# **ORDER LEVEL ANALYSIS**

**1. Identify order distribution at slot and delivery area level.**

Maximum orders are placed at afternoon followed by morning whereas, HSR LAYOUT has the greatest number of orders placed.

**2. Identify the areas having highest increase in monthly orders (from Jan to Sep) in absolute orders.**

From above chart, we can say that Harlur, HSR Layout, ITI Layout and Kudlu has the highest increase in monthly orders.

**3. Calculate delivery charges as a percentage of product amount at slot and month level.**

From, above chart we can say, that delivery charges are much higher at late night as compared to other slots.

And, delivery charges are decreasing as the months increasing.

**4. Calculate discount as a percentage of product amount at slot and month level.**

As we can see in above chart, Late night has lowest percentage of discount as compared to other slots.

And, starting months has very low percentage of discount whereas, August has the most followed by September.

**5. Calculate discount as a percentage of product amount at drop area and slot level.**

At, night the discount percentage of product amount is higher than other slots whereas, late night has the lowest.

And, the average of discount of product amount is higher for HARLUR.

# **COMPLETION RATE ANALYSIS**

**6. Identify Completion rate at slot vs day of the week (Sunday to Saturday) level. Can you spot some pattern in the data?**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Sum of Completion** | **Column Labels** |  |  |  |  |  |
| **Row Labels** | **Afternoon** | **Evening** | **Late Night** | **Morning** | **Night** | **Grand Total** |
| Sun | 99.9% | 100.0% | 99.6% | 99.8% | 99.9% | 99.9% |
| Mon | 99.7% | 99.8% | 99.1% | 99.9% | 99.7% | 99.7% |
| Tue | 99.3% | 99.7% | 98.9% | 99.7% | 99.6% | 99.5% |
| Wed | 99.6% | 99.7% | 100.0% | 99.5% | 99.0% | 99.5% |
| Thu | 99.9% | 99.9% | 99.5% | 99.4% | 99.6% | 99.7% |
| Fri | 99.8% | 99.6% | 99.2% | 98.7% | 99.4% | 99.3% |
| Sat | 99.9% | 99.3% | 99.2% | 99.7% | 97.9% | 99.2% |
| **Grand Total** | **99.7%** | **99.7%** | **99.4%** | **99.5%** | **99.3%** | **99.6%** |

From above table and chart, we can, say that Saturday has lowest completion rate as compare to other days and night has lowest completion rate as compare to other slots.

**7. Calculate completion rate at drop area level.**

COX TOWN and WHITEFIELD has 0% of completion rate.

**8. Completion rate at number of products ordered level. For this first you need to create a column having number of products against every order.**

Completion rate is low, where order rate is high and as, the order rate is decreasing completion rate is increasing.

**9. Give you analysis on the any pattern you observe in the completion rate.**

a) NO, order is delivered at Cox Town and Whitefield hence, completion rate is zero for these two areas.

b) Saturday has lowest completion rate whereas, Saturday night has lowest completion rate overall.

c) Completion rate is low, where order rate is high and high as, the order rate is decreasing completion rate is increasing.

# **CUSTOMER LEVEL ANALYSIS**

**10. Identify Completion rate at source level.**

|  |  |
| --- | --- |
| **Row Labels** | **Sum of Completion** |
| Facebook | 99.58% |
| Google | 99.55% |
| Instagram | 99.46% |
| Offline Campaign | 99.44% |
| Organic | 99.63% |
| Snapchat | 99.57% |
| **Grand Total** | **99.55%** |

As, from above chart and table we can say that the order having ORGANIC source have high completion rate than others.

**12. Calculate aggregated LTV at customer acquisition source level. Refer to aggregated LTV example.**

Order having source level organic has most Aggerated LVT followed by google.

**13. Calculate aggregated LTV at acquisition month level. Refer to aggregated LTV example.**

Max aggerated LVT according to months wise goes to January and lowest goes to September.

**14. What is the average Revenue (Product amount after discount) per order at different customer acquisition source level?**

Average revenue is highest at snapchat and google as the source level.

**15. What is the average Revenue (Product amount after discount) per order at acquisition month level?**

As, we can see in above chart firstly from January its start increasing and at May it’s the highest but then its starts decreasing.

**16. Is there any pattern in order rating across slots, number of items placed, delivery charges, discount. For example, there might be an insight from the data that orders placed during late night are generally rated high. While orders placed in early morning are not rated high. OR orders having more than 5 items are generally rated high.**

1) Order ratings in late night is lower than other time slots it can be due to less discount.

2) For, order containing 1 to 6 products the order rating is increasing. But after when number of products are 7 or more it is decreasing.

3) Morning has the highest average of order ratings.

# **DELIVERY ANALYSIS**

**17. Calculate average overall delivery time at month and delivery area level.**

February, September, July has lowest overall delivery time whereas, May has the highest.

And, WHITEFIELD and COX TOWN respectively have the lowest overall delivery time whereas, MAHADEVAPURA has the highest.

**18. Calculate average overall delivery time at month and weekday/weekend level. You might need to create a column which will tag every date to either weekday or weekend.**

WEEKDAYS has less overall delivery time as compared to WEEKEND.

AND, MAY has highest delivery time whereas February has the lowest.

**19. Calculate average overall delivery time at slot level. Refer to the definition of slot.**

Late night, has lowest overall delivery time whereas Afternoon, Evening and Morning have the highest respectively.

**20. Do you see any pattern in delivery charges with slot or delivery area.**

As, above chart we can see that as the time increases in day the delivery charges are also increasing i.e. morning has lowest delivery charges whereas, late night has the most.

And, for delivery areas BROOKFIELD, CV RAMAN NAGAR, FRAZER TOWN has the maximum delivery charges the reasons can be the distance, traffic area or the order are been placed at late night or night.

**21. Do you see any pattern in delivery time and delivery area. If yes then find out logical reason.**

From, pivot table and above chart we can say that, COX TOWN and WHITEFIELD both have the least delivery time whereas, MAHADEVAPURA has the most.

As, COX TOWN and WHITEFIELD also have the lowest delivery charges or no delivery charges it can be because of lesser distance or no traffic area or the delivery office is present in the same city only.

And, MAHADEVAPURA is one of the cities having high delivery charges it can be because of order are placed at late night or night, distance would be more or due to traffic issue.

But, for BROOKFIELD, both delivery time and delivery charges both are high.