

“The Quick Commerce Conundrum: A Data-Driven Delivery Revival”

Name-Ravi_Kumar(B25BS1511)

Mini-Project: Quick Commerce Conundrum (ESP)

Project Objectives & Role

- Role: Data Analyst at QuickBazaar
- Diagnose Problems using Data Insights
- Apply Statistical Concepts (Mean, Correlation, Probability)
- Prepare Recovery Strategy Presentation

Scenario and Challenges (QuickBazaar Pune)

- Cloud: 15-Minute Grocery Deliveries
- Operational Decline
 - 30% Decline in Average Order Value (AOV)
 - Sharp Increase in Customer Churn
 - Poor Feedback (Late Deliveries, Item Unavailability)
 - Growing Operational Costs (Inefficient Routes)
- Suspected Root Causes
 - Poor Inventory Management
 - Inefficient Delivery Fleet Allocation
 - Service Quality Issues in Specific Zones

Required Toolset & Use Cases

- Google Sheets: Data Management, Basic Stats
- Flourish: Interactive Visualization, Geo-maps, Dashboard
- Binder (Jupyter): Statistical Computation, Correlation, Regression
- Orange: Visual Data Mining, Heatmaps, EDA
- GeoGebra: Plot Probability Distributions
- ChatGPT / Gemini: Summarize Complaints, Ideation
- Napkin.ai: Order Journey Map/Fraction Points
- Perplexity AI: External Benchmarking (e.g., Zepto)

Project Timeline Phases (1 Week Total)

- Phase 1: Setup and Planning (20 mins)
 - Set Up Project Plan (Sheets)
 - Create Order Journey Map (Napkin.ai)
- Phase 2: Data Exploration (40 mins)
 - Load and Analyze Data (Orange)
 - Summarize Text Feedback (ChatGPT)
 - Benchmark Industry Standards (Perplexity AI)
- Phase 3: Hypothesis Building (20 mins)
 - Test Correlation Coefficient (Binder)
 - Visualize Normal Distribution (GeoGebra)
- Phase 4: Insight Generation (30 mins)
 - Generate Dashboard/Reports (Flourish)
 - Summarize Key Findings (Gemini)
- Phase 5: Strategic Action Plan (20 mins)
 - Build Strategy Roadmap (Google Docs)
- Phase 6: Presentation (5 mins per student)
 - Create Presentation Outline (Google Slides)

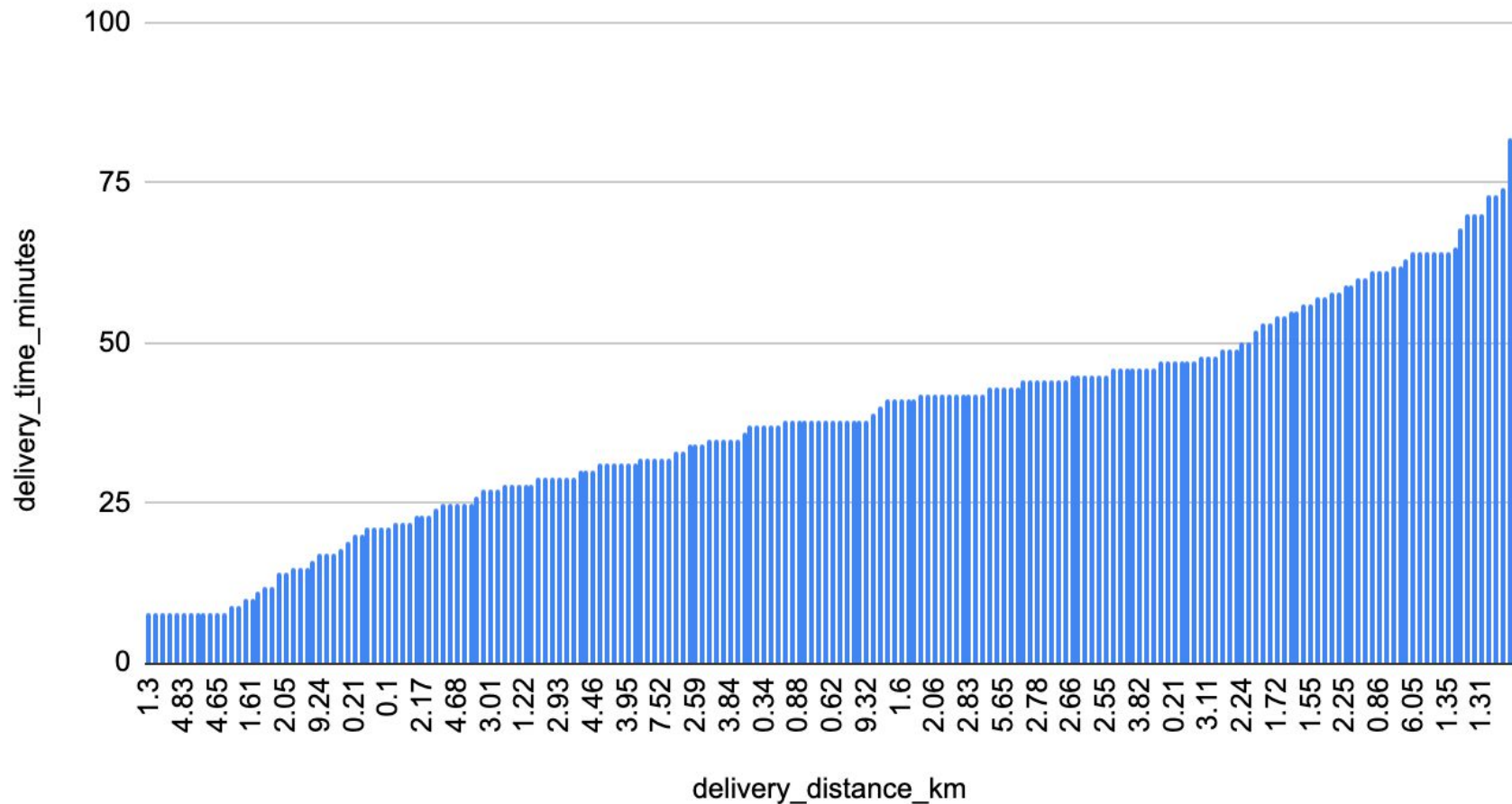
Project Deliverables

- Google Sheet (Plan & Analysis)
- Flourish Dashboard
- Binder/Jupyter Notebook (Correlation Analysis)
- Google Slides Presentation

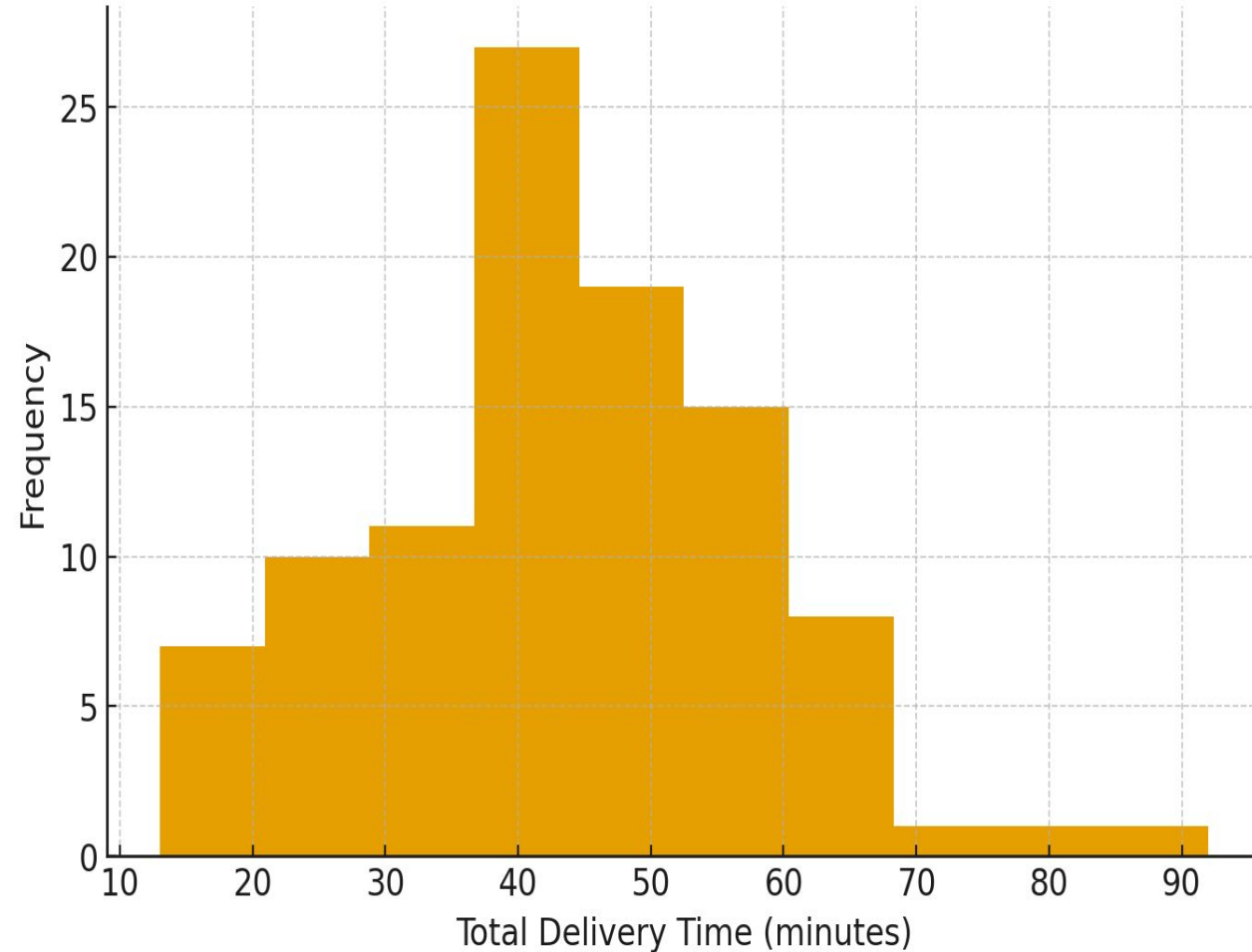
At first when i
analyze the data
there was problem
with Delivery
time.

Promising Duration is 15 min but Avg Delivery time is 37.58. Which is not good for Company review.

delivery_time_minutes vs. delivery_distance_km



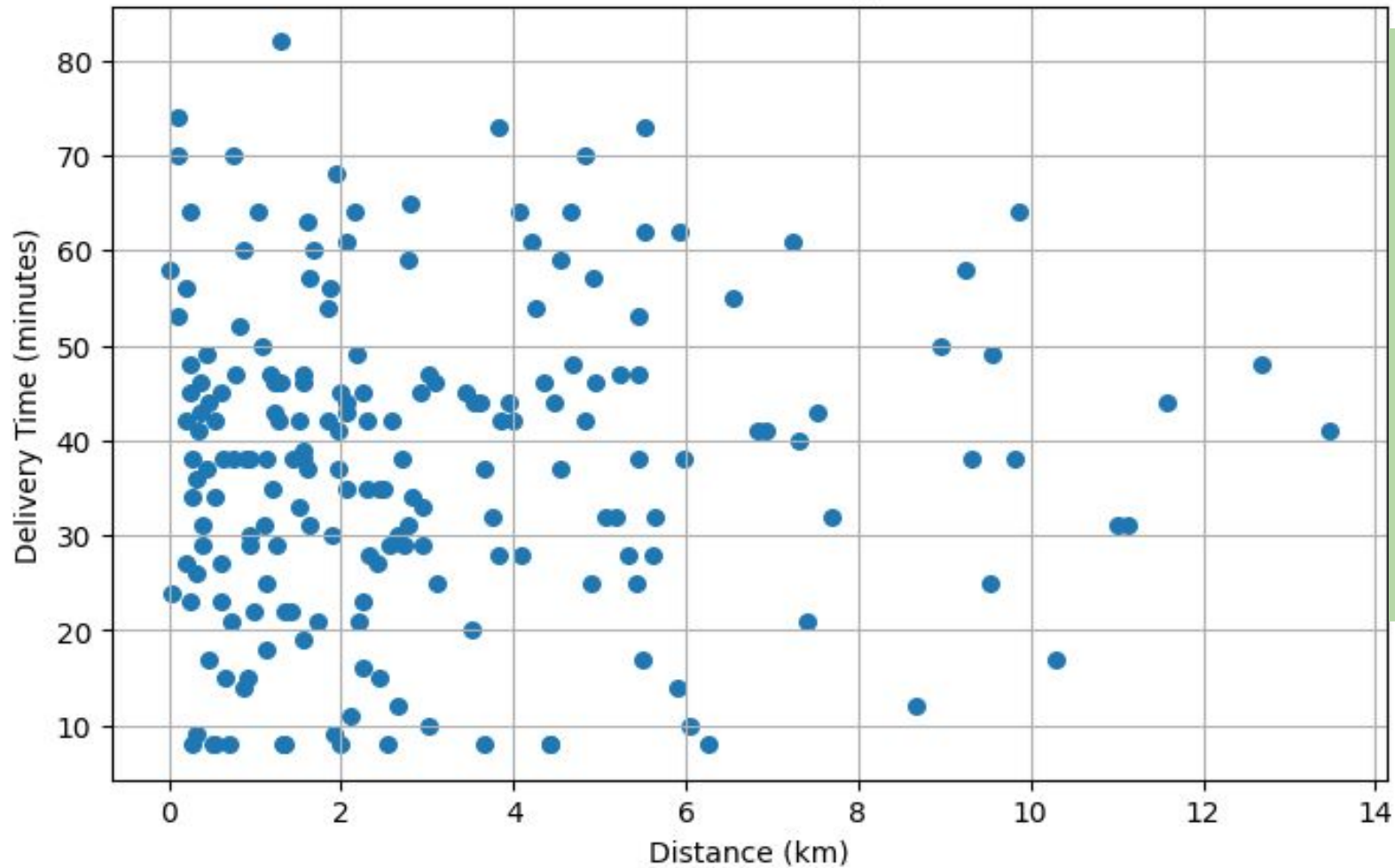
Distribution of Delivery Times



Most deliveries occur between 30–55 minutes

- A smaller number stretch out to **70–90 minutes**, creating a long tail

Distance vs Delivery Time



Correlation=0.0588
(+ve, very weak)

Correlation= 0.2078
We can say no or
very weak.

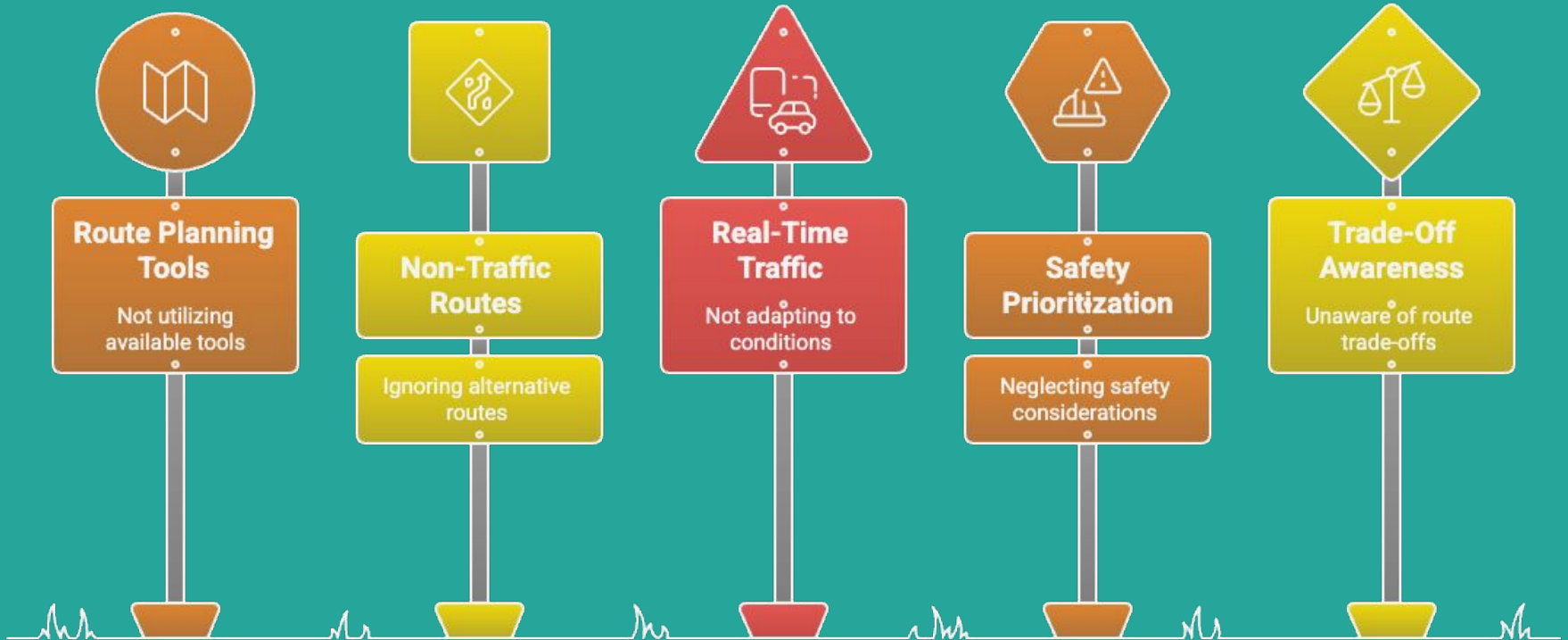


We can short this problem by motivating our delivery boys/girls. And adding more if there number is less.

We can launch an offer that who will deliver their product on time or before the time he/she will Get Some Bonous money prize.



Minimizing Travel Time Challenges





Limited Choices

Consumers can't find products



Longer Wait Times

Delays frustrate customer experience



Inventory Issues

Businesses struggle to stock items



Rising Costs

Businesses face increased expenses

How to effectively implement discount offers?



Understand Discount Types

Knowing different discount types helps tailor offers to specific customer needs.



Target Audience

Focusing on the right audience ensures offers reach potential customers.



Promote Effectively

Strong promotion increases visibility and customer engagement.



Track Results

Monitoring performance allows for adjustments and optimization.



OVERALL COMPANY IMPROVEMENT



CUSTOMER RATING

2.5 / 5 STARS ★★

BEFORE



4.5 / 5 STARS ★★★★★

AFTER

+2.0 RATING JUMP

DRIVEN BY INNOVATION. PROVEN BY RESULTS.



Thanks



Any Questions?



WE APPRECIATE YOUR TIME.



