
Vimanapura	100.00%
Viveka Nagar	85.71%

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| Whitefield	0.00%
Wilson Garden, Shantinagar	100.00%
Yemalur	100.00%

Completion rate at Drop area level
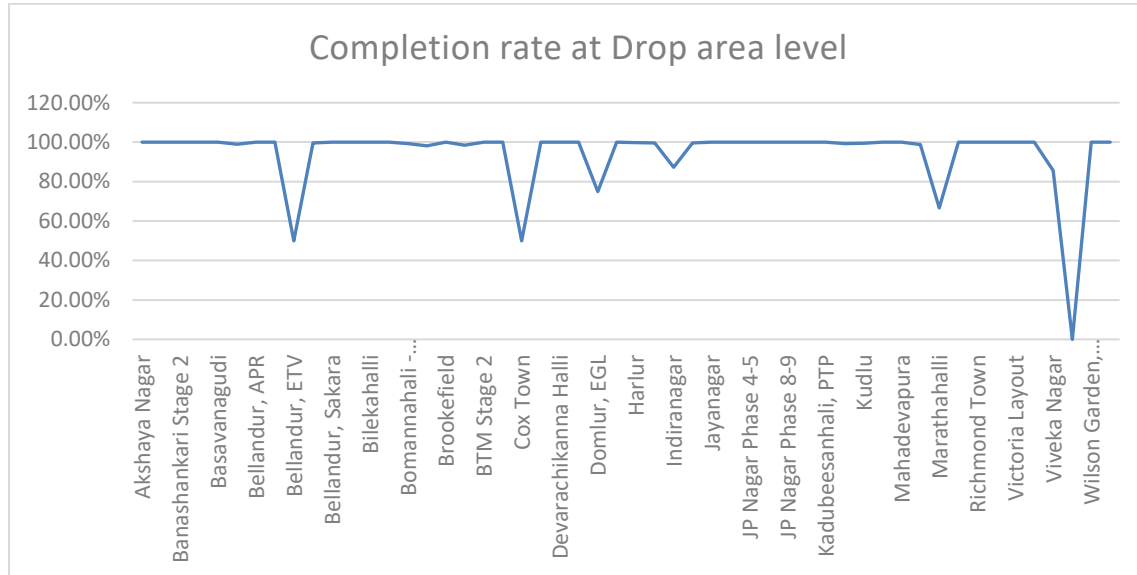
8. Completion rate at number of products ordered level:

- Orders with a higher number of products tend to have higher completion rates. This may indicate decreased complexity in handling larger orders.

Number of Poducts ordered	Average of Completion Rate
1	99.43%
2	99.58%
3	99.51%
4	99.55%
5	99.61%
6	99.43%
7	99.66%
8	99.54%
9	99.59%
10	99.73%
11	99.73%
12	99.73%
13	99.93%
14	99.67%
15	99.77%
16	99.68%
17	99.74%

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18	99.78%
19	99.63%
20	99.74%
21	99.93%
22	99.91%
23	100.00%
24	100.00%
25	100.00%

Completion rate at Products ordered level
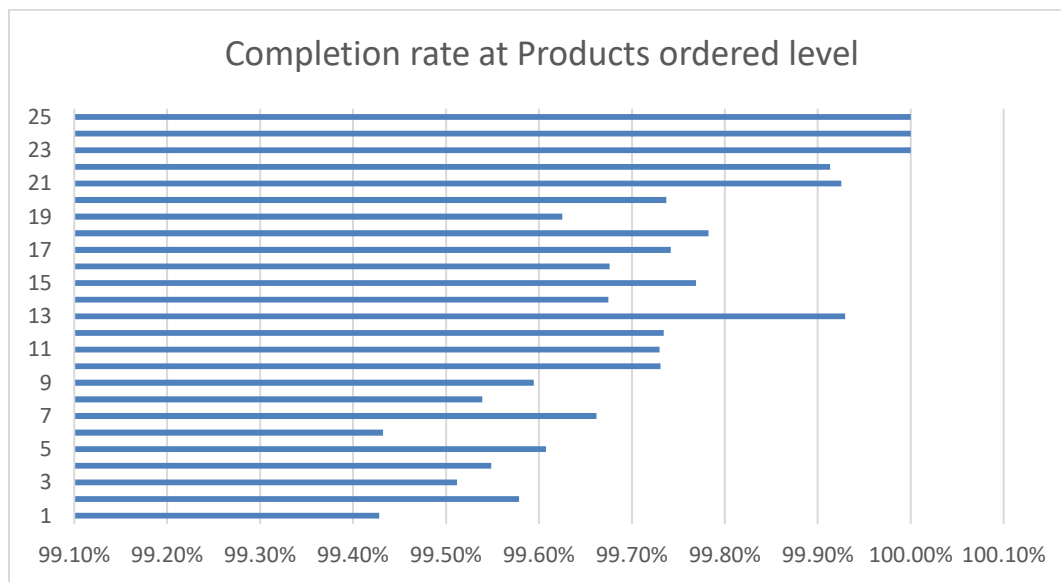
9. Analysis on completion rate patterns:

- Completion rates follow distinct patterns related to specific slots, days of the week, drop areas, and number of products ordered.
- Some patterns are mentioned below:
- **Completion Rate by Time Slot:**
  - Pattern: High completion rates across all time slots (Morning, Afternoon, Evening, Night, Late Night).
  - Insight: The delivery service maintains consistent efficiency throughout the day, ensuring a high completion rate regardless of the time of order placement.
- **Completion Rate by Day of the Week:**
  - Pattern: Slight variations in completion rates across days, with higher rates on Thursdays and Sundays.
  - Insight: The service tends to perform exceptionally well on Thursdays and Sundays, possibly indicating optimized operations or increased staff availability on these days.
- **Completion Rate by Drop Area Level:**
  - Pattern: Most drop areas exhibit very high completion rates, while a few areas like Cox Town and Whitefield show lower rates.

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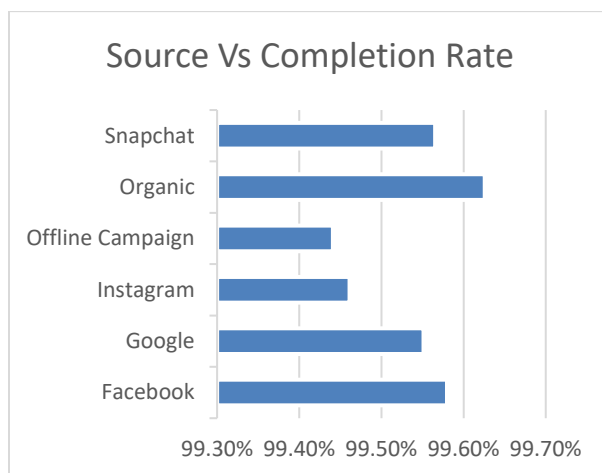# Freshco Hypermarket Capstone

- Insight: While the majority of areas enjoy efficient delivery operations, Cox Town and Whitefield may require additional attention to improve completion rates. Investigating potential challenges in these specific areas is recommended.
- **Completion Rate by Number of Products Ordered:**
  - Pattern: Consistently high completion rates regardless of the number of products ordered.
  - Insight: The delivery service performs well across different order sizes, demonstrating reliability and efficiency in handling orders with varying quantities of items.

Customer Level Analysis:

10. Completion rate at source level:

- Completion rates vary across customer acquisition sources. Notably, customers acquired through organic exhibit higher completion rates.

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

Source Vs Completion Rate

11. Calculate LTV for every customer:

- Customer Lifetime Values (LTV) have been calculated for each customer in the dataset.

12. Aggregated LTV at customer acquisition source level:

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- Aggregated LTV analysis reveals the overall value generated by customers from different acquisition sources. Organic channels show the highest aggregated LTV.

Source Level	Sum of Aggregate LTV
Facebook	8750756
Google	69250376
Instagram	8561176
Offline Campaign	11088683
Organic	88790393
Snapchat	8594813

Source Vs Aggregate LTV

- Snapchat 4%
- Facebook 4%
- Google 36%
- Organic 46%
- Offline Campaign 6%
- Instagram 4%
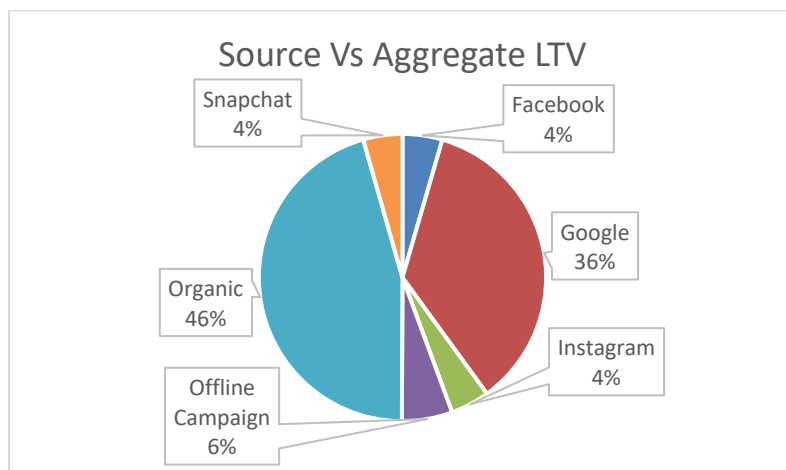
13. Aggregated LTV at acquisition month level:

- Aggregated LTV analysis by acquisition month highlights the revenue generated by customers acquired in different months.
- As we can see from the table/chart below, September has the highest aggregate LTV value.
- Similarly, January has the lowest aggregate LTV value.

Acquisition Month Level	Sum of Aggregate LTV
Jan	14160851.73
Feb	15259169.66
Mar	20418497.62
Apr	21580462.81
May	19200272.46
Jun	21190111.33
Jul	23366660.35
Aug	24798340.46
Sep	35061830.57

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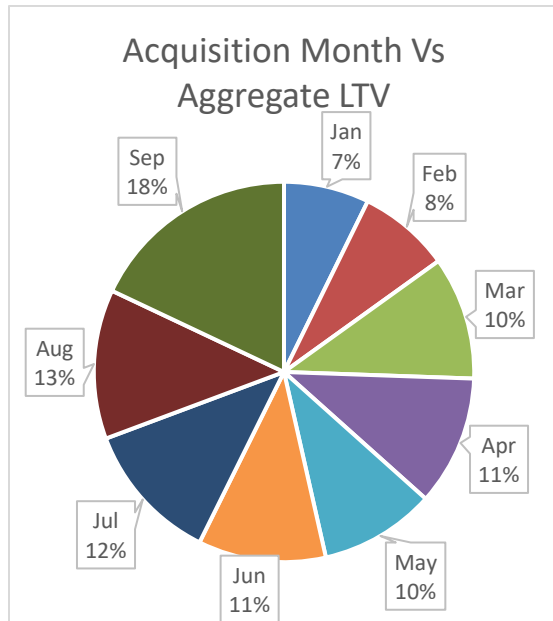
14. Average Revenue per order at different acquisition source levels:

- Average revenue per order varies by acquisition source, with customers acquired through Snapchat and Google demonstrating higher average revenue.

Source Level	Average of Revenue
Facebook	349.06
Google	363.05
Instagram	322.85
Offline Campaign	346.72
Organic	343.86
Snapchat	363.52
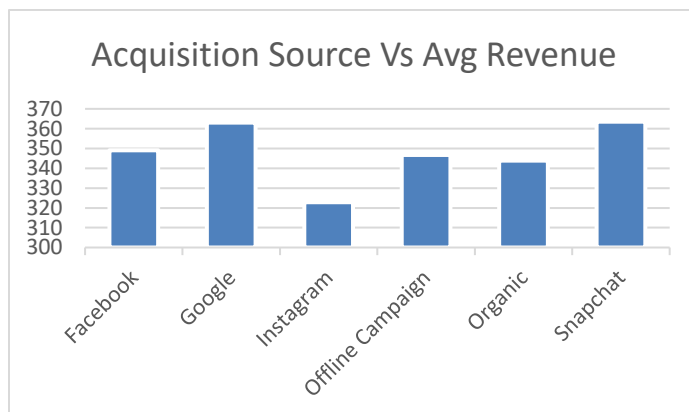
15. Average Revenue per order at acquisition month level:

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- Average revenue per order fluctuates across acquisition months, reflecting changing customer behaviour and preferences.
- Additionally, May has the highest Average Revenue and September has lowest Average Revenue.

Acquisition Month Level	Average of Revenue
Jan	367.17
Feb	367.27
Mar	353.53
Apr	376.09
May	401.83
Jun	364.00
Jul	360.47
Aug	323.25
Sep	286.69

Acquisition Month Vs Avg Revenue
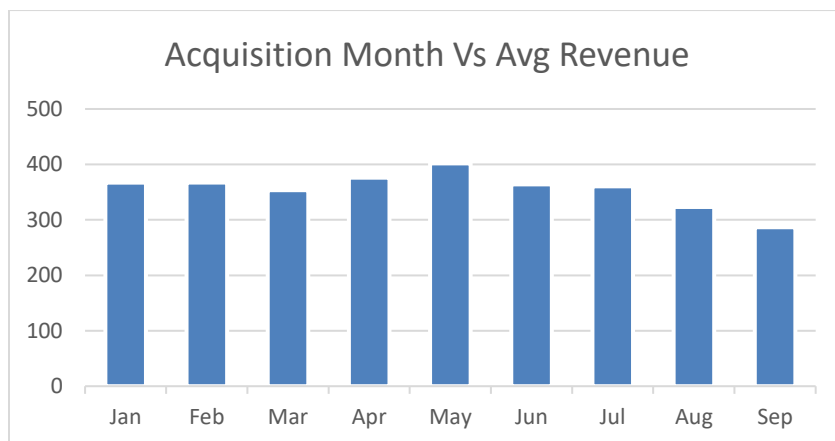
16. Patterns in order rating across slots, number of items, charges, discount:

- **Order Rating by Time Slot:**
  - **Pattern:** Consistently high ratings across all time slots.
  - **Insight:** Customers seem satisfied with the service regardless of the time they place their orders.
- **Order Rating by Number of Products Ordered:**
  - **Pattern**: Generally high ratings for various quantities of products.
  - **Insight:** The number of products ordered does not significantly impact customer satisfaction, indicating a consistent service experience.
- **Order Rating by Delivery Charges:**
  - **Pattern:** Higher ratings for lower or no delivery charges, with some exceptions.
  - **Insight:** Customers tend to rate orders more positively when delivery charges are lower or waived. However, there are exceptions where higher delivery charges still result in high ratings.

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- **Order Rating by Discount:**
    - **Pattern:** Ratings vary across different discount levels, with slightly higher ratings for higher discounts.
    - **Insight:** Customers generally appreciate discounts, and higher discounts are associated with better ratings. However, it's worth noting that even orders with no discounts have high ratings.

Slot	Average of Order Rating
Afternoon	4.86
Evening	4.85
Late Night	4.84
Morning	4.86
Night	4.84

Number of Product ordered	Average of Order Rating
1	4.84
2	4.86
3	4.87
4	4.86
5	4.86
6	4.84
7	4.87
8	4.84
9	4.83
10	4.86
11	4.81
12	4.83
13	4.88
14	4.79
15	4.80
16	4.73
17	4.80
18	4.91
19	4.86
20	4.78
21	4.63
22	5.00
23	5.00
24	5.00
25	

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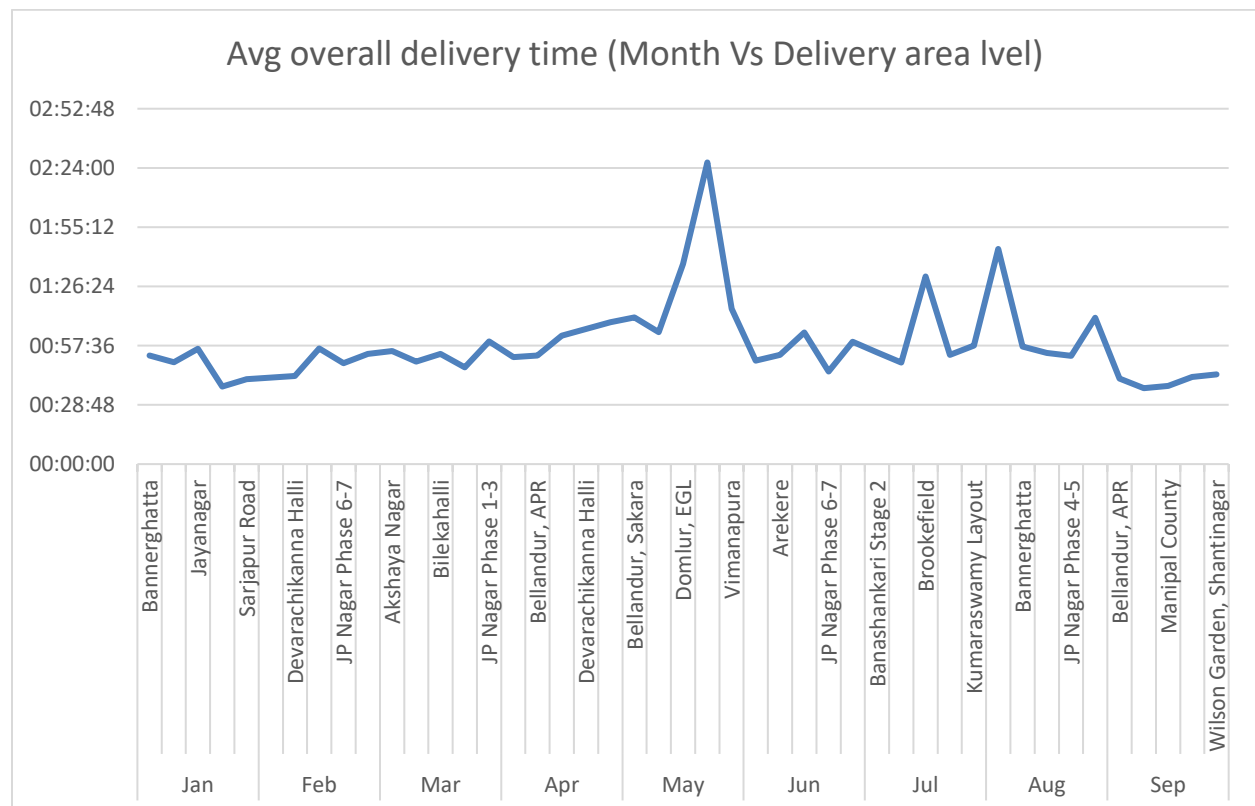# Freshco Hypermarket Capstone

Delivery Analysis:

17. Average overall delivery time at month and delivery area level:

- Average overall delivery time varies across months and delivery areas, with longer delivery times observed in high-demand areas.
- Average overall delivery time was highest in May.
- Average overall delivery time was lowest in September.
- Average overall delivery time was highest in Mahadevapura.

Row Labels	Average of Overall Delivery Time
Jan	**00:48:40**
Bannerghatta	00:52:51
Bellandur, APR	00:49:30
Jayanagar	00:56:05
JP Nagar Phase 4-5	00:37:46
Sarjapur Road	00:41:13
Feb	**00:44:32**
Bellandur, APR	00:42:05
Devarachikanna Halli	00:42:54
JP Nagar Phase 4-5	00:56:11
JP Nagar Phase 6-7	00:49:07
Kumaraswamy Layout	00:53:38
Mar	**00:53:33**
Akshaya Nagar	00:54:56
Bellandur, Sakara	00:49:48
Bilekahalli	00:53:34
Devarachikanna Halli	00:47:03
JP Nagar Phase 1-3	00:59:38
Apr	**01:02:01**
Arekere	00:51:59
Bellandur, APR	00:52:44
Bellandur, Sakara	01:02:27
Devarachikanna Halli	01:05:45
Indiranagar	01:08:56
May	**01:13:14**
Bellandur, Sakara	01:11:17
Bommanahalli	01:04:10
Domlur, EGL	01:37:16
Mahadevapura	02:26:40
Vimanapura	01:15:28
Jun	**00:52:21**
Akshaya Nagar	00:50:19

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Arekere	00:53:11
CV Raman Nagar	01:03:57
JP Nagar Phase 6-7	00:44:58
JP Nagar Phase 8-9	00:59:29
Jul	**00:59:08**
Banashankari Stage 2	00:54:22
Bilekahalli	00:49:20
Brookefield	01:31:14
Jayanagar	00:53:02
Kumaraswamy Layout	00:57:33
Aug	**01:07:55**
Akshaya Nagar	01:44:37
Bannerghatta	00:57:08
Jayanagar	00:53:58
JP Nagar Phase 4-5	00:52:42
Pattandur	01:11:12
Sep	**00:39:47**
Bellandur, APR	00:41:32
Devarachikanna Halli	00:36:55
Manipal County	00:37:58
Victoria Layout	00:42:19
Wilson Garden, Shantinagar	00:43:36

Avg overall delivery time (Month Vs Delivery area lvel)

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Avg overall delivery time (Month Vs Delivery area lvel)
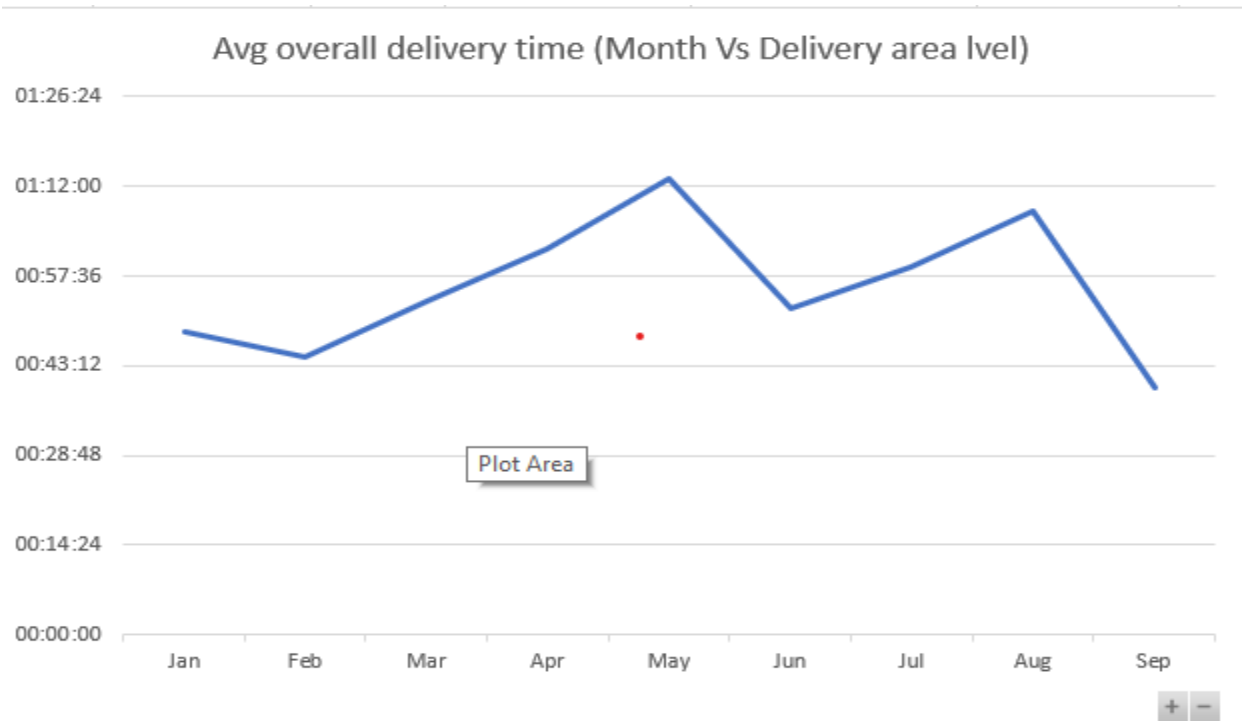
18. Average overall delivery time at month and weekday/weekend level:

- Delivery times on weekends is higher than the weekdays, suggesting potential operational adjustments to meet varying customer expectations.
- Average overall delivery time in the month of May was highest, especially on Weekends.
- Average overall delivery time in the month of September was lowest, especially on weekdays.

Row Labels	Average of Overall Delivery Time
Jan	
Weekday	0:22:40
Weekend	0:21:10
Feb	
Weekday	0:19:22
Weekend	0:19:18
Mar	
Weekday	0:20:11
Weekend	0:20:33
Apr	
Weekday	0:27:22
Weekend	0:29:24
May	
Weekday	0:42:32
Weekend	0:48:30
Jun	

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Weekday	0:22:55
Weekend	0:22:53
Jul	
Weekday	0:19:34
Weekend	0:20:32
Aug	
Weekday	0:22:37
Weekend	0:22:53
Sep	
Weekday	0:19:35
Weekend	0:19:38

19. Average overall delivery time at slot level:

- Late night: Delivery time appears to be the shortest.
- Night: Slightly longer delivery times compared to late night.
- Morning, Afternoon, Evening: Approximately similar delivery times during these time periods.

Slot	Average of Overall Delivery Time
Morning	0:25:04
Afternoon	0:25:46
Evening	0:25:32
Night	0:22:31
Late Night	0:17:29
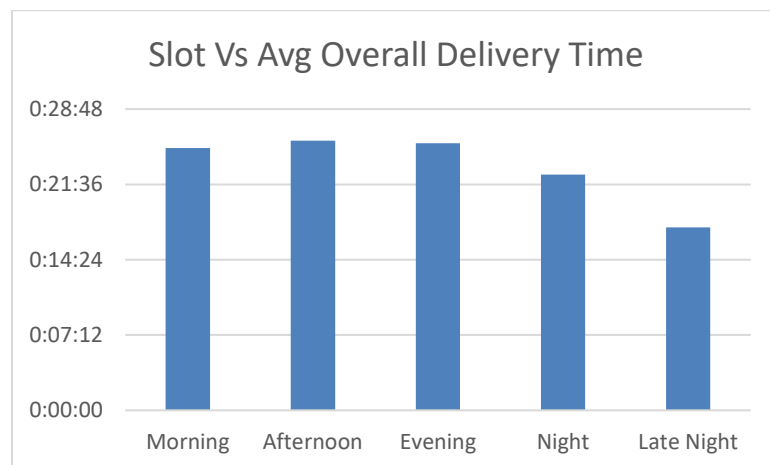
20. Patterns in delivery charges with slot or delivery area:

- **Morning:**
  - **Pattern:** Generally lower delivery charges in the morning.
  - Mahadevapura has the highest average delivery charge in the morning.

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- **Afternoon:**
  - **Pattern:** Varied delivery charges during the afternoon.
  - Vimanapura has the highest average delivery charge in the afternoon.
- **Evening:**
  - **Pattern:** Higher charges in the evening, especially in areas like Marathahalli, Banashankari Stage 2, Bannerghatta, and Basavanagudi.
  - Marathahalli has the highest average delivery charge in the evening.
- **Night:**
  - **Pattern:** Charges in the night are generally moderate, with some exceptions like Doddanekundi with higher charges.
  - Doddanekundi has the highest average delivery charge at night.
- **Late Night:**
  - **Pattern:** A significant increase in charges during late-night hours, especially in areas like Brookefield, CV Raman Nagar, and Doddanekundi.
 - Brookefield has the highest average delivery charge late at night.

Top 5 Delivery area and slots with highest delivery charges:

Row Labels	Average of Delivery Charges
Morning	**153.13**
Domlur, EGL	148.33
Indiranagar	135.00
JP Nagar Phase 4-5	152.50
Kumaraswamy Layout	145.00
Mahadevapura	195.00
Afternoon	**156.67**
Arekere	150.00
Indiranagar	127.50
Kumaraswamy Layout	145.00
Pattandur	180.00
Vimanapura	210.00
Evening	**155.00**
Banashankari Stage 2	145.00
Bannerghatta	147.50
Basavanagudi	157.50
Kumaraswamy Layout	150.00
Marathahalli	180.00
Night	**155.00**
Banashankari Stage 2	145.00
Basavanagudi	150.00
Doddanekundi	165.00
Kumaraswamy Layout	145.00
Marathahalli	170.00

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Late Night	261.80
Brookefield	332.00
CV Raman Nagar	287.00
Doddanekundi	232.00
Frazer Town	259.00
JP Nagar Phase 6-7	199.00

Delivery Charges Vs (Slot & Delivery Area)
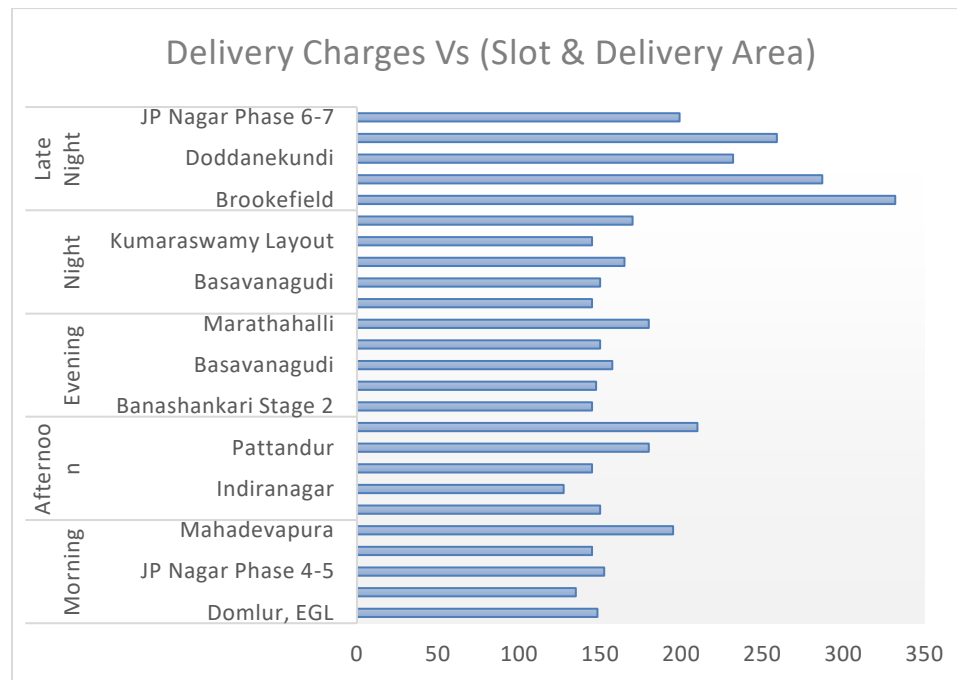
21. Patterns in delivery time and delivery area with logical reasons:

- Delivery times and areas show patterns influenced by factors such as order volume, and geographical considerations.
- **Peak and Off-Peak Hours:**
  Logical Reason: During the evening (around 6 PM to 8 PM), there is a peak in average delivery times in areas like Banashankari Stage 2, Bannerghatta, and Basavanagudi. This can be attributed to the higher demand for deliveries during dinner hours when people are likely ordering food.
- **Late-Night Deliveries:**
  Logical Reason: Areas like Bellandur - Off Sarjapur Road and Bellandur, Ecospace, show deliveries extending into late-night or early morning hours. This can be due to the presence of IT companies in these areas, where employees may work late and order food for dinner or late-night snacks.
- **Consistent Daytime Deliveries in Residential Areas:**
  Logical Reason: Residential areas like Kumaraswamy Layout and JP Nagar Phase 1-3 maintain consistent delivery times during the daytime. This may be because these areas have a stable population, and daytime deliveries are more evenly distributed.

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- **Early Morning Deliveries in Specific Locations:**
  - Logical Reason: Areas like Brookefield, Challagatta, and CV Raman Nagar show deliveries in the early morning. This could be related to early risers or specific businesses in these areas that require early deliveries.
- **Late-Night Deliveries in Entertainment Districts:**
  - Logical Reason: Areas like Frazer Town and Wilson Garden, Shantinagar, with late-night deliveries, may be located near entertainment districts or nightlife spots where people might order food after attending events or socializing.

Delivery Area	Average of Delivery Time
Akshaya Nagar	1.33.17 PM
Arekere	1.53.02 PM
Banashankari Stage 2	7.31.06 PM
Bannerghatta	6.23.58 PM
Basavanagudi	7.51.38 PM
Bellandur - Off Sarjapur Road	6.09.20 PM
Bellandur, APR	4.38.11 PM
Bellandur, Ecospace	12.56.11 AM
Bellandur, ETV	3.40.06 PM
Bellandur, Green Glen	4.23.16 PM
Bellandur, Sakara	5.22.28 PM
Bellandur, Sarjapur Road	4.09.44 PM
Bilekahalli	3.34.06 PM
Binnipet	9.12.28 AM
Bomannahali - MicoLayout	4.10.04 PM
Bommanahalli	4.36.27 PM
Brookefield	1.34.30 AM
BTM Stage 1	3.42.10 PM
BTM Stage 2	2.59.14 PM
Challagatta	1.01.03 AM
Cox Town	11.28.10 AM
CV Raman Nagar	1.52.40 AM
Devarachikanna Halli	5.18.51 PM
Doddanekundi	10.54.19 PM
Domlur, EGL	12.32.09 PM
Frazer Town	12.18.56 AM
Harlur	3.30.18 PM
HSR Layout	3.59.38 PM
Indiranagar	1.26.02 PM
ITI Layout	4.00.12 PM
Jayanagar	3.32.52 PM
JP Nagar Phase 1-3	2.47.25 PM

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JP Nagar Phase 4-5	1.41.06 PM
JP Nagar Phase 6-7	11.15.32 AM
JP Nagar Phase 8-9	6.27.05 PM
Kadubeesanhali, Prestige	9.50.46 AM
Kadubeesanhali, PTP	10.38.04 PM
Koramangala, Ejipura	2.47.26 PM
Kudlu	3.43.54 PM
Kumaraswamy Layout	6.18.29 PM
Mahadevapura	1.21.05 PM
Manipal County	2.54.21 PM
Marathahalli	4.26.11 PM
Pattandur	4.39.28 PM
Richmond Town	5.25.41 PM
Sarjapur Road	6.37.16 PM
Victoria Layout	10.26.35 PM
Vimanapura	2.14.06 PM
Viveka Nagar	2.37.48 PM
Whitefield	7.04.55 PM
Wilson Garden, Shantinagar	8.49.54 PM
Yemalur	5.46.32 PM

Delivery Area Vs Delivery Time

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