A Data Analysis Report On

"SWIGGY BUSINESS CASE ANALYSIS"

As a fulfilment of

CAPSTONE PROJECT

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INTRODUCTION

As the Growth and Strategy Analyst for Swiggy, I embarked on a comprehensive analysis of the company's performance throughout the year 2019. This report delves into the intricate details provided by the 'Funnel Case Study Data' workbook, consisting of three crucial sheets—Session Details, Channel-wise Traffic, and Supporting Data. With over 1 million daily transactions on Swiggy, this investigation aims to unearth key insights, identify patterns, and offer strategic recommendations based on the observed data.

The Session Details sheet provides a day-wise breakdown of various session activities, including listing, menu, cart, payment, and order sessions. By identifying highs and lows in order numbers compared to the same day last week, we aim to discern notable trends and potential areas for improvement or optimization.

The Channel-wise Traffic sheet offers insights into the traffic sources, allowing us to investigate changes in listing sessions compared to the previous week and pinpoint the driving forces behind such fluctuations.

Moreover, our exploration extends to Overall Conversion rates, dissecting the conversion funnel into L2M (Listing to Menu), M2C (Menu to Cart), C2P (Cart to Payment), and P2O (Payment to Order). By identifying which specific conversions are fluctuating, we intend to propose hypotheses and validate them using the rich information available in the Supporting Data sheet.

This report is structured to present a cohesive narrative that unfolds the story of Swiggy's performance, highlighting pivotal dates of order variations, traffic changes, and conversion fluctuations. The subsequent sections will provide detailed insights, analyses, and recommendations to guide strategic decision-making for the continued success of Swiggy in the dynamic food e-commerce landscape.

S. No.	Date s Day	High /Low	Observations	Insights
1	10-01-2019 Thursday	**Low**	Traffic change : **-4G%** ; Orders change : **-45%** ; Overall conversion : **6%** ; Conversion change : **7%**	▪ A substantial decline in Traffic (49%) has led to a corresponding decrease in Orders (45%). ▪ This reduction in traffic is primarily attributed to significant drops in Facebook (**G5%**), YouTube (**4G%**), and Twitter (**4G%**) traffic. ▪ Nevertheless, we observed an increase in overall conversion, with a rise in L2M (**3%**) and C2P (**2%**) due to a slight increase in the average discount (**6%**), a minor decrease in average delivery charges (**7%**), and an increase in M2C (**1%**) resulting from a **10%** increase in the no. of images per restaurant
2	17-01-2019 Thursday	**High**	Traffic change : **110%** ; Orders change : **106%** ; Overall conversion : **6%** ; Conversion change : -**2%**	▪ There has been a remarkable surge in both Traffic and Orders, notably significant due to the low traffic and orders observed on the same day last week. ▪ The decline in traffic is attributed to significant drops in Facebook (**1G80%**), YouTube (**110%**), and Twitter (**110%**) traffic. ▪ However, there is a decrease in conversions, including L2M (**-2%**), M2C (**-1%**), and C2P (**-1%**), possibly due to a reduction in the count of restaurants (**4%**), average discount (**6%**), and an increase in out-of-stock items (**2G%**), average packaging charges (**5%**), and a decrease in the number of images per restaurant (-**6%**).
3	21-01-2019 Monday	**High**	Traffic change : **5%** ; Orders change : **23%** ; Overall conversion : **7%** ; Conversion change : **17%**	▪ A noteworthy increase in Orders (23%) is observed. ▪ The traffic increase is consistent across all channels by 5%, contributing to an increase in L2M (**2%**), M2C (**7%**), and C2P (**G%**) conversions. ▪ This is attributed to a rise in the number of images per restaurant (**1G%**) and a reduction in average cost for two (**2%**), resulting in a substantial **17%** increase in Conversion Change.
4	22-01-2019 Tuesday	**High**	Traffic change : **77%** ; Orders change : **85%** ; Overall conversion : **6%** ; Conversion change : **5%**	▪ There is a significant upswing in Traffic (77%), leading to a substantial increase in Orders (85%). ▪ This surge is particularly notable on Twitter with a **747%** increase and a **77%** increase on Facebook. ▪ Conversions, including L2M (**G%**) and P2O (**3%**), have increased due to factors such as a **6%** rise in average discount, a **3%** improvement in payment success rate.
5	29-01-2019 Tuesday	**Low**	Traffic change : **-40%** ; Orders change : **-72%** ; Overall conversion : **3%** ; Conversion change : **-52%**	▪ A drastic reduction in Traffic (40%), Orders (72%), and Conversion Change (52%) is observed. ▪ While there is an increase in traffic on YouTube and other channels, the overall traffic is significantly reduced due to a **40%** drop in Facebook traffic and an **88%** drop in Twitter traffic.

				▪ The decrease in orders and conversion is primarily attributed to a major drop in L2M conversion (**55%**), driven by a substantial reduction in count of available restaurants (**28%**), and an increase in average packaging charges by **2G%**.
6	31-01-2019 Thursday	High	Traffic change : **1%** ; Orders change : **20%** ; Overall conversion : **6%** ; Conversion change : **1G%**	▪ There is a notable increase in Orders (20%) and Conversion Change (19%). ▪ This increase is reflected in L2M (**7%**), M2C (**6%**), and P2O (**5%**) conversions, influenced by a **6%** rise in average discount, a **5%** reduction in average packaging charges, a **17%** drop in average delivery charges, C an **8%** decrease in average cost for two.
7	05-02-2019 Tuesday	High	Traffic change : **0%** ; Orders change : **115%** ; Overall conversion : **6%** ; Conversion change : **115%**	▪ An immense increase in Orders (115%) and Conversion Change (115%) is observed. ▪ The surge in L2M conversion (**123%**) is primarily due to a significant increase in the count of restaurants (**4G%**) and an average discount of **6%** compared to the same day last week.
8	19-02-2019 Tuesday	Low	Traffic change : **-4%** ; Orders change : **-56%** ; Overall conversion : **3%** ; Conversion change : **-54%**	▪ A drastic reduction in Orders (56%) and Conversion Change (54%) is noted. ▪ The decline in orders and conversion change is predominantly due to a major drop in M2C conversion (**57%**), driven by a **12%** increase in average packaging charges, a **16%** increase in average delivery charges, and additionally a **4%** decrease in traffic.
9	26-02-2019 Tuesday	High	Traffic change : **2%** ; Orders change : **120%** ; Overall conversion : **6%** ; Conversion change : **116%**	▪ An immense increase in Orders (120%) and Conversion Change (116%) is observed. ▪ The surge in M2C conversion (**145%**) is attributed to a significant increase in the number of images per restaurant (**14%**) and a **6%** reduction in out-of-stock items compared to the same day last week.
10	28-02-2019 Thursday	High	Traffic change : **8%** ; Orders change : **22%** ; Overall conversion : **6%** ; Conversion change : **13%**	▪ An increase in Orders (22%) is noted, reflecting increases in L2M (**6%**), M2C (**3%**), and P2O (**7%**). ▪ This increase is influenced by a **2%** rise in the count of restaurants, a **6%** increase in average discount, a **6%** increase in the number of images per restaurant, a **17%** decrease in out-of-stock items, and an **8%** increase in traffic.
11	02-03-2019 Saturday	Low	Traffic change : **8%** ; Orders change : **-38%** ; Overall conversion : **2%** ; Conversion change : **-42%**	▪ A drastic reduction in Orders (38%) and Conversion Change (42%) is observed. ▪ The decline in orders and conversion change is primarily due to a major drop in C2P conversion

				(**4G%**), influenced by a **100%** increase in average delivery charges compared to the same day last week.
12	09-03-2019 Saturday	High	Traffic change : **0%** ; Orders change : **102%** ; Overall conversion : **4%** ; Conversion change : **102%**	▪ An immense increase in Orders (102%) and Conversion Change (102%) is noted. ▪ The surge in C2P conversion (**112%**) is attributed to a **50%** decrease in average delivery charges compared to the same day last week.
13	19-03-2019 Tuesday	Low	Traffic change : **2%** ; Orders change : **-46%** ; Overall conversion : **3%** ; Conversion change : **-47%**	▪ A drastic reduction in Orders (46%) and Conversion Change (47%) is observed. ▪ The decline in orders and conversion change is predominantly due to a major drop in P2O conversion (**53%**), resulting from a **2G%** decrease in the success rate of payment compared to the same day last week.
14	24-03-2019 Sunday	High	Traffic change : **6%** ; Orders change : **22%** ; Overall conversion : **4%** ; Conversion change : **15%**	▪ An increase in Orders (22%) is noted, reflecting minor increases in all conversions (L2M **2%**, M2C **5%**, C2P **2%**, P2O **5%**). ▪ This increase is influenced by a **2%** rise in the count of restaurants, a **6%** increase in average discount, a **6%** increase in the number of images per restaurant, a **G%** reduction in average packaging charges, a **10%** reduction in average delivery charges, and additionally a **8%** increase in traffic.
15	26-03-2019 Tuesday	High	Traffic change : **-5%** ; Orders change : **78%** ; Overall conversion : **6%** ; Conversion change : **87%**	▪ An immense increase in Orders (78%) and Conversion Change (87%) is observed. ▪ The surge in P2O conversion (**121%**) is attributed to a **45%** increase in the success rate of payments compared to the same day last week.
16	04-04-2019 Thursday	Low	Traffic change : **3%** ; Orders change : **-52%** ; Overall conversion : **3%** ; Conversion change : **-53%**	▪ A drastic reduction in Orders (52%) and Conversion Change (53%) is observed. ▪ The decline in orders and conversion change is primarily due to a major drop in M2C conversion (**4G%**), driven by a **41%** decrease in average discount, an increase in average packaging charges (**17%**), and a **1%** decrease in the success rate of payment compared to same day last week.
17	11-04-2019 Thursday	High	Traffic change : **-7%** ; Orders change : **G2%** ; Overall conversion : **6%** ; Conversion change : **107%**	▪ An immense increase in Orders (92%) and Conversion Change (107%) is observed. ▪ The surge in M2C conversion (**G4%**) is attributed to an **80%** increase in average discounts, and there is an increase in C2P (**G%**) due to reductions in average packaging charges (**10%**) and average delivery charges (**14%**).

18	12-04-2019 Friday	Low	Traffic change : **-G%** ; Orders change : **-27%** ; Overall conversion : **6%** ; Conversion change : **-20%**	▪ A reduction in Orders (27%) and Conversion Change (20%) is observed. ▪ This reduction is influenced by minor decreases in all conversions (L2M **7%**, M2C **7%**, C2P **5%**, P2O **4%**), driven by an **11%** reduction in the number of images per restaurant, a **6%** decrease in average discount, and a **G%** decrease in traffic.
19	14-04-2019 Sunday	High	Traffic change : **8%** ; Orders change : **28%** ; Overall conversion : **4%** ; Conversion change : **1G%**	▪ An increase in Orders (28%) is noted, reflecting minor increases in all conversions (L2M **4%**, M2C **3%**, C2P **4%**, P2O **6%**). ▪ This increase is attributed to a **13%** rise in the number of images per restaurant and **8%** increase in traffic compared to same day last week.
20	18-04-2019 Thursday	High	Traffic change : **11%** ; Orders change : **73%** ; Overall conversion : **G%** ; Conversion change : **57%**	▪ An immense increase in Orders (73%) and Conversion Change (57%) is observed. ▪ The surge in M2C conversion (**73%**) is attributed to a **61%** increase in average discounts, an **11%** increase in the number of images per restaurant, a **10%** reduction in out-of-stock items, and a **6%** decrease in average cost for two. ▪ All these factors, along with an **11%** increase in traffic, contributed to the increase in Conversion Change compared to the same day last week.
21	19-04-2019 Friday	High	Traffic change : **7%** ; Orders change : **25%** ; Overall conversion : **6%** ; Conversion change : **16%**	▪ An increase in Orders (25%) is noted, reflecting minor increases in all conversions (L2M **2%**, M2C **8%**, C2P **5%**). ▪ This increase is influenced by a **13%** increase in the number of images per restaurant, a **6%** increase in average discounts, a **4%** decrease in average delivery charges, and a **4%** decrease in average cost for two. ▪ All these factors, along with a **7%** increase in traffic, contributed to the increase in Conversion Change compared to the same day last week.
22	25-04-2019 Thursday	Low	Traffic change : **0%** ; Orders change : **-3G%** ; Overall conversion : **6%** ; Conversion change : **-3G%**	▪ A reduction in Orders (39%) and Conversion Change (39%) is observed. ▪ This reduction is driven by a major decrease in M2C conversion (**43%**) and a minor reduction in C2P (**5%**). ▪ The decrease is attributed to a major reduction in average discount (**41%**), a decrease in the number of images per restaurant (**11%**), and an increase in average cost for two (**5%**).
23	20-06-2019 Thursday	Low	Traffic change : **-53%** ; Orders change : **-54%** ; Overall conversion : **6%** ; Conversion change : **-3%**	▪ There is a substantial drop in Traffic (53%), leading to a decline in Orders (54%). The drop in traffic is observed across Facebook, YouTube, Twitter, and other channels by 53% each.

				▪ Conversions also experience declines, including L2M (**2%**), C2P (**7%**), and P2O (**1%**), due to a minor decrease in the count of restaurants (**7%**), an increase in average packaging charges, and a decline in the success rate of payments (**1%**).
24	27-06-2019 Thursday	High	Traffic change : **11G%** ; Orders change : **115%** ; Overall conversion : **6%** ; Conversion change : **-2%**	▪ A significant increase in Traffic and, subsequently, Orders is observed, attributed to a substantial increase in traffic across Facebook, YouTube, Twitter, and other channels by **11G%** each.
25	16-07-2019 Tuesday	Low	Traffic change : **-10%** ; Orders change : **-63%** ; Overall conversion : **2%** ; Conversion change : **-5G%**	▪ A drastic reduction in Orders (63%) and Conversion Change (59%) is observed. ▪ The decline in orders and conversion change is attributed to a major drop in L2M conversion (**60%**) and C2P (**1%**), influenced by a **10%** decrease in traffic, an **18%** decrease in the average cost of two, and an **11%** increase in average delivery charges.
26	23-07-2019 Tuesday	High	Traffic change : **3%** ; Orders change : **135%** ; Overall conversion : **6%** ; Conversion change : **128%**	▪ An immense increase in Orders (135%) and Conversion Change (128%) is observed. ▪ The surge in L2M conversion (**137%**) and C2P (**3%**) is attributed to a decrease in out-of-stock items (**16%**), average packaging charges (**10%**), average delivery charges (**17%**), and average cost for two (**17%**). ▪ This increase is also supported by a **1%** increase in the count of restaurants and a **12%** increase in average discount.
27	11-08-2019 Sunday	Low	Traffic change : **0%** ; Orders change : **-54%** ; Overall conversion : **2%** ; Conversion change : **-54%**	▪ A drastic reduction in Orders (54%) and Conversion Change (54%) is observed. ▪ The decline in orders and conversion change is attributed to a major drop in C2P conversion (**54%**), primarily due to a **32%** increase in average packaging charges.
28	18-08-2019 Sunday	High	Traffic change : **3%** ; Orders change :**107%** ; Overall conversion : **3%** ; Conversion change : **100%**	▪ An immense increase in Orders (107%) and Conversion Change (100%) is observed. ▪ The surge in C2P conversion (**G8%**) is attributed to a **31%** decrease in average packaging charges and a **2G%** increase in the number of images per restaurant.
29	14-09-2019 Saturday	Low	Traffic change : **-5%** ; Orders change : **-54%** ; Overall conversion : **2%** ; Conversion change : **-51%**	▪ A drastic reduction in Orders (54%) and Conversion Change (51%) is observed. ▪ The decline in orders and conversion change is primarily due to a major drop in M2C conversion (**56%**), driven by an 88% increase in out-of-stock items and a **5%** reduction in the number of images per restaurant.

				▪ This, combined with a **5%** decrease in traffic, resulted in the observed decrease in Conversion Change compared to the same day last week.
30	21-09-2019 Saturday	High	Traffic change : **-1%** ; Orders change : **112%** ; Overall conversion : **3%** ; Conversion change : **114%**	▪ An immense increase in Orders (112%) and Conversion Change (114%) is observed. ▪ The surge in M2C conversion (**130%**) is attributed to a **42%** decrease in out-of-stock items and a **2%** increase in average cost for two compared to the same day last week.
31	09-10-2019 Wednesda y	High	Traffic change : **-4%** ; Orders change : **22%** ; Overall conversion : **7%** ; Conversion change **: 27%**	▪ An increase in Orders (22%) and Conversion Change (27%) is observed. ▪ There are minor increases in all conversions (L2M **7%**, M2C **1%**, C2P **G%**, P2O **7%**) due to a **13%** increase in the number of images per restaurant and a **4%** reduction in average cost for two.
32	21-10-2019 Monday	High	Traffic change : **G%** ; Orders change : **32%** ; Overall conversion : **6%** ; Conversion change : **21%**	▪ A notable increase in Conversion Change (21%) is observed, with minor increases in all conversions (L2M **5%**, M2C **1%**, C2P **5%**, P2O **8%**). ▪ This increase is influenced by a **5%** decrease in average cost for two and a **3%** increase in the success rate of payments.
33	22-10-2019 Tuesday	High	Traffic change : **-1%** ; Orders change : **1G.87%** ; Overall conversion : **6%** ; Conversion change : **21%**	▪ A notable increase in Orders (26%) is observed, with minor increases in three conversions (M2C **6%**, C2P **5%**, P2O **6%**). ▪ This increase is influenced by an **8%** reduction in average delivery charges and a **10%** reduction in out-of-stock items per restaurant.
34	09-11-2019 Saturday	High	Traffic change : **7%** ; Orders change : **26%** ; Overall conversion : **4%** ; Conversion change : **18%**	▪ A notable increase in Orders (21%) is observed, with minor increases in three conversions (M2C **7%**, C2P **4%**, P2O **6%**). ▪ This increase is influenced by a **6%** increase in average discount, despite negative fluctuations in other metrics. Another contributing factor is a **G%** increase in traffic compared to same day last week
35	17-11-2019 Sunday	Low	Traffic change : **-7%** ; Orders change : **-57%** ; Overall conversion : **2%** ; Conversion change : **-54%**	▪ A drastic reduction in Orders (57%) and Conversion Change (54%) is observed. ▪ The decline in orders and conversion change is primarily due to a major drop in M2C conversion (**58%**), driven by a **22G%** increase in out-of-stock items compared to the same day last week. ▪ This, combined with a **7%** decrease in traffic, resulted in the observed decrease in Conversion Change.

36	24-11-2019 Sunday	High	Traffic change : **5%** ; Orders change : **135%** ; Overall conversion : **4%** ; Conversion change : **124%**	▪ An immense increase in Orders (135%) and Conversion Change (124%) is observed. ▪ The surge in M2C conversion (**150%**) is attributed to a **70%** decrease in out-of-stock items compared to the same day last week.
37	01-12-2019 Sunday	High	Traffic change : **1%** ; Orders change : **21%** ; Overall conversion : **4%** ; Conversion change : **20%**	▪ A notable increase in Orders (21%) is observed, with minor increases in all conversions (L2M **4%**, M2C **1%**, C2P **6%**, P2O **7%**). ▪ This increase is influenced by a **2%** increase in the count of restaurants, a **5%** increase in the number of images per restaurant, and an **18%** reduction in average packaging charges.
38	22-12-2019 Sunday	High	Traffic change : **0%** ; Orders change : **21%** ; Overall conversion : **4%** ; Conversion change : **21%**	▪ An immense increase in Orders (21%) and Conversion Change (21%) is observed. ▪ This increase is influenced by minor increases in the conversions L2M (**5%**), M2C (**11%**), C2P (**4%**), due to **22%** increase in the number of images per restaurant, and reductions in average packaging charges (**14%**) and average delivery charges (**7%**).
39	28-12-2019 Saturday	High	Traffic change : **-2%** ; Orders change : **18%** ; Overall conversion : **4%** ; Conversion change : **20%**	▪ A notable increase in Conversion Change (20%) is observed, with minor increases in all conversions (L2M **4%**, M2C **5%**, C2P **4%**, P2O **5%**). ▪ This increase is attributed to a **12%** increase in average discount, a **1G%** increase in the number of images per restaurant, a **23%** reduction in out-of-stock items per restaurant, and a **7%** decrease in average delivery charges.

Below table showcases Day wise different metrics fluctuations

Weekdays	Average Discount	Count of restaurants	Out of stock Items per restaurant	Average Packaging charges	Avg Cost for two	Number of images per restaurant	Success Rate of payments	Overall conversion
Sunday	18.1%	395084	36	20.2	374.8	35	93.1%	3.70%
Monday	18.0%	395299	35	20.1	378.4	34	92.9%	5.92%
Tuesday	17.9%	392391	35	19.5	377.9	35	92.8%	5.60%
Wednesday	18.1%	394978	36	19.5	377.0	35	93.2%	6.05%
Thursday	17.9%	395332	34	19.8	376.0	35	92.8%	5.97%
Friday	18.2%	396097	34	19.1	375.2	35	93.3%	6.01%
Saturday	17.8%	395388	36	19.5	373.2	35	93.1%	3.67%
Grand Total	**18.0%**	**394931**	**35**	**19.7**	**376.1**	**35**	**93.0%**	**5.3%**

Few notable points from above table are as follows

- **Peak Conversion on Wednesdays s Fridays:** Wednesdays C Fridays exhibit the highest overall conversion rate at **6.05%** and **6.01%**, coupled with a substantial **18.2%** and **18.1%** average discount. Additionally, Fridays experiences highest average discounts, count of restaurants, number of images per restaurant, success rate of payments and least average packaging charges compared to other days.

- **Discounting Across Week:** The average discount rates remain relatively consistent throughout the week, hovering above **18%** on Sunday, Monday, Wednesday and Friday, indicating a standardized approach to pricing promotions.

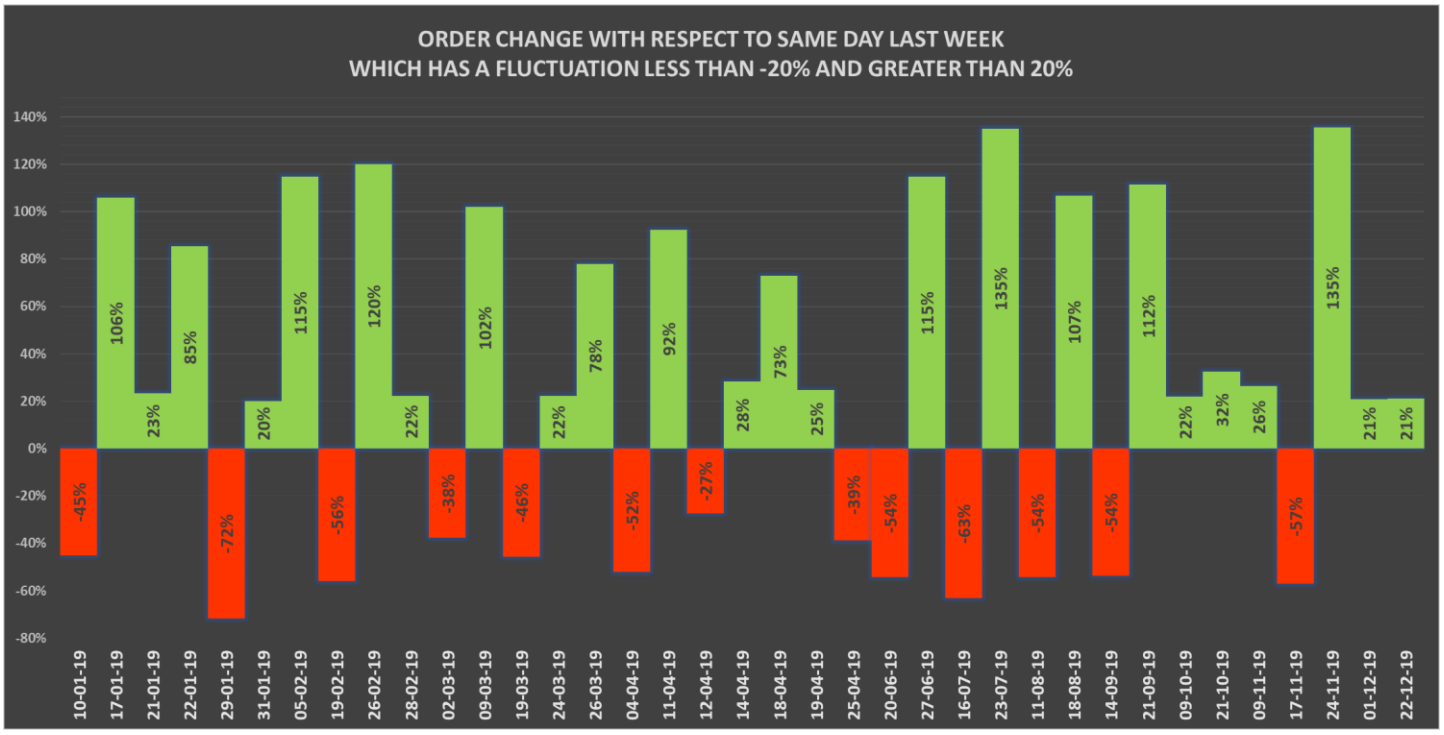
- **Weekday-Specific Restaurant Counts:** The number of participating restaurants varies by weekday, with Thursdays and Fridays having **34** establishments, while Saturdays, Sundays and Wednesdays see an increased count of **36**. This may reflect strategic restaurant partnerships on days with potentially higher demand.

- **Cost for Two and Packaging Charges:** Weekends have the lowest average cost for two, Saturday at **373.2** and Sunday at **374.8**, Mondays observe highest average cost for two at **378.4.**

- **Image Consistency:** The number of images per restaurant remains uniform at **35** across all days, except for Mondayys at **34**, indicating a consistent visual representation that may contribute to a standardized user experience throughout the week.

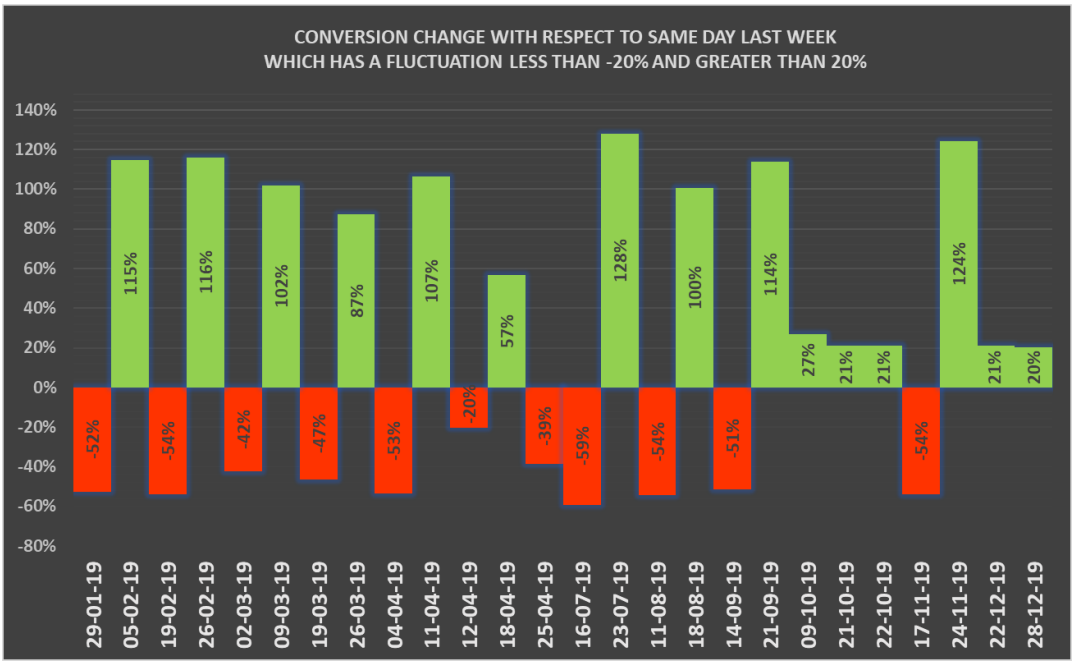
Below are few graphs depicting the nature of Orders, Traffic and Conversion change with respect to same day last week.

1. **<u>ORDER CHANGE WITH RESPECT TO SAME DAY LAST WEEK WHICH HAS A FLUCTUATION LESS THAN -20% AND GREATER THAN 20%</u>**



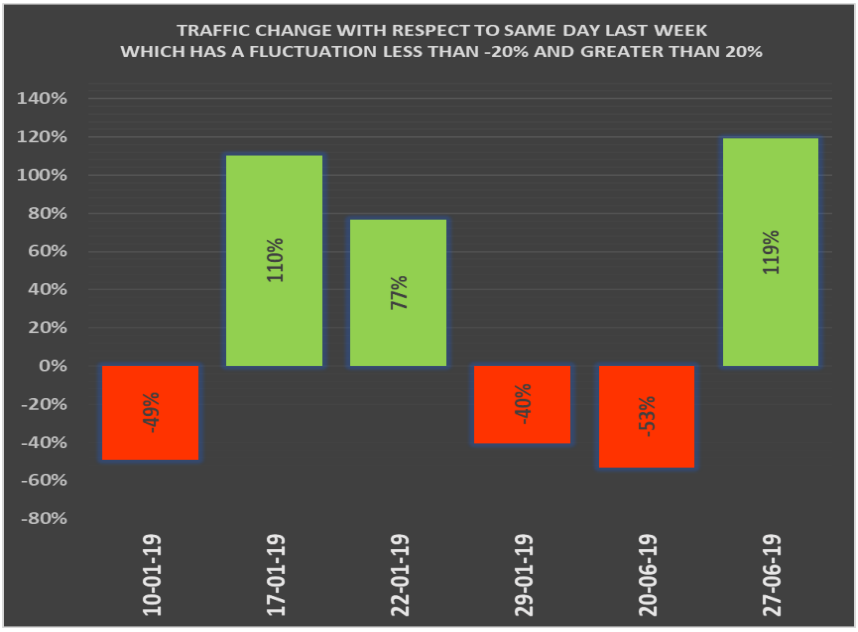
The above graph exhibits notable fluctuations in daily order changes compared to the same day of the previous week. Particularly significant are substantial increases on **17-01-201G, 26-02-201G,** and **23-07-201G**, at **106%, 120%** and **135%** respectively, suggesting successful strategies or heightened user engagement during those periods. Conversely, negative changes on **16-07-201G** and **14-0G-201G**, at **-63%** and **-54%** respectively, may warrant investigation into potential challenges or factors impacting order volumes on those specific dates.

2. **<u>CONVERSION CHANGE WITH RESPECT TO SAME DAY LAST WEEK WHICH HAS A FLUCTUATION LESS THAN -20% AND GREATER THAN 20%</u>**



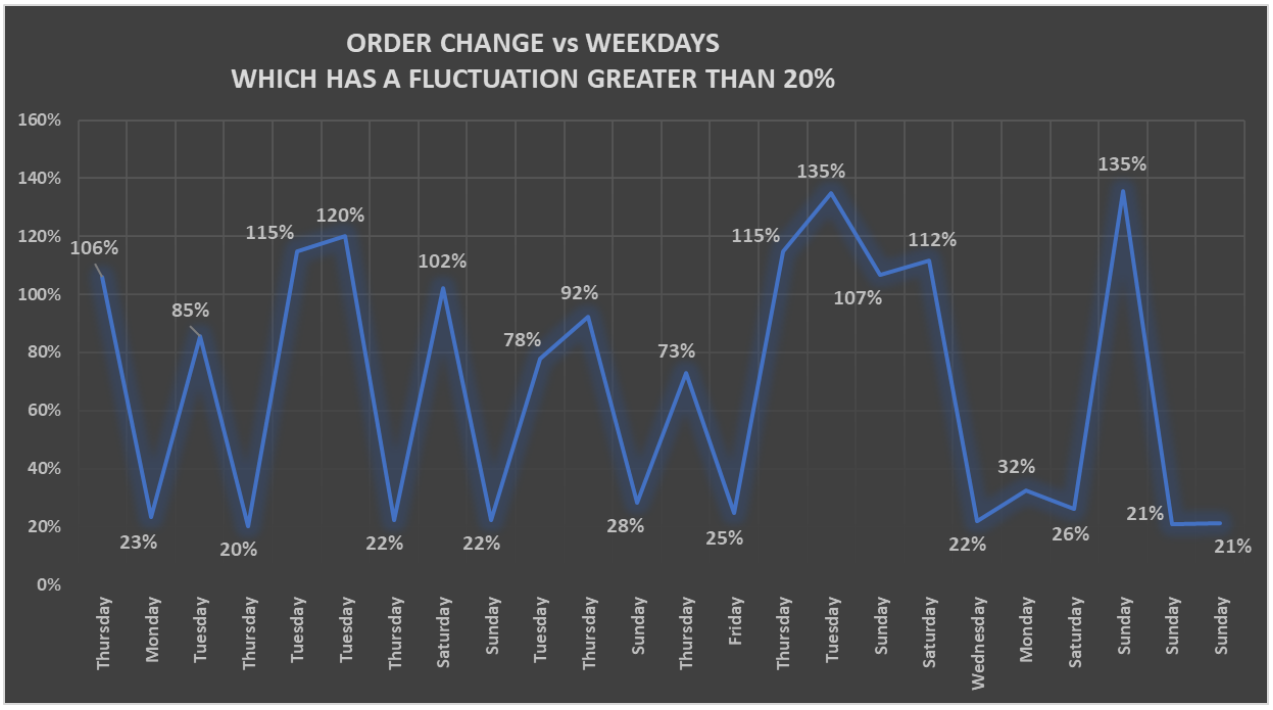
The above graph reveals substantial fluctuations in daily conversion changes compared to the same day of the previous week. Noteworthy instances include a significant increase on **23-07-201G** by **128%** and on **24-11-201G** by **124%**, indicating successful strategies or heightened user engagement during those periods. Conversely, negative changes on **16-07-201G** and **14-0G-201G**, at **-5G%** and **-51%** respectively, suggest potential challenges or factors impacting conversion rates on those specific dates.

3. **TRAFFIC CHANGE WITH RESPECT TO SAME DAY LAST WEEK WHICH HAS A FLUCTUATION LESS THAN -20% AND GREATER THAN 20%**



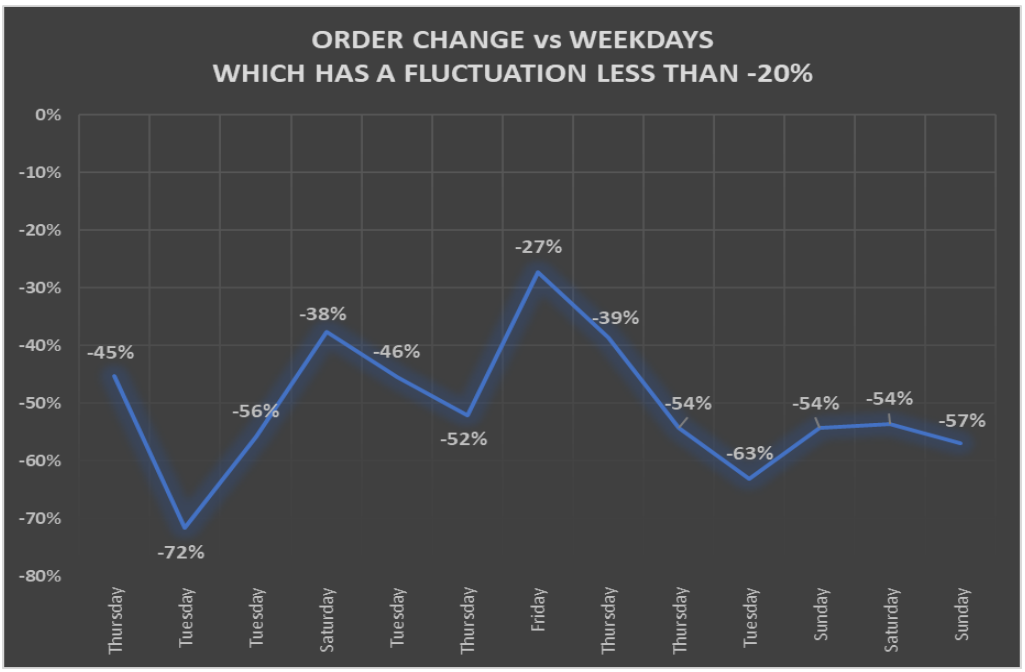
The above graph displays notable fluctuations in traffic, with instances of significant changes **exceeding 20%** or falling **below -20%**. The positive changes on **17-01-201G**, **22-01-201G** and **27-06-201G**, at **110%**, **77%** and **11G%** respectively, suggest successful initiatives or heightened user engagement. Conversely, the negative changes on **10-01-201G, 2G-01-201G** and **20-06-201G**, at **-4G%, -40%** and **-53%**, may warrant investigation into potential challenges or factors impacting website visits on those specific dates.

4. **ORDER CHANGE vs WEEKDAYS, WHICH HAS A FLUCTUATION GREATER THAN 20%**



The above graph reveals significant positive variations (**above 20%**) in daily order changes compared to the same day of the previous week. **Sundays (6)** and **Thursdays (6)** consistently show substantial increases, ranging from **78%** to **135%**. These pronounced upward trends suggest successful strategies or external factors positively influencing order volumes on these specific weekdays, highlighting opportunities for businesses to leverage and capitalize on these favorable patterns.

5. ORDER CHANGE vs WEEKDAYS, WHICH HAS A FLUCTUATION LESS THAN -20%

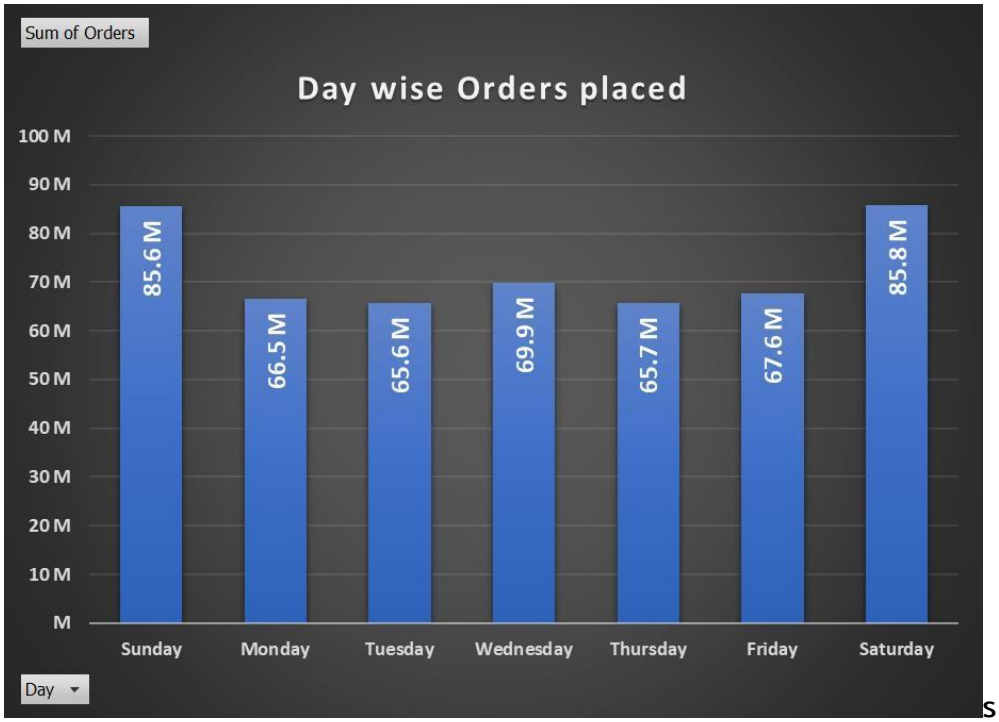


The above graph highlights substantial negative fluctuations (**below -20%**) in daily order changes compared to the same day of the previous week. Particularly noteworthy are significant declines on **Tuesdays (4)** and **Thursdays (4)**, with changes ranging from **-45%** to **-72%**. This pattern suggests potential challenges or external factors impacting order volumes on these specific weekdays, warranting further investigation into operational or market-related influences.

6. MONTH WISE ORDERS PLACED

The above graph illustrates a relatively steady monthly order volume, with a slight dip observed in **February**. The Grand Total of 506.76 million orders underscores the substantial demand. Notably, the months of **January**, **March**, **July**, **August** and **December** stand out with the highest order values with orders crossing **43 Million** mark.

7. DAY WISE ORDERS PLACED



The graph indicates a substantial variation in daily order volumes, with Saturdays and Sundays (above **85 Million** mark) standing out as the peak days for order placements. Analyzing this pattern can inform businesses about consumer preferences and behaviors, allowing them to strategically allocate resources, plan promotions, and optimize operational workflows to accommodate the heightened demand during weekends

CONCLUSION:

In conclusion, the thorough analysis conducted on Swiggy's 2019 performance has uncovered actionable insights to guide strategic decisions and optimizations. The examination of order sessions, traffic sources, and overall conversion rates has provided a nuanced understanding of the platform's dynamics. Key findings reveal fluctuating order volumes, often influenced by weekends and occasionally impacted by external factors. Identifying highs and lows in orders has enabled a targeted approach to address specific challenges or capitalize on successful strategies.

In moving forward, leveraging these insights and fostering a culture of continuous improvement will be paramount for Swiggy's sustained success, customer satisfaction, and market leadership.