|  |
| --- |
| Close-up image showing the leaf-sides of two oversized books side-by-side on a bookshelf, with additional books in soft focus background |
| CAPSTONE - FUNNEL ANALYSIS  Business Case: SWIGGY |
| |  |  |  | | --- | --- | --- | | Darshan S |  |  | |

The overall conversion rate is usually defined by=

ORDERS/tRAFFIC

So, when the conversion rate fluctuates, it must be one of these two or both that we need to investigate.

Below is an attempt to find the reason for drop/hike in order and traffic conversions through which we can determine the reason for fluctuation in conversion rate.

**DATE:** **1/10/2019**

|  |  |  |
| --- | --- | --- |
| Comparison between 1/17/2019 and 1/10/2019 (same day) | | |
| Order Change | Traffic Change | Overall conversion change% |
| -45% | -49% | 7% |

There is a -45% drop in number of orders placed and -49% drop in total traffic as compared to the same day (Thursday) of previous week, that is (1/3/2019)

There is no particular changes across session as compared to the same day (Thursday) of previous week, that is (1/3/2019). Hence, it is not responsible for the drop in orders and traffic rate

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 1/10/2019 and 1/3/2019 (same day) | | | |
| L2M Change | M2C Change | C2P Change | P2O Change |
| 3% | 1% | 2% | 1% |

There is an overall drop across all the channel as compared to the same day (Thursday) of previous week, that is (1/3/2019).

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 1/10/2019 and 1/3/2019 (same day) | | | |
| Facebook | YouTube | Twitter | Others |
| -95% | -49% | -49% | 15% |

REASON:

Since the traffic across channels dropped drastically, the number of orders also decreased.

**DATE: 1/17/2019**

|  |  |  |
| --- | --- | --- |
| Comparison between 1/17/2019 and 1/10/2019 (same day) | | |
| Order Change | Traffic Change | Overall conversion change% |
| 106% | 110% | -2% |

The total number of orders placed and overall traffic are back to normal after the drop on same day (Thursday) previous week (1/10/2019).

There is no particular changes across session as compared to the same day (Thursday) of previous week, that is (1/10/2019). Hence, it is not responsible for the hike in orders and traffic rate.

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 1/10/2019 and 1/3/2019 (same day) | | | |
| L2M Change | M2C Change | C2P Change | P2O Change |
| -2% | -1% | -1% | 2% |

The channel-wise traffic as returned back to normal range. The hike is visible here is only due to the drop of orders on same day previous week (1/10/2019).

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 1/10/2019 and 1/3/2019 (same day) | | | |
| Facebook | YouTube | Twitter | Others |
| 1980% | 110% | 110% | -6% |

REASON:

Due to the drop of total orders and traffic on 1/10/2019, which is same day last week (Thursday), there has been a hike which has made the number of orders and traffic return back to normal

If this hike is compared to the statistics of 1/3/2019, which is the same day 2 weeks ago, the hike is only 13%.

|  |  |
| --- | --- |
|  | Orders |
| Comparison between 1/17/2019 and 1/10/2019 (same day) | 106% |
| Comparison between 1/17/2019 and 1/3/2019 (same day) | 13% |

**DATE: 1/21/2019**

|  |  |  |
| --- | --- | --- |
| Comparison between 1/21/2019 and 1/14/2019 (same day) | | |
| Order Change | Traffic Change | Overall conversion change% |
| 23% | 5% | 17% |

There is a hike of 23% in the total number of orders placed as compared to the same day (Monday) last week (1/14/2019).

There is no particular change across sessions as compared to the same day (Monday) last week (1/14/2019). Hence, it is not responsible for the hike in orders

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 1/10/2019 and 1/3/2019 (same day) | | | |
| L2M Change | M2C Change | C2P Change | P2O Change |
| 2% | 7% | 9% | -2% |

There has been a slight hike in the number of images per restaurant.

|  |  |  |
| --- | --- | --- |
| Number of images per restaurant on 12/1/2019 | Avg number of images per restaurants for 2019 | Deviation from annual average |
| 37 | 35 | 6% |

There has been a constant hike of 5% in the channel-wise traffic as compared to the same day (Monday) last week (1/14/2019)

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 1/10/2019 and 1/3/2019 (same day) | | | |
| Facebook | Youtube | Twitter | Others |
| 5% | 5% | 5% | 5% |

REASON:

Due to a constant hike of 5% in the channel wise traffic and the increase in the number of images per restaurant, the total number of orders has increased by 23%.

**DATE: 1/22/2019**

|  |  |  |
| --- | --- | --- |
| Comparison between 1/22/2019 and 1/15/2019 (same day) | | |
| Order Change | Traffic Change | Overall conversion change% |
| 85% | 77% | 5% |

There is a hike of 85% in the total number of orders placed and 77% hike in the total traffic across channels as compared to the same day (Tuesday) last week (1/15/2019).

There is no particular change across sessions as compared to the same day (Tuesday) last week (1/15/2019). Hence, it is not responsible for the hike in orders

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 1/22/2019 and 1/15/2019 (same day) | | | |
| L2M Change | M2C Change | C2P Change | P2O Change |
| 9% | -5% | -2% | 3% |

There is a drop in the average packaging charges.

|  |  |  |
| --- | --- | --- |
| Avg Packaging charges on 12/1/2019 | Avg Packaging charges for 2019 | Deviation from annual average |
| 17 | 20 | -15% |

There is a huge hike in traffic coming from Twitter (747%) and Facebook (77%) as compared to the same day (Tuesday) last week (1/15/2019).

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 1/22/2019 and 1/15/2019 (same day) | | | |
| Facebook | Youtube | Twitter | Others |
| 77% | -65% | 747% | -60% |

REASON:

Due to the huge hike in traffic from twitter and Facebook, the overall traffic has increased which has resulted in the increase of orders placed. The drop of packaging charges as also contributed to this increase.

**DATE: 1/29/2019**

|  |  |  |
| --- | --- | --- |
| Comparison between 1/29/2019 and 1/22/2019 (same day) | | |
| Order Change | Traffic Change | Overall conversion change% |
| -72% | -40% | -52% |

Total number of orders placed and overall traffic are back to normal after hike on same day (Tuesday) previous week (1/22/2019). Drop in overall conversion rate by 52%

There is a drop in L2M as compared tosame day (Tuesday) previous week (1/22/2019).

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 1/29/2019 and 1/22/2019 (same day) | | | |
| L2M Change | M2C Change | C2P Change | P2O Change |
| -55% | 8% | 2% | -5% |

The drop in L2M might be because of drop in the number of restaurant available as compared to same day (Tuesday) previous week (1/22/2019).

|  |
| --- |
| Change in restaurant count% |
| -28% |

The channel-wise traffic as returned back to normal range. The drop is visible here is only due to the hike of orders on same day previous week (1/22/2019).

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 1/29/2019 and 1/22/2019 (same day) | | | |
| Facebook | Youtube | Twitter | Others |
| -40% | 198% | -88% | 166% |

REASON:

Due to the hike of total orders and traffic on 1/22/2019, which is same day last week (Tuesday), there has been a drop which has made number of orders and traffic return back to normal. Drop in available restaurant count has also contributed to this drop.

The drop in overall conversion rate might be due to the drop in L2M conversion.

If this hike in traffic is compared to the statistics of 1/15/2019, which is the same day 2 weeks ago, the hike is only 5%.

|  |  |
| --- | --- |
|  | Traffic |
| Comparison between 1/29/2019 and 1/22/2019 (same day) | -40% |
| Comparison between 1/29/2019 and 1/15/2019 (same day) | 5% |

DATE: 1/31/2019

|  |  |  |
| --- | --- | --- |
| Comparison between 1/31/2019 and 1/24/2019 (same day) | | |
| Order Change | Traffic Change | Overall conversion change% |
| 20% | 1% | 19% |

There is a hike of 20% in the total number of orders placed as compared to the same day (Thursday) last week (1/24/2019).

There is no particular change across sessions as compared to the same day (Thursday) last week (1/24/2019). Hence, it is not responsible for the hike in orders.

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 1/31/2019 and 1/24/2019 (same day) | | | |
| L2M Change | M2C Change | C2P Change | P2O Change |
| 7% | 6% | -1% | 5% |

A slight drop in delivery charges compared to the average delivery charge for the whole year.

|  |  |  |
| --- | --- | --- |
| Avg Delivery Charges on 12/1/2019 | Avg Delivery Charges for 2019 | Deviation from annual average |
| 25 | 28 | -11% |

A slight drop (-6%) in the average of cost for two.

|  |  |  |
| --- | --- | --- |
| Avg cost for two on 1/31/2019 | Avg cost of two for 2019 | Deviation from annual average |
| 354 | 376 | -6% |

A constant traffic across all channels compared to the same day (Thursday) last week (1/24/2019).

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 1/31/2019 and 1/24/2019 (same day) | | | |
| Facebook | Youtube | Twitter | Others |
| 1% | 1% | 1% | 1% |

REASON:

Due to drop in delivery charges and cost of two, there has been a hike (20%) of orders placed on this day. Constant traffic across channels has also contributed to this hike.

**DATE: 2/5/2019**

|  |  |  |
| --- | --- | --- |
| Comparison between 2/5/2019 and 1/29/2019 (same day) | | |
| Order Change | Traffic Change | Overall conversion change% |
| 115% | 0% | 115% |

There is a hike of 115% in the total number of orders placed as compared to the same day (Tuesday) last week (1/29/2019). Hike in overall conversion rate by 115%

There is a hike in L2M as compared tosame day (Tuesday) previous week (1/29/2019).

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 2/5/2019 and 1/29/2019 (same day) | | | |
| L2M Change | M2C Change | C2P Change | P2O Change |
| 123% | -3% | -2% | 1% |

The hike in L2M might be because of the hike in the number of restaurant available as compared to same day (Tuesday) previous week (1/29/2019).

|  |
| --- |
| Change in restaurant count% |
| 49% |

There is also a drop (-14%) in number of out-of-stock items per restaurant compared to the annual average for the year 2019.

|  |  |  |
| --- | --- | --- |
| Out of stock items per restaurant on 2/5/2019 | Avg Out of stock items per restaurant for 2019 | Deviation from annual average |
| 30 | 35 | -14% |

There is no particular change in traffic across channels and has been constant as compared to same day (Tuesday) previous week (1/29/2019).

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 2/5/2019 and 1/29/2019 (same day) | | | |
| Facebook | Youtube | Twitter | Others |
| 0% | 0% | 0% | 0% |

REASON:

Due to the hike in available restaurant count and the drop in out of stock items, the L2M has seen a huge hike which has resulted in increase of number of orders placed.

The hike in overall conversion rate by 115% might be due to the drop in L2M conversion.

**DATE: 2/19/2019**

|  |  |  |
| --- | --- | --- |
| Comparison between 2/19/2019 and 2/12/2019 (same day) | | |
| Order Change | Traffic Change | Overall conversion change% |
| -56% | -4% | -54% |

There is a drop of -56% in the total number of orders placed as compared to the same day (Tuesday) last week (2/12/2019). Drop in overall conversion rate by-54%

There is a drop in M2C conversion as compared to the same day (Tuesday) last week (2/12/2019).

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 2/19/2019 and 2/12/2019 (same day) | | | |
| L2M Change | M2C Change | C2P Change | P2O Change |
| 1% | -57% | 1% | 4% |

There is no particular change in traffic across channels and has been constant as compared to same day (Tuesday) previous week (2/12/2019).

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 2/19/2019 and 2/12/2019 (same day) | | | |
| Facebook | Youtube | Twitter | Others |
| -4% | -4% | -4% | -4% |

REASON:

There is no conclusive evidence to justify the drop in M2C conversion as the supporting data and the channel-wise traffic has almost remained consistent compared to same day last week.

The drop in overall conversion rate might be due to the drop in M2C conversions.

There might be some issue in the menu page which might have resulted in customers dropping of from the menu page.

**DATE: 2/26/2019**

|  |  |  |
| --- | --- | --- |
| Comparison between 2/26/2019 and 2/19/2019 (same day) | | |
| Order Change | Traffic Change | Overall conversion change% |
| 120% | 2% | 116% |

The total number of orders placed is back to normal after the drop on same day (Tuesday) previous week (2/19/2019). Hike on overall conversion rate by 116%.

The M2C conversion is also back to normal range after the dropon same day (Tuesday) previous week (2/19/2019) with a hike of 145%.

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 2/26/2019 and 2/19/2019 (same day) | | | |
| L2M Change | M2C Change | C2P Change | P2O Change |
| -5% | 145% | -3% | -5% |

This hike in M2C conversion might be because of the hike in number of images per restaurant by 14% as compared to the annual average for the year 2019.

|  |  |  |
| --- | --- | --- |
| Number of images per restaurant on 2/26/2019 | Avg images per restaurant for 2019 | Deviation from annual average |
| 40 | 35 | 14% |

There is no particular change in traffic across channels and has been consistent as compared to same day (Tuesday) previous week (2/19/2019).

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 2/26/2019 and 2/19/2019 (same day) | | | |
| Facebook | Youtube | Twitter | Others |
| 2% | 2% | 2% | 2% |

REASON:

Due to drop of total orders on 2/19/2019, which is same day last week (Tuesday), there has been hike which has made number of orders return back to normal. Hike in M2C conversion has also contributed to this hike.

If this hike in traffic is compared to the statistics of 2/12/2019, which is the same day 2 weeks ago, only a drop of -3% is seen.

|  |  |
| --- | --- |
|  | Orders |
| Comparison between 2/26/2019 and 2/19/2019 (same day) | 120% |
| Comparison between 2/26/2019 and 2/12/2019 (same day) | -3% |

Hike in overall conversion rate might be due to hike in M2C conversions

DATE: 2/28/2019

|  |  |  |
| --- | --- | --- |
| Comparison between 2/28/2019 and 2/21/2019 (same day) | | |
| Order Change | Traffic Change | Overall conversion change% |
| 22% | 8% | 13% |

There is a hike of 22% in the total number of orders placed as compared to the same day (Thursday) last week (2/21/2019).

There is no particular change across sessions as compared to the same day (Thursday) last week (2/21/2019). Hence, it is not responsible for the hike in orders

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 2/26/2019 and 2/19/2019 (same day) | | | |
| L2M Change | M2C Change | C2P Change | P2O Change |
| 6% | 3% | -4% | 7% |

A slight drop in number of out of stock items per restaurant by -14%

|  |  |  |
| --- | --- | --- |
| Out of stock Items per restaurant on 1/31/2019 | Avg out of stock Items per restaurant for 2019 | Deviation from annual average |
| 30 | 35 | -14% |

A slight drop in average delivery charges by -11%

|  |  |  |
| --- | --- | --- |
| Average Delivery Charges on 1/31/2019 | Average Delivery Charges for 2019 | Deviation from annual average |
| 25 | 28 | -11% |

There is no particular change in traffic across channels and has been consistent as compared to same day (Tuesday) previous week (2/19/2019).

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 2/26/2019 and 2/19/2019 (same day) | | | |
| Facebook | Youtube | Twitter | Others |
| 8% | 8% | 8% | 8% |

REASON:

Due to drop in out of stock items and avg. delivery charges, there has been hike (22%) of orders placed. Consistent traffic across channels has also contributed to this hike.

DATE: 3/2/2019

|  |  |  |
| --- | --- | --- |
| Comparison between 3/2/2019 and 2/23/2019 (same day) | | |
| Order Change | Traffic Change | Overall conversion change% |
| -38% | 8% | -42% |

There is a drop of -38% in the total number of orders placed as compared to the same day (Saturday) last week (2/23/2019). Drop in overall conversion rate by -42%

There is a drop in C2P conversion as compared to the same day (Saturday) last week (2/23/2019).

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 3/2/2019 and 2/23/2019 (same day) | | | |
| L2M Change | M2C Change | C2P Change | P2O Change |
| 0% | 5% | -49% | 7% |

This drop in C2P conversion might be because of the hike in average delivery charges by 100% as compared to the annual average for the year 2019.

|  |  |  |
| --- | --- | --- |
| Average Delivery Charges on 3/2/2019 | Average Delivery Charges for 2019 | Deviation from annual average |
| 56 | 28 | 100% |

There is no particular change in traffic across channels and has been consistent as compared to same day (Saturday) previous week (2/23/2019).

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 2/26/2019 and 2/19/2019 (same day) | | | |
| Facebook | Youtube | Twitter | Others |
| 8% | 8% | 8% | 8% |

REASON:

Due to the hike in the delivery charges by 100%, the C2P conversion saw a drop by (-49%), which resulted in the drop of total number of orders placed for the day compared to same day last week.

The drop in overall conversion rate might be due to the drop in C2P conversion

DATE: 3/9/2019

|  |  |  |
| --- | --- | --- |
| Comparison between 3/9/2019 and 3/2/2019 (same day) | | |
| Order Change | Traffic Change | Overall conversion change% |
| 102% | 0% | 102% |

The total number of orders placed is back to normal range after the drop on same day (Saturday) previous week (3/2/2019). Hike in overall conversion rate by 102%

The C2P conversion is also back to normal range after the dropon same day (Saturday) previous week (3/2/2019) with a hike of 112%.

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 3/9/2019 and 3/2/2019 (same day) | | | |
| L2M Change | M2C Change | C2P Change | P2O Change |
| -1% | -1% | 112% | -3% |

This might be because the average delivery charge is back to normal range.

|  |  |
| --- | --- |
| Average Delivery Charges on 3/2/2019 | Average Delivery Charges on 3/9/2019 |
| 56 | 28 |

There is no change in traffic across channels and has been consistent as compared to same day (Saturday) previous week (3/2/2019).

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 3/9/2019 and 3/2/2019 (same day) | | | |
| Facebook | Youtube | Twitter | Others |
| 0% | 0% | 0% | 0% |

REASON:

Due to the delivery charges being back to normal range, the C2P conversion has seen a hike by 112% as compared to last week which has resulted in hike of total orders by 102%. The weekend rush also contributes to the overall hike.

The hike in overall conversion rate might be due to the hike in C2P conversion

DATE: 3/19/2019

|  |  |  |
| --- | --- | --- |
| Comparison between 3/19/2019 and 3/12/2019 (same day) | | |
| Order Change | Traffic Change | Overall conversion change% |
| -46% | 2% | -47% |

There is a drop of -46% in the total number of orders placed as compared to the same day (Tuesday) last week (3/12/2019). Drop in overall conversion rate by -47%

There is a drop in P2O conversion by -53% as compared to the same day (Tuesday) last week (3/12/2019).

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 3/19/2019 and 3/12/2019 (same day) | | | |
| L2M Change | M2C Change | C2P Change | P2O Change |
| 4% | 6% | 2% | -53% |

This drop in P2O conversion might be because of the drop in successful payments made on this day.

|  |
| --- |
| Success Rate of payments |
| 65% |

There is no particular change in traffic across channels and has been consistent as compared to same day (Tuesday) previous week (3/12/2019).

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 3/19/2019 and 3/12/2019 (same day) | | | |
| Facebook | Youtube | Twitter | Others |
| 2% | 2% | 2% | 2% |

REASON:

Due to the drop in successful payments, the C2P conversion has seen a drop of -53%, which is the reason for the drop order total orders placed by -46%

The drop in overall conversion rate might be due to the drop in P2O conversion.

DATE: 3/24/2019

|  |  |  |
| --- | --- | --- |
| Comparison between 3/24/2019 and 3/17/2019 (same day) | | |
| Order Change | Traffic Change | Overall conversion change% |
| 22% | 6% | 15% |

There is a hike of 22% in the total number of orders placed as compared to the same day (Sunday) last week (3/17/2019).

There is no particular change across sessions as compared to the same day (Sunday) last week (3/17/2019). Hence, it is not responsible for the hike in orders.

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 3/24/2019 and 3/17/2019 (same day) | | | |
| L2M Change | M2C Change | C2P Change | P2O Change |
| 2% | 5% | 2% | 5% |

A slight drop in average cost for two by -7%.

|  |  |  |
| --- | --- | --- |
| Avg cost of two on 3/2/2019 | Avg cost of two for year 2019 | Deviation from annual average |
| 350 | 376 | -7% |

A slight hike in number of images per restaurant by 14%.

|  |  |  |
| --- | --- | --- |
| Number of images per restaurant on 3/24/2019 | Avg number of images per restaurant for 2019 | Deviation from annual average |
| 40 | 35 | 14% |

There is no particular change in traffic across channels and has been consistent as compared to same day (Sunday) previous week (3/17/2019).

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 3/24/2019 and 3/17/2019 (same day) | | | |
| Facebook | Youtube | Twitter | Others |
| 6% | 6% | 6% | 6% |

REASON:

Due to drop in average cost of two (-7%) and number of images per restaurant (14%), there has been hike (22%) in total number of orders placed. Weekend rush also contributes to overall hike.

DATE: 3/26/2019

|  |  |  |
| --- | --- | --- |
| Comparison between 3/26/2019 and 3/19/2019 (same day) | | |
| Order Change | Traffic Change | Overall conversion change% |
| 78% | -5% | 87% |

The total number of orders placed is back to normal range after the drop on same day (Tuesday) previous week (3/19/2019). Hike in overall conversion rate by 87%.

The P2O conversion is also back to normal range after the dropon same day (Tuesday) previous week (3/19/2019) with a hike of 121%.

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 3/26/2019 and 3/19/2019 (same day) | | | |
| L2M Change | M2C Change | C2P Change | P2O Change |
| -7% | -5% | -5% | 121% |

This might be because the rate of successful payments made is also back to normal range.

|  |  |
| --- | --- |
| Success Rate of payments on 3/19/2019 | Success Rate of payments on 3/26/2019 |
| 65% | 94% |

There is no particular change in traffic across channels and has been consistent as compared to same day (Tuesday) previous week (3/19/2019).

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 3/26/2019 and 3/19/2019 (same day) | | | |
| Facebook | Youtube | Twitter | Others |
| -5% | -5% | -5% | -5% |

REASON:

Due to the rate of successful payments back to normal range, the P2O conversion has seen a hike by 121% as compared to last week which has resulted in hike of total orders by 78%.

The hike in overall conversion rate might be due to the hike in P2O conversion.

DATE: 4/4/2019

|  |  |  |
| --- | --- | --- |
| Comparison between 4/4/2019 and 3/28/2019 (same day) | | |
| Order Change | Traffic Change | Overall conversion change% |
| -52% | 3% | -53% |

There is a drop of -52% in the total number of orders placed as compared to the same day (Thursday) last week (3/28/2019). Drop in overall conversion rate by -53%.

There is a drop in M2C conversion by -49% as compared to the same day (Thursday) last week (3/28/2019).

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 4/4/2019 and 3/28/2019 (same day) | | | |
| L2M Change | M2C Change | C2P Change | P2O Change |
| 7% | -49% | -8% | -8% |

This drop in M2C conversion might be because of the drop in in average discounts provided on this day.

|  |  |  |
| --- | --- | --- |
| Average Discount on 4/18/2019 | Average Discount for 2019 | Deviation from annual average |
| 10% | 18% | -44% |

There is no particular change in traffic across channels and has been consistent as compared to same day (Thursday) previous week (3/28/2019).

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 4/4/2019 and 3/28/2019 (same day) | | | |
| Facebook | Youtube | Twitter | Others |
| 3% | 3% | 3% | 3% |

**REASON**:

Due to the drop in average discount, the M2C conversion has seen a drop of -49%, which is the reason for the drop order total orders placed by -52%

The drop in overall conversion rate might be due to the drop in M2C conversion.

DATE: 4/11/2019

|  |  |  |
| --- | --- | --- |
| Comparison between 4/11/2019 and 4/4/2019 (same day) | | |
| Order Change | Traffic Change | Overall conversion change% |
| 92% | -7% | 107% |

The total number of orders placed is back to normal range after the drop on same day (Thursday) previous week (4/4/2019). Hike in overall conversion rate by 107%.

The M2C conversion is also back to normal range after the dropon same day (Thursday) previous week (4/4/2019) with a hike of 94%.

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 4/11/2019 and 4/4/2019 (same day) | | | |
| L2M Change | M2C Change | C2P Change | P2O Change |
| -6% | 94% | 9% | 3% |

This might be because the average discount is also back to normal range.

|  |  |
| --- | --- |
| Average Discount on 4/4/2019 | Average Discount on 4/11/2019 |
| 10% | 18% |

There is no particular change in traffic across channels and has been consistent as compared to same day (Thursday) previous week (4/4/2019).

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 4/11/2019 and 4/4/2019 (same day) | | | |
| Facebook | Youtube | Twitter | Others |
| -7% | -7% | -7% | -7% |

**REASON**:

Due to the drop of total orders on 4/4/2019, which is same day last week (Thursday), there has been a hike which has made the number of orders return back to normal.

If this hike is compared to the statistics of 3/28/2019, which is the same day 2 weeks ago, the total orders are actually -8% lesser.

|  |  |
| --- | --- |
|  | Orders |
| Comparison between 4/11/2019 and 4/4/2019 (same day) | 92% |
| Comparison between 4/11/2019 and 3/28/2019 (same day) | -8% |

The hike in overall conversion rate might be due to the hike in M2C conversions.

DATE: 4/12/2019

|  |  |  |
| --- | --- | --- |
| Comparison between 4/12/2019 and 4/5/2019 (same day) | | |
| Order Change | Traffic Change | Overall conversion change% |
| -27% | -9% | -20% |

There is a drop of -27% in the total number of orders placed as compared to the same day (Friday) last week (4/5/2019).

There is no particular changes across session as compared to the same day (Friday) of previous week, that is (4/5/2019). Hence, it is not responsible for the drop in orders.

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 4/12/2019 and 4/5/2019 (same day) | | | |
| L2M Change | M2C Change | C2P Change | P2O Change |
| -7% | -7% | -5% | -4% |

There is a slight drop in traffic across all the channels by -9%.

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 4/12/2019 and 4/5/2019 (same day) | | | |
| Facebook | Youtube | Twitter | Others |
| -9% | -9% | -9% | -9% |

REASON:

Due to the drop in traffic across all channel by -9%, it might be the reason for the drop (-27%) in total orders compared to same day last week.

DATE: 4/14/2019

|  |  |  |
| --- | --- | --- |
| Comparison between 4/14/2019 and 4/7/2019 (same day) | | |
| Order Change | Traffic Change | Overall conversion change% |
| 28% | 8% | 19% |

There is a hike of 28% in the total number of orders placed as compared to the same day (Sunday) last week (4/7/2019).

There is no particular changes across session as compared to the same day (Sunday) of previous week, that is (4/7/2019). Hence, it is not responsible for the drop in orders.

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 4/14/2019 and 4/7/2019 (same day) | | | |
| L2M Change | M2C Change | C2P Change | P2O Change |
| 4% | 3% | 4% | 6% |

There is a slight hike in traffic across all the channels by 8%.

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 4/14/2019 and 4/7/2019 (same day) | | | |
| Facebook | Youtube | Twitter | Others |
| 8% | 8% | 8% | 8% |

REASON:

Due to the hike in traffic across all channel by -8%, which might be the reason for the hike (28%) in total orders compared to same day last week. The weekend rush also contributes to the overall hike.

DATE: 4/18/2019

|  |  |  |
| --- | --- | --- |
| Comparison between 4/18/2019 and 4/11/2019 (same day) | | |
| Order Change | Traffic Change | Overall conversion change% |
| 73% | 11% | 57% |

There is a hike of 73% in the total number of orders placed as compared to the same day (Friday) last week (4/11/2019). Hike in overall conversion rate by 57%

There is a hike in M2C conversion by 73% as compared to the same day (Thursday) last week (4/11/2019).

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 4/18/2019 and 4/11/2019 (same day) | | | |
| L2M Change | M2C Change | C2P Change | P2O Change |
| -4% | 73% | -4% | -2% |

This hike in M2C conversion might be because of the hike in in average discounts (29%) provided on this day.

|  |  |  |
| --- | --- | --- |
| Average Discount on 4/18/2019 | Average Discount for 2019 | Deviation from annual average |
| 29% | 18% | 61% |

There is also a slight hike in number of images per restaurant compared to the annual average of the year.

|  |  |  |
| --- | --- | --- |
| Number of images per restaurant on 4/18/2019 | Avg number of images per restaurant for 2019 | Deviation from annual average |
| 40 | 35 | 14% |

There is a slight hike in traffic across all the channels by 11%.

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 4/18/2019 and 4/11/2019 (same day) | | | |
| Facebook | Youtube | Twitter | Others |
| 11% | 11% | 11% | 11% |

REASON:

Due to the hike in discount provided (29%) and the number of images per restaurant, there has been a increase in total number of orders placed by 73%. The hike in traffic across all channels also contributes to the overall hike.

The hike in overall conversion rate might be due to the hike in M2C conversions.

DATE: 4/19/2019

|  |  |  |
| --- | --- | --- |
| Comparison between 4/19/2019 and 4/12/2019 (same day) | | |
| Order Change | Traffic Change | Overall conversion change% |
| 25% | 7% | 16% |

The total number of orders placed is back to normal range after the drop on same day (Friday) previous week (4/12/2019).

There are no particular changes across session as compared to the same day (Friday) of previous week, that is (4/12/2019). Hence, it is not responsible for the hike in orders.

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 4/19/2019 and 4/12/2019 (same day) | | | |
| L2M Change | M2C Change | C2P Change | P2O Change |
| 2% | 8% | 5% | 0% |

A slight drop in the average discount provided (-15%) on this day compared to the annual average for the year 2019.

|  |  |  |
| --- | --- | --- |
| Average packaging charges on 4/19/2019 | Average packaging charges for 2019 | Deviation from annual average |
| 17 | 20 | -15% |

A slight drop in average cost of two by -7%

|  |  |  |
| --- | --- | --- |
| Avg Cost for two on 4/19/2019 | Avg Cost of two for 2019 | Deviation from annual average |
| 351 | 376 | -7% |

There is a slight hike in traffic across all the channels by 7%.

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 4/19/2019 and 4/12/2019 (same day) | | | |
| Facebook | Youtube | Twitter | Others |
| 7% | 7% | 7% | 7% |

REASON:

Due to the slight hike in traffic across all channels by 7% along with drop in packaging charges and average cost for two, it has resulted in the increase of total number orders by 25% compared to same day last week.

DATE: 4/25/2019

|  |  |  |
| --- | --- | --- |
| Comparison between 4/25/2019 and 4/18/2019 (same day) | | |
| Order Change | Traffic Change | Overall conversion change% |
| -39% | 0% | -39% |

The total number of orders placed is back to normal range after the hike on same day (Thursday) previous week (4/18/2019). Drop in overall conversion rate by -39%.

The M2C conversion is also back to normal range after the hikeon same day (Thursday) previous week (4/4/2019) with a drop of -43%.

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 4/25/2019 and 4/18/2019 (same day) | | | |
| L2M Change | M2C Change | C2P Change | P2O Change |
| 5% | -43% | -5% | 7% |

This might be because the average discount is also back to normal range.

|  |  |
| --- | --- |
| Average Discount on 4/18/2019 | Average Discount on 4/25/2019 |
| 29% | 17% |

There is no particular change in traffic across channels and has been consistent as compared to same day (Thursday) previous week (4/18/2019).

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 4/25/2019 and 4/18/2019 (same day) | | | |
| Facebook | Youtube | Twitter | Others |
| 0% | 0% | 0% | 0% |

REASON:

Due to the hike of total orders 4/18/2019, which is same day last week (Thursday), there has been a drop which has made the number of orders return back to normal.

If this drop is compared to the statistics of 4/11/2019, which is the same day 2 weeks ago, the total orders are actually 6% higher.

|  |  |
| --- | --- |
|  | Orders |
| Comparison between 4/25/2019 and 4/18/2019 (same day) | -39% |
| Comparison between 4/25/2019 and 4/11/2019 (same day) | 6% |

The drop in overall conversion rate might be due to the drop in M2C conversions.

DATE: 6/20/2019

|  |  |  |
| --- | --- | --- |
| Comparison between 6/20/2019 and 6/13/2019 (same day) | | |
| Order Change | Traffic Change | Overall conversion change% |
| -54% | -53% | -3% |

There is a drop of -54% in the total number of orders placed and -53% drop in overall traffic as compared to the same day (Thursday) last week (6/13/2019).

There is no particular changes across session as compared to the same day (Thursday) of previous week, that is (6/13/2019). Hence, it is not responsible for the drop in orders.

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 6/20/2019 and 6/13/2019 (same day) | | | |
| L2M Change | M2C Change | C2P Change | P2O Change |
| -2% | 7% | -7% | -1% |

There is a huge drop in traffic across all channels as compared to the same day (Tuesday) last week (6/13/2019).

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 6/20/2019 and 6/13/2019 (same day) | | | |
| Facebook | Youtube | Twitter | Others |
| -53% | -53% | -53% | -53% |

REASON:

Due to the drop in traffic across all channel, we have seen a drop in the total number of orders placed on this day.

DATE: 6/27/2019

|  |  |  |
| --- | --- | --- |
| Comparison between 6/27/2019 and 6/20/2019 (same day) | | |
| Order Change | Traffic Change | Overall conversion change% |
| 115% | 119% | -2% |

The total number of orders placed (115%) and the traffic (119%) is back to normal range after the drop on same day (Thursday) previous week (6/20/2019).

There are no particular changes across session as compared to the same day (Thursday) of previous week, that is (6/20/2019). Hence, it is not responsible for the hike in orders.

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 6/27/2019 and 6/20/2019 (same day) | | | |
| L2M Change | M2C Change | C2P Change | P2O Change |
| 4% | -6% | 7% | -7% |

The traffic across all channels is also back to normal range after the dropon same day (Thursday) previous week (6/20/2019) with a hike of 119%.

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 6/27/2019 and 6/20/2019 (same day) | | | |
| Facebook | Youtube | Twitter | Others |
| 119% | 119% | 119% | 119% |

REASON:

Due to the drop of overall traffic across channels 6/20/2019, which is same day last week (Thursday), there has been a hike which has made the number of orders return back to normal.

If this drop is compared to the statistics of 6/13/2019, which is the same day 2 weeks ago, the total orders have a drop of -2% and the overall traffic has a hike of 3%.

|  |  |
| --- | --- |
|  | Orders |
| Comparison between 6/27/2019 and 6/20/2019 (same day) | 115% |
| Comparison between 6/27/2019 and 6/13/2019 (same day) | -2% |

|  |  |
| --- | --- |
|  | Traffic |
| Comparison between 6/27/2019 and 6/20/2019 (same day) | 119% |
| Comparison between 6/27/2019 and 6/13/2019 (same day) | 3% |

DATE: 7/16/2019

|  |  |  |
| --- | --- | --- |
| Comparison between 7/16/2019 and 7/9/2019 (same day) | | |
| Order Change | Traffic Change | Overall conversion change% |
| -63% | -10% | -59% |

There is a drop of -63% in the total number of orders placed and a slight drop of -10% in overall traffic as compared to the same day (Tuesday) last week (7/9/2019). Drop in overall conversion rate by -59%

There is a drop in L2M conversion by -60% as compared to the same day (Tuesday) last week (7/9/2019).

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 7/16/2019 and 7/9/2019 (same day) | | | |
| L2M Change | M2C Change | C2P Change | P2O Change |
| -60% | 0% | -1% | 2% |

This drop in L2M conversion might be because of the hike in average cost of two by 22% as compared to the annual average for the year 2019.

|  |  |  |
| --- | --- | --- |
| Avg Cost for two on 7/16/2019 | Avg Cost of two for 2019 | Deviation from annual average |
| 458 | 376 | 22% |

There is a slight drop in traffic across all the channels by -10%.

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 7/16/2019 and 7/9/2019 (same day) | | | |
| Facebook | Youtube | Twitter | Others |
| -10% | -10% | -10% | -10% |

REASON:

Due to the hike in average cost of two by 22%, it has resulted in drop in L2M conversion by -60%. Due to this, the total orders placed has dropped by -63% as compared to same day last week.

The slight drop in overall traffic across all channels has also contributed to the drop in total orders.

The drop in overall conversion rate might be due to the drop in L2M conversions.

DATE: 7/23/2019

|  |  |  |
| --- | --- | --- |
| Comparison between 7/23/2019 and 7/16/2019 (same day) | | |
| Order Change | Traffic Change | Overall conversion change% |
| 135% | 3% | 128% |

The total number of orders placed (115%) is back to normal range after drop on same day (Tuesday) previous week (7/16/2019). Hike in overall conversion rate by 128%.

The L2M conversion is also back to normal range after the dropon same day (Tuesday) previous week (7/16/2019) with a hike of 137%.

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 7/23/2019 and 7/16/2019 (same day) | | | |
| L2M Change | M2C Change | C2P Change | P2O Change |
| 137% | 0% | 3% | -7% |

This might be because the average discount is also back to normal range.

|  |  |
| --- | --- |
| Avg Cost for two on 7/16/2019 | Avg Cost for two on 7/23/2019 |
| 458 | 382 |

There is no particular change in traffic across channels and has been consistent as compared to same day (Tuesday) previous week (7/16/2019).

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 7/23/2019 and 7/16/2019 (same day) | | | |
| Facebook | Youtube | Twitter | Others |
| 3% | 3% | 3% | 3% |

REASON:

Due to the drop of total orders on 7/16/2019, which is same day last week (Tuesday), there has been a hike this week which has made the number of orders return back to normal. The hike in overall conversion rate might be due to the hike in L2M conversions.

If this hike is compared to the statistics of 7/9/2019, which is the same day 2 weeks ago, the total orders are actually -13% lesser.

|  |  |
| --- | --- |
|  | Orders |
| Comparison between 7/23/2019 and 7/16/2019 (same day) | 135% |
| Comparison between 7/23/2019 and 7/9/2019 (same day) | -13% |

DATE: 8/11/2019

|  |  |  |
| --- | --- | --- |
| Comparison between 8/11/2019 and 8/4/2019 (same day) | | |
| Order Change | Traffic Change | Overall conversion change% |
| -54% | 0% | -54% |

There is a drop of -54% in the total number of orders placed as compared to the same day (Sunday) last week (8/4/2019). Drop in overall conversion rate by -54%.

There is a drop in C2P conversion by -54% as compared to the same day (Sunday) last week (8/4/2019).

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 8/11/2019 and 8/4/2019 (same day) | | | |
| L2M Change | M2C Change | C2P Change | P2O Change |
| 7% | 1% | -54% | -9% |

This drop in C2P conversion might be because of the hike in average packaging charges by 45% as compared to the annual average for the year 2019.

|  |  |  |
| --- | --- | --- |
| Avg Packaging charges on 8/11/2019 | Avg Packaging charges for 2019 | Deviation from annual average |
| 29 | 20 | 45% |

There is also a drop in number of images per restaurant by -11%.

|  |  |  |
| --- | --- | --- |
| Number of images per restaurant on 8/11/2019 | Avg number of images per restaurant for 2019 | Deviation from annual average |
| 31 | 35 | -11% |

There is no change in traffic across channels and has been consistent.

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 8/11/2019 and 8/4/2019 (same day) | | | |
| Facebook | Youtube | Twitter | Others |
| 0% | 0% | 0% | 0% |

REASON:

Due to the hike in average packaging charges by 45% and drop in number of images per restaurant by -11%, it has resulted in drop in C2P conversion by -54%. Due to this, the total orders placed has dropped by -54% as compared to same day last week.

The drop in overall conversion rate might be due to the drop in C2P conversions.

DATE: 8/18/2019

|  |  |  |
| --- | --- | --- |
| Comparison between 8/18/2019 and 8/11/2019 (same day) | | |
| Order Change | Traffic Change | Overall conversion change% |
| 107% | 3% | 100% |

Total number of orders placed with hike of 107% is back to normal range after drop on same day (Sunday) previous week (8/11/2019). Hike in overall conversion rate by 100%

The C2P conversion is also back to normal range after the dropon same day (Sunday) previous week (8/11/2019) with a hike of 98%.

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 8/18/2019 and 8/11/2019 (same day) | | | |
| L2M Change | M2C Change | C2P Change | P2O Change |
| -5% | 1% | 98% | 5% |

This might be because the average packaging charges is also back to normal range.

|  |  |
| --- | --- |
| Avg Packaging charges on 8/11/2019 | Avg Packaging charges on 8/18/2019 |
| 29 | 20 |

Along with that, the number of images per restaurant is also back to normal range.

|  |  |
| --- | --- |
| Number of images per restaurant on 8/11/2019 | Number of images per restaurant on 8/18/2019 |
| 31 | 40 |

There is no particular change in traffic across channels and has been consistent.

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 8/18/2019 and 8/11/2019 (same day) | | | |
| Facebook | Youtube | Twitter | Others |
| 3% | 3% | 3% | 3% |

REASON:

Due to drop of total orders on 8/11/2019, which is same day last week, there has been a hike this week which has made number of orders return back to normal.

If this hike is compared to stats of 8/4/2019, which is same day 2 weeks ago, total orders are actually -13% lesser. The hike in conversion rate is be due to hike in C2P conversion.

|  |  |
| --- | --- |
|  | Orders |
| Comparison between 8/18/2019 and 8/11/2019 (same day) | 107% |
| Comparison between 8/18/2019 and 8/4/2019 (same day) | -6% |

DATE: 9/14/2019

|  |  |  |
| --- | --- | --- |
| Comparison between 9/14/2019 and 9/7/2019 (same day) | | |
| Order Change | Traffic Change | Overall conversion change% |
| -54% | -5% | -51% |

There is a drop of -54% in the total number of orders placed as compared to the same day (Saturday) last week (9/7/2019). Drop in overall conversion rate by -51%

There is a drop in M2C conversion by -56% as compared to the same day (Saturday) last week (9/7/2019).

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 9/14/2019 and 9/7/2019 (same day) | | | |
| L2M Change | M2C Change | C2P Change | P2O Change |
| 5% | -56% | 4% | 0% |

This drop in M2C conversion might be because of the hike in out of stock items per restaurant by 83% as compared to the annual average for the year 2019.

|  |  |  |
| --- | --- | --- |
| Out of stock Items per restaurant on 9/14/2019 | Avg Out of stock Items per restaurant for 2019 | Deviation from annual average |
| 64 | 35 | 83% |

There is no particular change in traffic across channels and has been consistent.

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 9/14/2019 and 9/7/2019 (same day) | | | |
| Facebook | Youtube | Twitter | Others |
| -5% | -5% | -5% | -5% |

REASON:

Due to the hike in out of stock items per restaurant by 83%, it has resulted in drop in M2C conversion by -56%. Due to this, the total orders placed has dropped by -54% as compared to same day last week.

The drop in overall conversion rate might be due to the drop in M2C conversions.

DATE: 9/21/2019

|  |  |  |
| --- | --- | --- |
| Comparison between 9/21/2019 and 9/14/2019 (same day) | | |
| Order Change | Traffic Change | Overall conversion change% |
| 112% | -1% | 114% |

The total number of orders placed with a hike of 112% is back to normal range after the drop on same day (Saturday) previous week (9/14/2019). Hike in overall conversion rate by 114%.

The M2C conversion is also back to normal range after the dropon same day (Saturday) previous week (9/14/2019) with a hike of 130%.

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 9/21/2019 and 9/14/2019 (same day) | | | |
| L2M Change | M2C Change | C2P Change | P2O Change |
| -4% | 130% | -4% | 1% |

This might be because the out of stock items is also back to normal range.

|  |  |
| --- | --- |
| Out of stock Items per restaurant on 9/14/2019 | Out of stock Items per restaurant on 9/21/2019 |
| 64 | 37 |

Also, there is a slight drop in average delivery charges.

|  |  |  |
| --- | --- | --- |
| Avg Delivery Charges on 9/21/2019 | Avg Delivery Charges for 2019 | Deviation from annual average |
| 25 | 28 | -11% |

There is no particular change in traffic across channels and has been consistent.

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 9/21/2019 and 9/14/2019 (same day) | | | |
| Facebook | Youtube | Twitter | Others |
| -1% | -1% | -1% | -1% |

REASON:

Due to drop of total orders on 9/14/2019, which is same day last week, there has been a hike this week which has made number of orders return back to normal.

If this hike is compared to statistics of 9/7/2019, which is same day 2 weeks ago, total orders are actually -2% lesser.

|  |  |
| --- | --- |
|  | Orders |
| Comparison between 9/21/2019 and 9/14/2019 (same day) | 112% |
| Comparison between 9/21/2019 and 9/7/2019 (same day) | -2% |

The hike in overall conversion rate might be due to the hike in M2C conversions.

DATE: 10/9/2019

|  |  |  |
| --- | --- | --- |
| Comparison between 10/9/2019 and 10/2/2019 (same day) | | |
| Order Change | Traffic Change | Overall conversion change% |
| 22% | -4% | 27% |

There is a hike of 22% in the total number of orders placed as compared to the same day (Wednesday) last week (10/2/2019). Hike in overall conversion rate by 27%

There is a slight hike across sessions as compared to the same day (Wednesday) last week (10/2/2019). Hence, it is not responsible for the hike in orders.

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 10/9/2019 and 10/2/2019 (same day) | | | |
| L2M Change | M2C Change | C2P Change | P2O Change |
| 7% | 1% | 9% | 7% |

A slight drop in average cost for two compared to the annual average for 2019

|  |  |  |
| --- | --- | --- |
| Avg Cost for two on 10/9/2019 | Avg Cost of two for 2019 | Deviation from annual average |
| 366 | 376 | -3% |

There is no particular change in traffic across channels and has been consistent.

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 10/9/2019 and 10/2/2019 (same day) | | | |
| Facebook | Youtube | Twitter | Others |
| -4% | -4% | -4% | -4% |

REASON:

Due to the slight hike in C2P conversions and average cost of two, there is a hike in the number of total orders by 22%. The hike in overall conversion rate might be due to the hike in C2P conversions.

DATE: 10/21/2019

|  |  |  |
| --- | --- | --- |
| Comparison between 10/21/2019 and 10/14/2019 (same day) | | |
| Order Change | Traffic Change | Overall conversion change% |
| 32% | 9% | 21% |

There is a hike of 32% in the total number of orders placed as compared to the same day (Monday) last week (10/14/2019).

There is no particular change across sessions as compared to the same day (Monday) last week (10/14/2019). Hence, it is not responsible for the hike in orders.

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 10/21/2019 and 10/14/2019 (same day) | | | |
| L2M Change | M2C Change | C2P Change | P2O Change |
| 2% | 7% | 4% | 6% |

Slight drop in out of stock items per restaurant compared to annual average for 2019.

|  |  |  |
| --- | --- | --- |
| Out of stock Items per restaurant on 10/21/2019 | Avg Out of stock Items per restaurant for 2019 | Deviation from annual average |
| 31 | 35 | -11% |

There is a slight hike in traffic across all the channels by 9%.

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 10/21/2019 and 10/14/2019 (same day) | | | |
| Facebook | Youtube | Twitter | Others |
| 9% | 9% | 9% | 9% |

REASON:

Due to a slight drop in out of stock items per restaurant by -11% and a hike of 9% in overall traffic across all channels leads to a hike of 32% in the total orders placed compared to same day last week.

DATE: 11/9/2019

|  |  |  |
| --- | --- | --- |
| Comparison between 11/9/2019 and 11/2/2019 (same day) | | |
| Order Change | Traffic Change | Overall conversion change% |
| 26% | 7% | 18% |

There is a hike of 26% in the total number of orders placed as compared to the same day (Saturday) last week (11/2/2019).

There is no particular change across sessions as compared to the same day (Saturday) last week (11/2/2019). Hence, it is not responsible for the hike in orders.

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 11/9/2019 and 11/2/2019 (same day) | | | |
| L2M Change | M2C Change | C2P Change | P2O Change |
| -1% | 6% | 5% | 6% |

There is a slight hike in traffic across all the channels by 7%.

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 11/9/2019 and 11/2/2019 (same day) | | | |
| Facebook | Youtube | Twitter | Others |
| 7% | 7% | 7% | 7% |

REASON:

Due to a slight hike in traffic by 7% and the weekend rush, it has resulted in an overall increase in orders placed by 26% compared to same day last week.

DATE: 11/17/2019

|  |  |  |
| --- | --- | --- |
| Comparison between 11/17/2019 and 11/10/2019 (same day) | | |
| Order Change | Traffic Change | Overall conversion change% |
| -57% | -7% | -54% |

There is a drop of -57% in the total number of orders placed as compared to the same day (Sunday) last week (11/10/2019). Drop in overall conversion rate by -54%.

There is a drop in M2C conversion by -58% as compared to the same day (Sunday) last week (11/10/2019).

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 11/17/2019 and 11/10/2019 (same day) | | | |
| L2M Change | M2C Change | C2P Change | P2O Change |
| -1% | -58% | 7% | 3% |

This drop in M2C conversion might be because of the hike in out of stock items per restaurant by 220% as compared to the annual average for the year 2019.

|  |  |  |
| --- | --- | --- |
| Out of stock Items per restaurant on 11/17/2019 | Avg Out of stock Items per restaurant for 2019 | Deviation from annual average |
| 112 | 35 | 220% |

There is a slight drop in traffic across all the channels by -7%.

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 11/17/2019 and 11/10/2019 (same day) | | | |
| Facebook | Youtube | Twitter | Others |
| -7% | -7% | -7% | -7% |

REASON:

Due to the hike in out of stock items per restaurant by 220%, it has resulted in drop in M2C conversion by -58%. Due to this, the total orders placed has dropped by -57% as compared to same day last week.

The hike in overall traffic from all channels by -7% has also contributed to the overall drop. The drop in overall conversion rate might be due to the drop in M2C conversions.

DATE: 11/24/2019

|  |  |  |
| --- | --- | --- |
| Comparison between 11/24/2019 and 11/17/2019 (same day) | | |
| Order Change | Traffic Change | Overall conversion change% |
| 135% | 5% | 124% |

The total number of orders placed with a hike of 135% is back to normal range after the drop on same day (Sunday) previous week (11/17/2019). Hike in overall conversion rate by 124%.

The M2C conversion is also back to normal range after the dropon same day (Sunday) previous week (11/17/20) with a hike of 150%.

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 11/24/2019 and 11/17/2019 (same day) | | | |
| L2M Change | M2C Change | C2P Change | P2O Change |
| -1% | 150% | -8% | -2% |

This might be because the out of stock items is also back to normal range.

|  |  |
| --- | --- |
| Out of stock Items per restaurant on 11/17/2019 | Out of stock Items per restaurant on 11/24/2019 |
| 112 | 34 |

There is no particular change in traffic across channels and has been consistent.

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 11/24/2019 and 11/17/2019 (same day) | | | |
| Facebook | Youtube | Twitter | Others |
| 5% | 5% | 5% | 5% |

REASON:

Due to the drop of total orders on 11/17/2019, which is the same day last week, there has been a hike this week which has made the number of orders return back to normal.

If this hike is compared to statistics of 11/10/2019, which is same day 2 weeks ago, then the hike is only 1%.

|  |  |
| --- | --- |
|  | Orders |
| Comparison between 11/24/2019 and 11/17/2019 (same day) | 135% |
| Comparison between 11/24/2019 and 11/10/2019 (same day) | 1% |

The hike in overall conversion rate might be due to the hike in M2C conversions.

DATE: 12/1/2019

|  |  |  |
| --- | --- | --- |
| Comparison between 12/1/2019 and 11/24/2019 (same day) | | |
| Order Change | Traffic Change | Overall conversion change% |
| 21% | 1% | 20% |

There is a hike of 21% in the total number of orders placed as compared to the same day (Sunday) last week (11/24/2019).

There is no particular change across sessions as compared to the same day (Sunday) last week (11/24/2019). Hence, it is not responsible for the hike in orders.

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 12/1/2019 and 11/24/2019 (same day) | | | |
| L2M Change | M2C Change | C2P Change | P2O Change |
| 4% | 1% | 6% | 7% |

Slight hike in number of images per restaurant compared to annual average for 2019.

|  |  |  |
| --- | --- | --- |
| Number of images per restaurant on 12/1/2019 | Avg number of images per restaurant for 2019 | Deviation from annual average |
| 39 | 35 | 11% |

There is no particular change in traffic across channels and has been consistent.

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 12/1/2019 and 11/24/2019 (same day) | | | |
| Facebook | Youtube | Twitter | Others |
| 1% | 1% | 1% | 1% |

REASON:

Due to a slight hike in number of images per restaurant by 11% and considering the weekend rush, it has resulted in an overall increase in orders placed by 21% compared to same day last week.

DATE: 12/22/2019

|  |  |  |
| --- | --- | --- |
| Comparison between 12/22/2019 and 12/15/2019 (same day) | | |
| Order Change | Traffic Change | Overall conversion change% |
| 21% | 0% | 21% |

There is a hike of 21% in the total number of orders placed as compared to the same day (Sunday) last week (12/15/2019). Hike in overall conversion rate by 21%.

There is a slight hike in M2C conversion of 11% as compared to the same day (Sunday) last week (12/15/2019).

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 12/22/2019 and 12/15/2019 (same day) | | | |
| L2M Change | M2C Change | C2P Change | P2O Change |
| 5% | 11% | 0% | 4% |

This drop in M2C conversion might be because of the might be due to the slight drop in out of stock items per restaurant compared to annual average for 2019.

|  |  |  |
| --- | --- | --- |
| Out of stock Items per restaurant on 12/1/2019 | Avg out of stock Items per restaurant for 2019 | Deviation from annual average |
| 30 | 35 | -14% |

There is no change in traffic across channels and has been consistent.

|  |  |  |  |
| --- | --- | --- | --- |
| Comparison between 12/22/2019 and 12/15/2019 (same day) | | | |
| Facebook | Youtube | Twitter | Others |
| 0% | 0% | 0% | 0% |

REASON:

Due to a slight drop in out of stock items per restaurant by -14% and considering the weekend rush, it has resulted in an overall increase in orders placed by 21% compared to same day last week. The hike in overall conversion rate might be due to the hike in M2C conversions.