# FRESHCO HYPERMARKET DATA INSIGHTS - 2021

## Introduction:

Freshco Hypermarket, situated in HSR, Bangalore, has become a central hub for shoppers seeking a diverse range of products. The introduction of a home delivery service in 2021 marked a strategic move to enhance customer convenience. Leveraging a detailed transaction data sheet, this analysis aims to provide valuable insights into order patterns, completion rates, customer behaviors, and delivery dynamics.

This analysis is divided into four major points, as outlined below, to be presented as follows:

- Order Level Analysis
- Completion Rate Analysis
- Customer Level Analysis
- Delivery Analysis

# Order Level Analysis

➢ Order distribution at slot and delivery area level.

| Count of Order Drop Geo | SLOT ▼ | | | | | |
|---|---|---|---|---|---|---|
| Area ▼ | Afternoon | Evening | Late Night | Morning | Night | Grand Total |
| Akshaya Nagar | 3 | 4 | 4 | 6 | 4 | 21 |
| Arekere | 1 | 1 | 2 | | 2 | 6 |
| Banashankari Stage 2 | | 1 | | | 1 | 2 |
| Bannerghatta | | 2 | | 1 | 2 | 5 |
| Basavanagudi | | 2 | | | 1 | 3 |
| Bellandur - Off Sarjapur Road | 9 | 11 | 2 | 7 | 15 | 44 |
| Bellandur, APR | 8 | 14 | | 6 | 1 | 29 |
| Bellandur, Ecospace | | | 1 | | | 1 |
| Bellandur, ETV | | | | 1 | 1 | 2 |
| Bellandur, Green Glen | 32 | 27 | 12 | 27 | 36 | 134 |
| Bellandur, Sakara | 7 | 2 | 1 | | 1 | 11 |
| Bellandur, Sarjapur Road | 20 | 13 | 15 | 11 | 39 | 98 |
| Bilekahalli | 2 | 5 | 1 | 2 | 1 | 11 |
| Binnipet | | | | 1 | | 1 |
| Bomannahali - MicoLayout | 151 | 107 | 36 | 132 | 125 | 551 |
| Bommanahalli | 13 | 13 | 6 | 10 | 10 | 52 |
| Brookefield | | | 1 | | | 1 |
| BTM Stage 1 | 11 | 3 | 7 | 3 | 11 | 35 |
| BTM Stage 2 | 6 | 6 | 5 | 7 | 8 | 32 |
| Challagatta | | | 1 | | | 1 |
| Cox Town | | | | 1 | | 1 |
| CV Raman Nagar | | | 1 | | | 1 |
| Devarachikanna Halli | 1 | 3 | 1 | | 3 | 8 |
| Doddanekundi | | | 1 | | 1 | 2 |
| Domlur, EGL | 3 | | 1 | 3 | 1 | 8 |
| Frazer Town | | | 1 | | | 1 |
| Harlur | 324 | 280 | 73 | 382 | 250 | 1309 |
| HSR Layout | 4085 | 3288 | 953 | 3749 | 3582 | 15657 |
| Indiranagar | 3 | | 2 | 1 | 2 | 8 |
| ITI Layout | 1039 | 757 | 346 | 868 | 936 | 3946 |
| Jayanagar | 1 | 1 | | 1 | | 3 |
| JP Nagar Phase 1-3 | | 2 | 1 | 1 | 1 | 5 |
| JP Nagar Phase 4-5 | 2 | 1 | 1 | 2 | 1 | 7 |
| JP Nagar Phase 6-7 | 3 | | 1 | 2 | | 6 |
| JP Nagar Phase 8-9 | | 1 | | | | 1 |
| Kadubeesanhali, Prestige | 1 | | 6 | | 2 | 9 |
| Kadubeesanhali, PTP | | | | | 1 | 1 |
| Koramangala, Ejipura | 33 | 30 | 35 | 25 | 37 | 160 |
| Kudlu | 130 | 108 | 57 | 118 | 105 | 518 |
| Kumaraswamy Layout | 1 | 1 | | 1 | 1 | 4 |
| Mahadevapura | | | | 1 | | 1 |
| Manipal County | 20 | 16 | 13 | 18 | 13 | 80 |
| Marathahalli | | 1 | | 1 | 1 | 3 |
| Pattandur | 1 | | | | | 1 |
| Richmond Town | 2 | | | | | 2 |
| Sarjapur Road | 6 | 3 | 1 | | 10 | 20 |
| Victoria Layout | | | | | 1 | 1 |
| Vimanapura | 1 | | | | | 1 |
| Viveka Nagar | 4 | 2 | 1 | | | 7 |
| Whitefield | | 1 | | | | 1 |
| Wilson Garden, Shantinagar | | 2 | | | 2 | 4 |
| Yemalur | 1 | 4 | | 1 | 1 | 7 |
| **Grand Total** | **5924** | **4712** | **1589** | **5389** | **5209** | **22823** |

**Insights:**

1. HSR Layout and ITI Layout consistently lead in order counts.

2. Late-night orders are notable in HSR Layout and ITI Layout.

**Observations:**

1. While HSR Layout dominates, many areas show relatively low order counts.

2. Addressing lower-performing areas may require targeted marketing or promotional strategies for all the order slots.

Order distribution at slot and delivery area level.
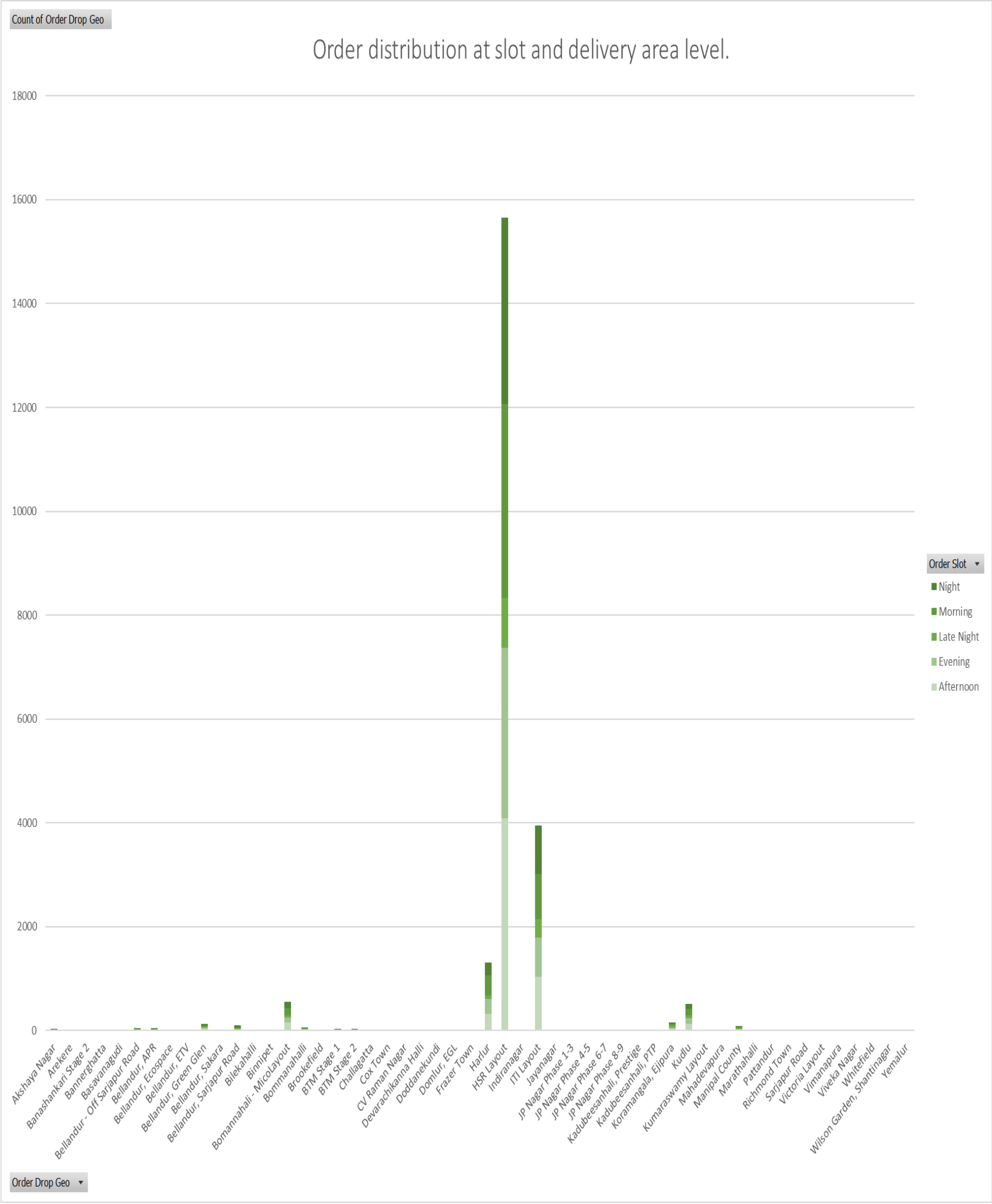
➤ Areas having highest increase in monthly orders (from Jan to Sep) in absolute orders.

| Area | Sum of Orders of January | Sum of Orders of September | Sum of Absolute Orders |
|---|---|---|---|
| HSR Layout | 1072 | 2606 | 1534 |
| ITI Layout | 264 | 917 | 653 |
| Harlur | 53 | 539 | 486 |
| Bellandur, Green Glen | 8 | 22 | 14 |
| Koramangala, Ejipura | 5 | 17 | 12 |
| Sarjapur Road | 1 | 4 | 3 |
| Akshaya Nagar | 0 | 2 | 2 |
| Bellandur, Sakara | 0 | 2 | 2 |
| Wilson Garden, Shantinagar | 0 | 2 | 2 |
| Whitefield | 0 | 1 | 1 |
| Kadubeesanhali, Prestige | 0 | 1 | 1 |
| Victoria Layout | 0 | 1 | 1 |
| BTM Stage 2 | 4 | 5 | 1 |
| Bilekahalli | 2 | 3 | 1 |
| Yemalur | 0 | 1 | 1 |
| Bellandur, ETV | 0 | 1 | 1 |
| Richmond Town | 0 | 0 | 0 |
| Kumaraswamy Layout | 0 | 0 | 0 |
| Kadubeesanhali, PTP | 0 | 0 | 0 |
| Bellandur, Sarjapur Road | 11 | 11 | 0 |
| Marathahalli | 1 | 1 | 0 |
| BTM Stage 1 | 3 | 3 | 0 |
| Doddanekundi | 0 | 0 | 0 |
| Challagatta | 0 | 0 | 0 |
| Devarachikanna Halli | 1 | 1 | 0 |
| Cox Town | 0 | 0 | 0 |
| Mahadevapura | 0 | 0 | 0 |
| Vimanapura | 0 | 0 | 0 |
| Pattandur | 0 | 0 | 0 |
| Brookefield | 0 | 0 | 0 |
| Binnipet | 0 | 0 | 0 |
| JP Nagar Phase 8-9 | 0 | 0 | 0 |
| CV Raman Nagar | 0 | 0 | 0 |
| Viveka Nagar | 0 | 0 | 0 |
| Basavanagudi | 0 | 0 | 0 |
| JP Nagar Phase 6-7 | 0 | 0 | 0 |
| Banashankari Stage 2 | 0 | 0 | 0 |
| Indiranagar | 0 | 0 | 0 |
| Frazer Town | 0 | 0 | 0 |
| Bellandur, Ecospace | 1 | 0 | -1 |
| Domlur, EGL | 2 | 1 | -1 |
| Arekere | 2 | 1 | -1 |
| Jayanagar | 1 | 0 | -1 |
| Bellandur - Off Sarjapur Road | 4 | 3 | -1 |
| JP Nagar Phase 1-3 | 1 | 0 | -1 |
| JP Nagar Phase 4-5 | 1 | 0 | -1 |
| Bellandur, APR | 3 | 1 | -2 |
| Bannerghatta | 2 | 0 | -2 |
| Bommanahalli | 7 | 2 | -5 |
| Manipal County | 12 | 5 | -7 |
| Kudlu | 55 | 28 | -27 |
| Bomannahali - MicoLayout | 90 | 50 | -40 |
| **Grand Total** | **1606** | **4231** | **2625** |

**Insights:**

1. HSR Layout exhibits the highest absolute increase, indicating strong growth.

2. ITI Layout and Harlur also show significant growth, with a notable increase in monthly orders.

**Observations:**

1. Areas like Bellandur, Ecospace, and Domlur, EGL, exhibit a slight decrease in orders.

2. Kudlu and Bomannahali - MicoLayout show a notable decrease in monthly orders.

Analysed and documented by **Dhawal Jadhav**



Sum of Orders of January | Sum of Orders of September | Sum of Absolute Orders

**Areas having highest increase in monthly orders (from Jan to Sep) in absolute orders**

Order Drop Geo ▾

Areas (top to bottom):
Bomannahali - MicoLayout
Kudlu
Manipal County
Bommanahalli
Bannerghatta
Bellandur, APR
JP Nagar Phase 4-5
JP Nagar Phase 1-3
Bellandur - Off Sarjapur Road
Jayanagar
Arekere
Domlur, EGL
Bellandur, Ecospace
Frazer Town
Indiranagar
Banashankari Stage 2
JP Nagar Phase 6-7
Basavanagudi
Viveka Nagar
CV Raman Nagar
JP Nagar Phase 8-9
Binnipet
Brookefield
Pattandur
Vimanapura
Mahadevapura
Cox Town
Devarachikanna Halli
Challagatta
Doddanekundi
BTM Stage 1
Marathahalli
Bellandur, Sarjapur Road
Kadubeesanhali, PTP
Kumaraswamy Layout
Richmond Town
Bellandur, ETV
Yemalur
Bilekahalli
BTM Stage 2
Victoria Layout
Kadubeesanhali, Prestige
Whitefield
Wilson Garden, Shantinagar
Bellandur, Sakara
Akshaya Nagar
Sarjapur Road
Koramangala, Ejipura
Bellandur, Green Glen
Harlur
ITI Layout
HSR Layout

Values
■ Sum of Absolute Orders
■ Sum of Orders of September
■ Sum of Orders of January

X-axis: -500, 0, 500, 1000, 1500, 2000, 2500, 3000

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

| Average of Delivery Charges as %age of product amount | SLOT ▾ | | | | | |
|---|---|---|---|---|---|---|
| Month ▾ | Afternoon | Evening | Late Night | Morning | Night | Grand Total |
| Jan | 16.68% | 23.06% | 22.96% | 22.36% | 17.39% | 19.89% |
| Feb | 13.82% | 14.33% | 25.02% | 19.27% | 16.06% | 16.95% |
| Mar | 13.57% | 13.31% | 23.08% | 18.11% | 15.25% | 16.04% |
| Apr | 15.35% | 15.94% | 23.32% | 18.22% | 15.60% | 16.68% |
| May | 9.62% | 10.11% | 4.12% | 11.11% | 14.44% | 11.01% |
| Jun | 10.57% | 11.66% | 24.77% | 10.10% | 13.06% | 11.67% |
| Jul | 9.68% | 10.62% | 25.13% | 11.42% | 12.89% | 12.28% |
| Aug | 5.69% | 5.29% | 15.05% | 6.87% | 5.87% | 6.67% |
| Sep | 4.13% | 3.67% | 9.05% | 4.94% | 4.28% | 4.66% |
| Grand Total | 10.03% | 10.68% | 19.72% | 11.78% | 11.81% | 11.66% |

**Insights:**

1. Late Night slots consistently have higher delivery charges as a percentage of the product amount.

2. August and September show lower percentages across all slots, indicating potentially lower delivery costs or promotions.

**Observations:**

1. Evening and Late-night slots consistently have higher delivery charges as a percentage of the product amount.

2. August and September show lower percentages across all slots, indicating potential promotions or cost adjustments.
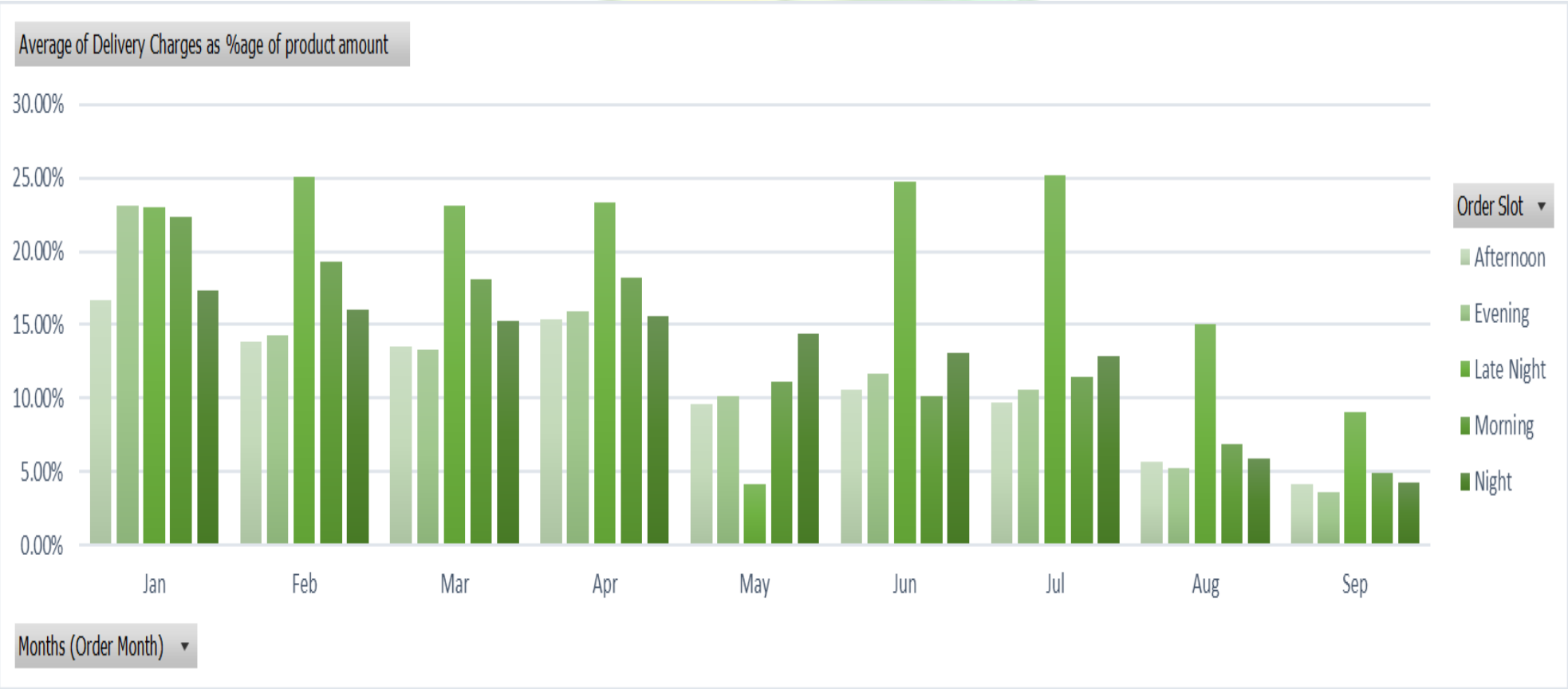
➤ Discount as a percentage of product amount at slot and month level.

| Average of Discount as %age of product amount | SLOT ▾ | | | | | |
|---|---|---|---|---|---|---|
| Month ▾ | Afternoon | Evening | Late Night | Morning | Night | Grand Total |
| Jan | 0.87% | 1.23% | 0.77% | 1.18% | 1.06% | 1.04% |
| Feb | 0.42% | 0.41% | 0.41% | 0.59% | 0.61% | 0.50% |
| Mar | 0.83% | 0.61% | 0.60% | 0.38% | 0.54% | 0.60% |
| Apr | 1.58% | 0.63% | 0.57% | 0.88% | 1.10% | 1.05% |
| May | 6.61% | 5.30% | 5.12% | 4.90% | 6.08% | 5.74% |
| Jun | 3.28% | 3.29% | 4.21% | 2.98% | 3.09% | 3.20% |
| Jul | 6.11% | 7.12% | 3.86% | 5.83% | 8.53% | 6.68% |
| Aug | 20.46% | 19.04% | 9.51% | 19.97% | 21.02% | 19.34% |
| Sep | 10.71% | 10.86% | 5.32% | 10.75% | 10.02% | 10.21% |
| **Grand Total** | **6.75%** | **6.41%** | **3.40%** | **6.59%** | **6.71%** | **6.40%** |
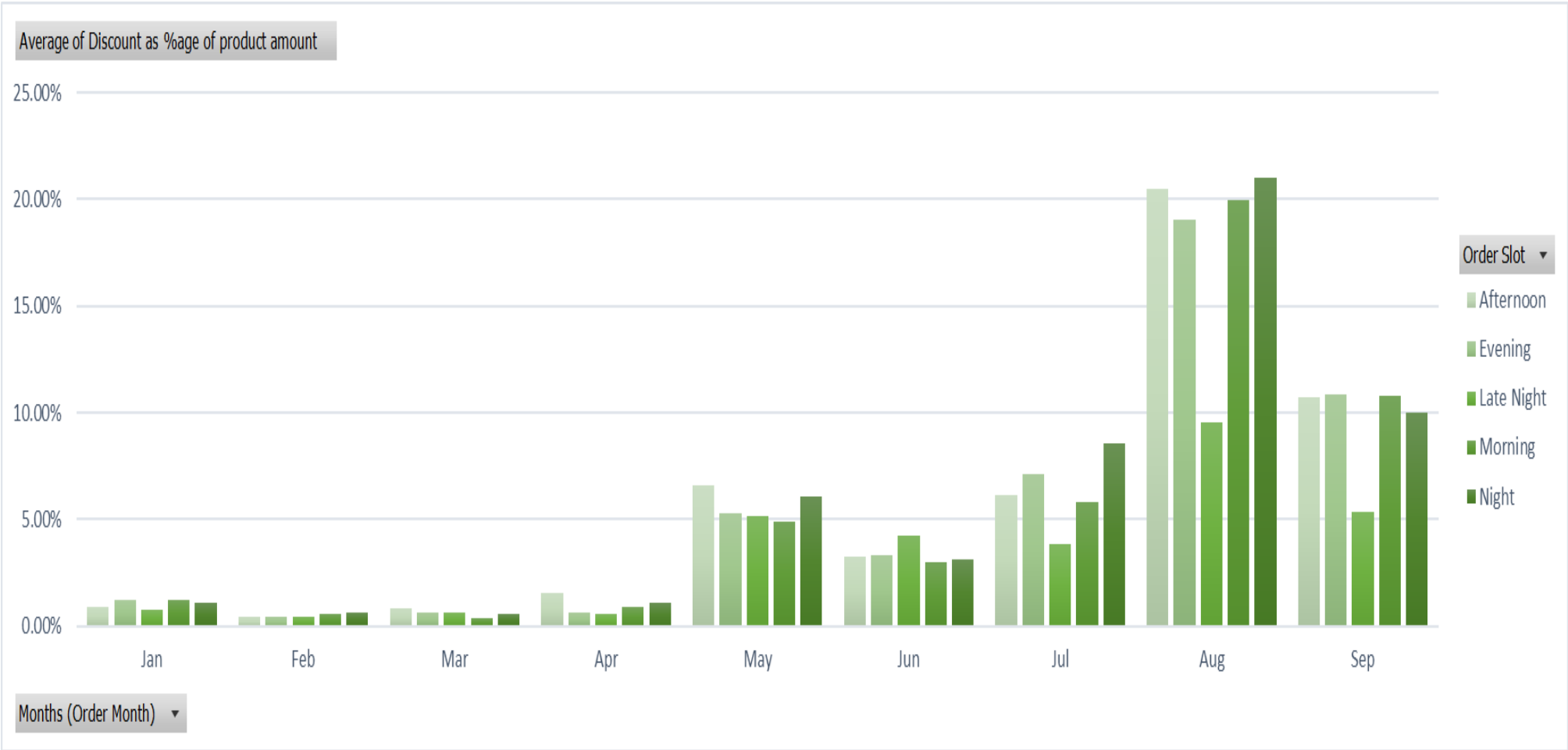


**Insights:**

1. August has significantly higher discounts across all slots compared to other months.

2. Afternoon and Night slots show higher average discounts.

**Observations:**

1. August has notably higher discounts in all slots.

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

| Average of Discount as %age of product amount | SLOT | | | | | |
|---|---|---|---|---|---|---|
| Drop Area | Afternoon | Evening | Late Night | Morning | Night | Grand Total |
| JP Nagar Phase 1-3 | | 31.94% | 0.00% | 0.00% | 0.00% | 12.77% |
| Jayanagar | 0.00% | 35.61% | | 0.00% | | 11.87% |
| Harlur | 10.58% | 10.06% | 3.19% | 9.72% | 9.83% | 9.66% |
| Bilekahalli | 7.11% | 1.40% | 10.00% | 17.76% | 29.73% | 8.77% |
| Bannerghatta | | 2.30% | | 0.00% | 16.61% | 7.56% |
| ITI Layout | 7.20% | 7.39% | 3.27% | 7.99% | 7.89% | 7.23% |
| Victoria Layout | | | | | 7.07% | 7.07% |
| Bellandur - Off Sarjapur Road | 5.10% | 9.00% | 0.00% | 0.99% | 8.62% | 6.39% |
| Bellandur, Green Glen | 8.94% | 6.75% | 6.77% | 2.92% | 5.93% | 6.28% |
| HSR Layout | 6.57% | 6.10% | 3.64% | 6.18% | 6.38% | 6.15% |
| Bellandur, Sakara | 3.12% | 0.00% | 43.23% | | 0.00% | 5.92% |
| BTM Stage 1 | 15.43% | 0.00% | 0.00% | 5.75% | 1.58% | 5.84% |
| Manipal County | 2.97% | 4.00% | 4.58% | 6.76% | 12.03% | 5.76% |
| Doddanekundi | | | 0.00% | | 10.00% | 5.00% |
| Kudlu | 6.01% | 4.58% | 1.44% | 5.51% | 5.07% | 4.90% |
| Yemalur | 0.00% | 5.19% | | 12.18% | 0.00% | 4.71% |
| Bomannahali - MicoLayout | 3.96% | 3.96% | 3.99% | 4.83% | 5.84% | 4.60% |
| BTM Stage 2 | 0.80% | 11.09% | 0.00% | 7.72% | 1.77% | 4.36% |
| Koramangala, Ejipura | 4.91% | 5.64% | 1.68% | 1.39% | 3.24% | 3.40% |
| JP Nagar Phase 4-5 | 0.00% | 0.00% | 20.67% | 0.16% | 0.00% | 3.00% |
| Wilson Garden, Shantinagar | | 1.49% | | | 4.35% | 2.92% |
| Bellandur, APR | 3.89% | 2.21% | | 1.34% | 6.67% | 2.65% |
| Devarachikanna Halli | 1.16% | 0.00% | 0.00% | | 6.59% | 2.62% |
| Sarjapur Road | 0.35% | 0.00% | 0.00% | | 4.62% | 2.41% |
| Bommanahalli | 2.73% | 1.72% | 2.92% | 1.28% | 3.55% | 2.38% |
| Bellandur, Sarjapur Road | 2.35% | 2.96% | 2.07% | 3.04% | 2.09% | 2.36% |
| Indiranagar | 1.39% | | 0.00% | 0.00% | 7.25% | 2.33% |
| Domlur, EGL | 0.00% | | 17.09% | 0.51% | 0.00% | 2.33% |
| Akshaya Nagar | 0.31% | 0.23% | 0.00% | 0.11% | 9.61% | 1.95% |
| Arekere | 0.00% | 1.69% | 0.00% | | 2.71% | 1.19% |
| Kadubeesanhali, Prestige | 0.00% | | 0.00% | | 2.67% | 0.59% |
| Viveka Nagar | 0.82% | 0.38% | 0.00% | | | 0.58% |
| JP Nagar Phase 8-9 | | 0.41% | | | | 0.41% |
| JP Nagar Phase 6-7 | 0.00% | | 0.00% | 0.13% | | 0.04% |
| Banashankari Stage 2 | | 0.00% | | | 0.00% | 0.00% |
| Marathahalli | | 0.00% | | 0.00% | 0.00% | 0.00% |
| Cox Town | | | | 0.00% | | 0.00% |
| Bellandur, Ecospace | | | 0.00% | | | 0.00% |
| Mahadevapura | | | | 0.00% | | 0.00% |
| Basavanagudi | | 0.00% | | | 0.00% | 0.00% |
| Pattandur | 0.00% | | | | | 0.00% |
| CV Raman Nagar | | | 0.00% | | | 0.00% |
| Richmond Town | 0.00% | | | | | 0.00% |
| Brookefield | | | 0.00% | | | 0.00% |
| Kadubeesanhali, PTP | | | | | 0.00% | 0.00% |
| Vimanapura | 0.00% | | | | | 0.00% |
| Binnipet | | | | 0.00% | | 0.00% |
| Whitefield | | 0.00% | | | | 0.00% |
| Bellandur, ETV | | | | 0.00% | 0.00% | 0.00% |
| Challagatta | | | 0.00% | | | 0.00% |
| Kumaraswamy Layout | 0.00% | 0.00% | | 0.00% | 0.00% | 0.00% |
| Frazer Town | | | 0.00% | | | 0.00% |
| Grand Total | 6.75% | 6.41% | 3.40% | 6.59% | 6.71% | 6.40% |
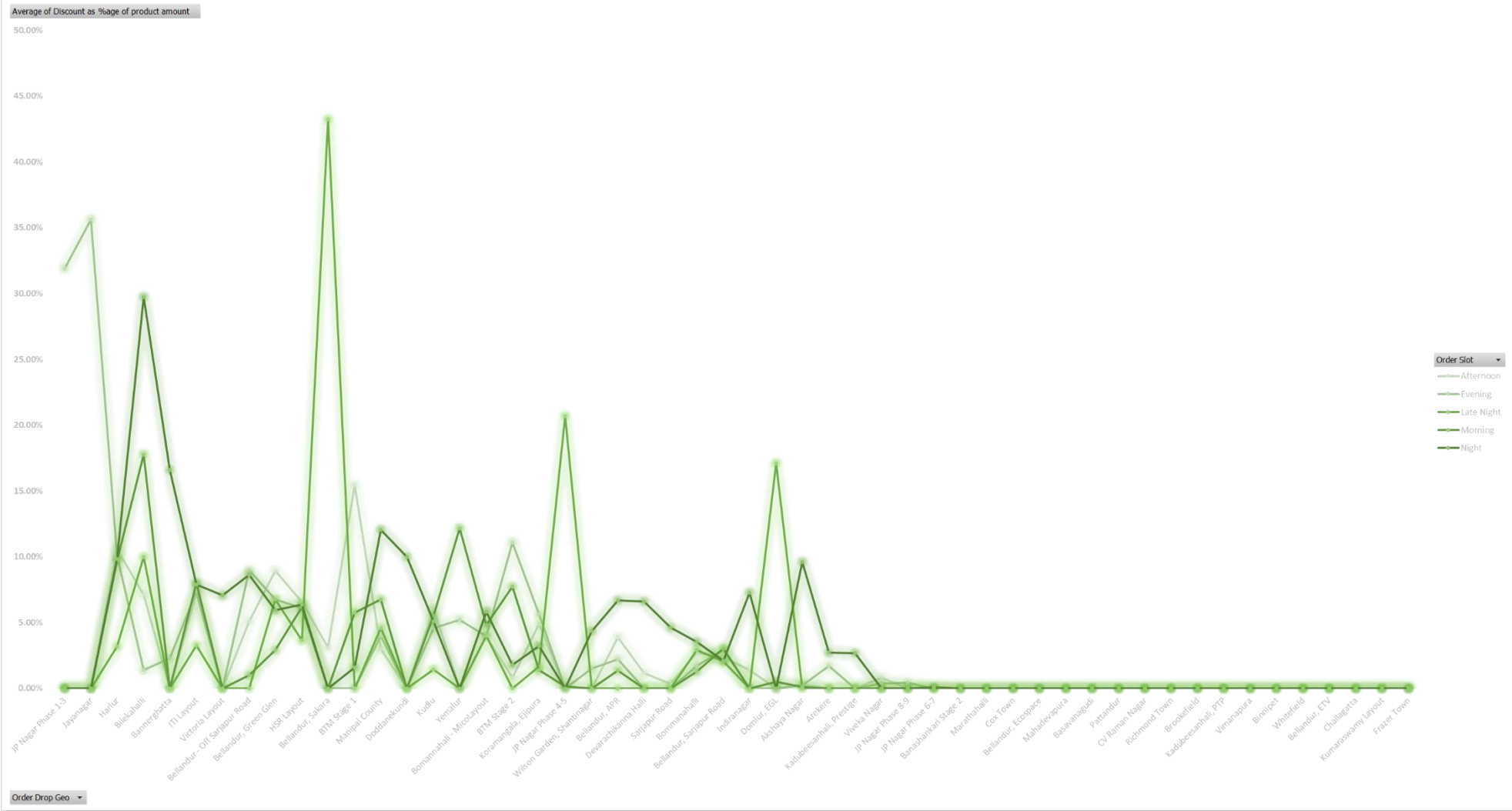
**Insights:**

1. Jayanagar and JP Nagar Phase 1-3 show high average discounts, particularly during the Evening slot.

2. Harlur exhibits consistent discounts across various time slots.

3. Night slots tend to have higher average discounts.

**Observations:**

1. Jayanagar and JP Nagar Phase 1-3 consistently show high discounts, especially during the Evening slot.

2. Bilekahalli and Harlur demonstrate varying discounts across different time slots.

3. Night slots consistently exhibit higher average discounts across various drop areas.

# Completion Rate Analysis

➢ Completion rate at slot vs day of the week (**Sunday to Saturday**) level.

**Trend in the data**: The completion rate is highest on Sundays and decreases as the week progresses, reaching its lowest on Saturdays.

| Total Order Placed | 22823 |
|---|---|
| Completion Flag - YES | 22721 |
| Completion Flag - NO | 102 |
| Completion Rate | 99.553% |

| Order Day ▼ | Average of Completion Rate |
|---|---|
| Sunday | 99.858% |
| Monday | 99.740% |
| Tuesday | 99.547% |
| Wednesday | 99.493% |
| Thursday | 99.662% |
| Friday | 99.339% |
| Saturday | 99.235% |
| **Grand Total** | **99.553%** |
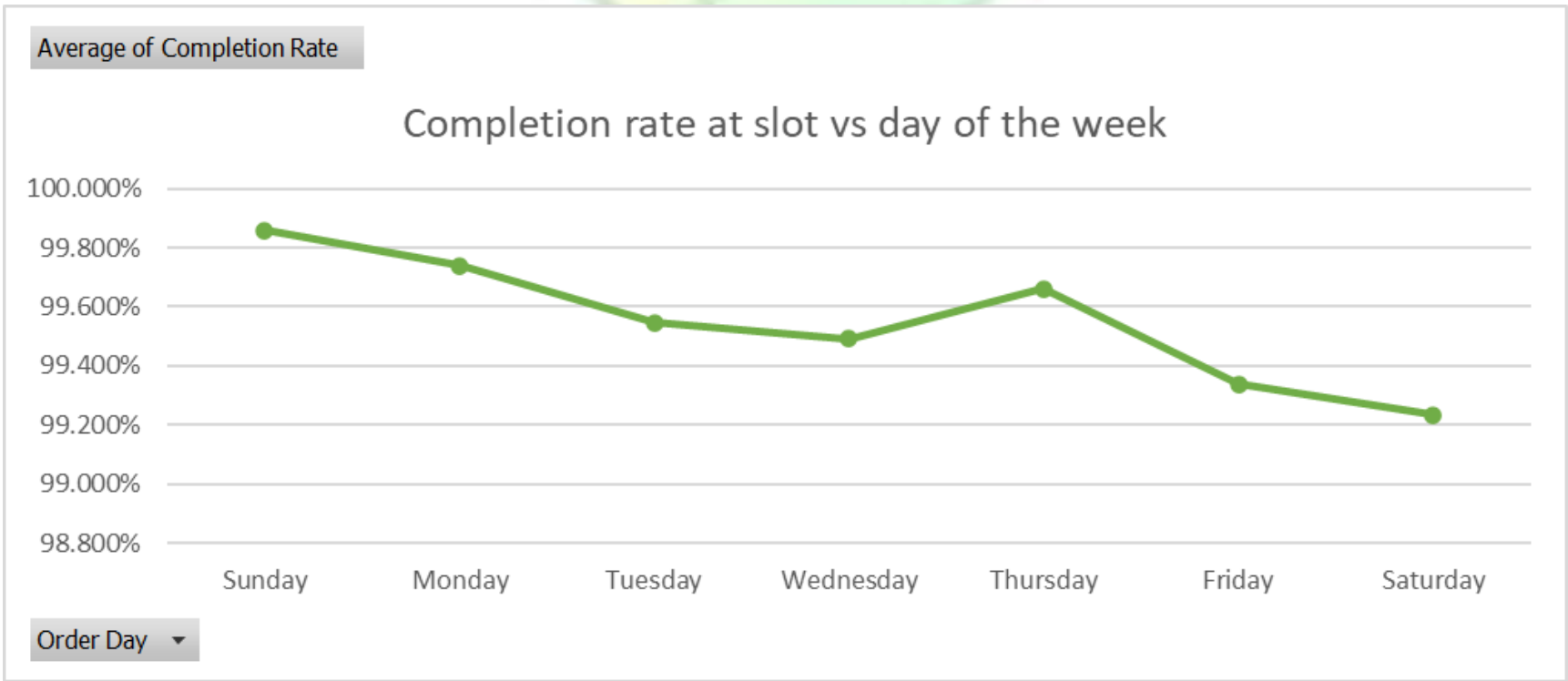


**Insights:**

1. Completion rates are highest on Sundays and gradually decrease throughout the week.

2. Saturdays exhibit the lowest completion rate among the weekdays.

3. The overall grand total completion rate is 99.553%.

**Observation:** Completion rates follow a weekly pattern:

- Peak on Sundays.

- Decline through the week, hitting the lowest on Saturdays.

- Mondays have consistently high rates, while Fridays and Saturdays pose challenges.

➢ Completion rate at number of products ordered level.

| No. of Products Ordered | Average of Completion Rate |
|---|---|
| 1 | 99.266% |
| 2 | 99.728% |
| 3 | 99.408% |
| 4 | 99.557% |
| 5 | 99.752% |
| 6 | 99.397% |
| 7 | 99.662% |
| 8 | 99.785% |
| 9 | 99.461% |
| 10 | 99.817% |
| 11 | 99.335% |
| 12 | 100.000% |
| 13 | 100.000% |
| 14 | 99.567% |
| 15 | 100.000% |
| 16 | 99.248% |
| 17 | 100.000% |
| 18 | 100.000% |
| 19 | 100.000% |
| 20 | 100.000% |
| 21 | 100.000% |
| 22 | 100.000% |
| 23 | 100.000% |
| 24 | 100.000% |
| 25 | 100.000% |
| **Grand Total** | **99.553%** |
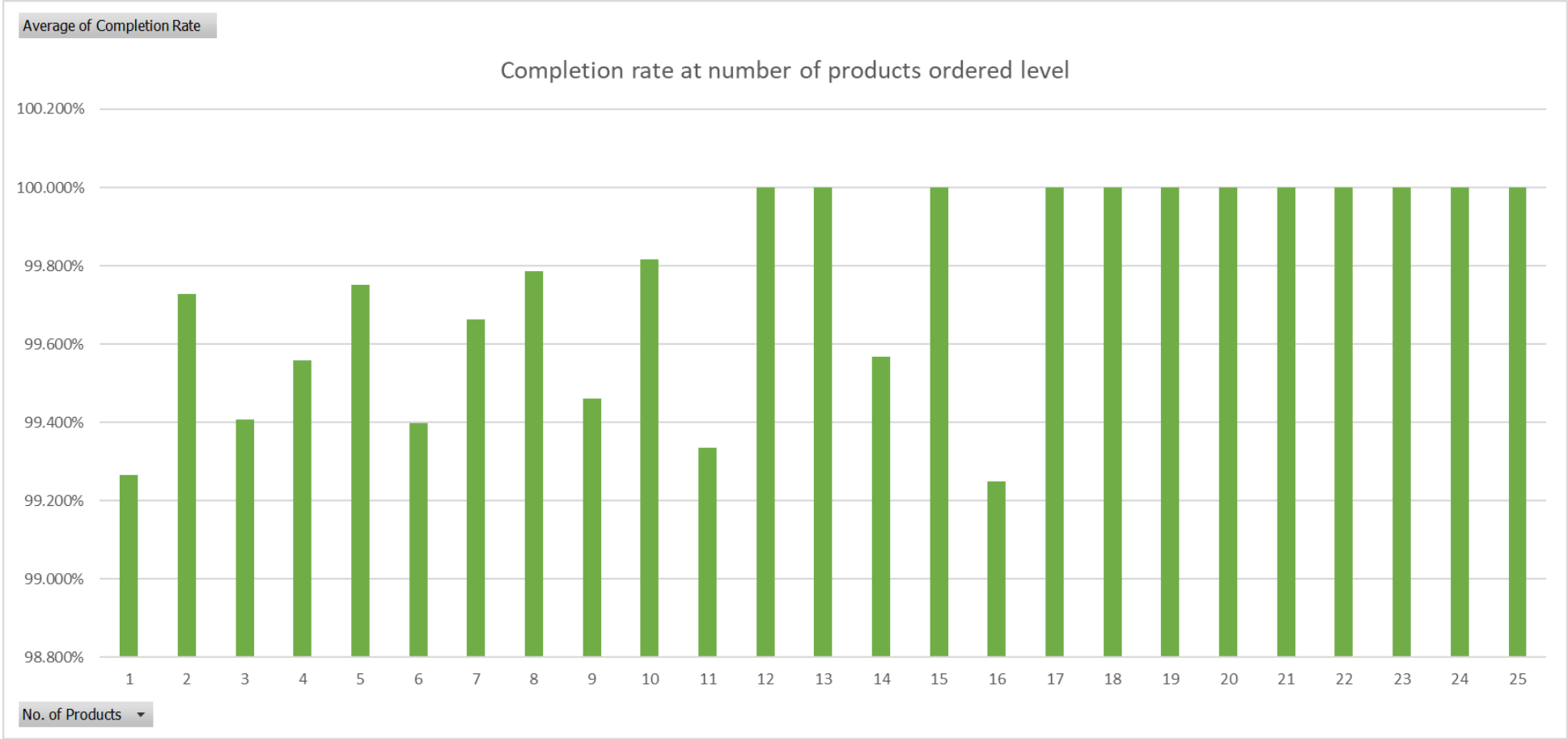


**Observations:**

1. Completion rates are consistently high across all levels of the number of products ordered.

2. Orders with 12, 13, 15, 17, 18, 19, 20, 21, 22, 23, 24, and 25 products have a perfect completion rate of 100%.

3. The overall grand total completion rate is 99.553%.

➢ Completion rate at drop area level.

| Area | Average of Completion Rate |
|---|---|
| Whitefield | 0.000% |
| Cox Town | 0.000% |
| Bellandur, ETV | 50.000% |
| Marathahalli | 66.667% |
| Domlur, EGL | 75.000% |
| Viveka Nagar | 85.714% |
| Indiranagar | 87.500% |
| BTM Stage 1 | 97.143% |
| Bommanahalli | 98.077% |
| Manipal County | 98.750% |
| Bellandur, Green Glen | 99.254% |
| Bomannahali - MicoLayout | 99.274% |
| Koramangala, Ejipura | 99.375% |
| Kudlu | 99.421% |
| ITI Layout | 99.595% |
| HSR Layout | 99.604% |
| Harlur | 99.694% |
| Frazer Town | 100.000% |
| JP Nagar Phase 8-9 | 100.000% |
| Kadubeesanhali, Prestige | 100.000% |
| Challagatta | 100.000% |
| Kadubeesanhali, PTP | 100.000% |
| CV Raman Nagar | 100.000% |
| Bilekahalli | 100.000% |
| Doddanekundi | 100.000% |
| Binnipet | 100.000% |
| Akshaya Nagar | 100.000% |
| Kumaraswamy Layout | 100.000% |
| Banashankari Stage 2 | 100.000% |
| Mahadevapura | 100.000% |
| Bellandur, Sarjapur Road | 100.000% |
| Bannerghatta | 100.000% |
| JP Nagar Phase 1-3 | 100.000% |
| Basavanagudi | 100.000% |
| JP Nagar Phase 6-7 | 100.000% |
| Pattandur | 100.000% |
| Bellandur, APR | 100.000% |
| Richmond Town | 100.000% |
| Bellandur, Ecospace | 100.000% |
| Sarjapur Road | 100.000% |
| Bellandur, Sakara | 100.000% |
| Victoria Layout | 100.000% |
| JP Nagar Phase 4-5 | 100.000% |
| Vimanapura | 100.000% |
| Devarachikanna Halli | 100.000% |
| Brookefield | 100.000% |
| Jayanagar | 100.000% |
| Bellandur - Off Sarjapur Road | 100.000% |
| Arekere | 100.000% |
| Wilson Garden, Shantinagar | 100.000% |
| BTM Stage 2 | 100.000% |
| Yemalur | 100.000% |
| **Grand Total** | **99.553%** |

Order completion rate at drop area level.
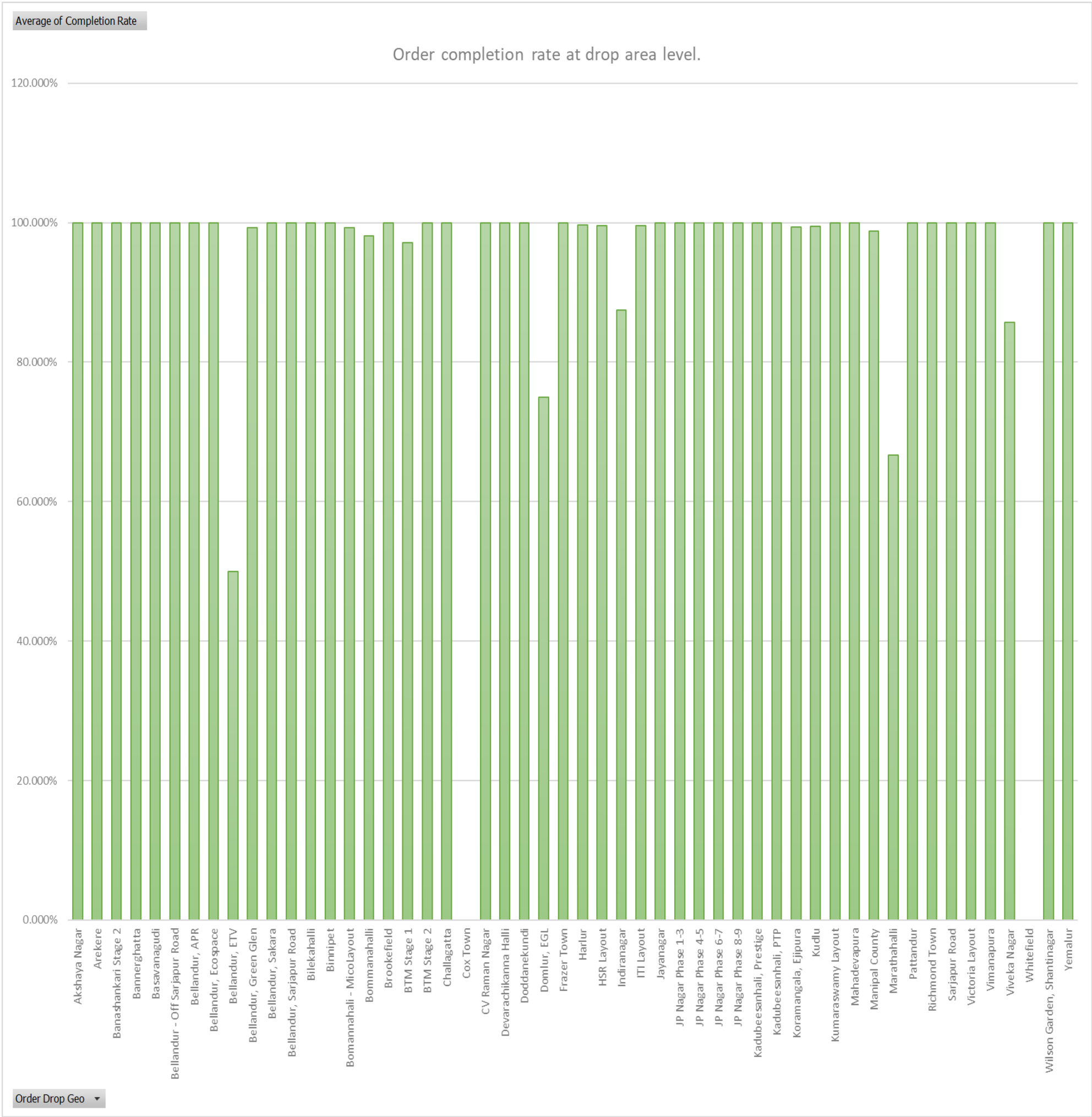
**Insights:**

1. Several areas demonstrate outstanding completion rates, achieving a perfect score of 100%.

2. Consistent performance across diverse areas suggests a well-optimized delivery process.

**Observation:**

1. Drop areas such as Whitefield and Cox Town have a 0% completion rate, indicating challenges in completing orders in these areas.
2. Some areas, including Marathahalli, Domlur, EGL, and Viveka Nagar, exhibit relatively higher completion rates, showing efficient order fulfilment.
3. A majority of areas, including HSR Layout, Harlur, and Bellandur, have completion rates exceeding 99%, reflecting effective order handling.

➢ Analysis on the pattern observed in the completion rate.

1. Successful Delivery Rate: Almost all orders, around 99.553%, got delivered successfully.

2. Completion Rate by Day: We noticed a trend – Sundays have the best completion rates, while Saturdays see the lowest

3. Low Completion Rate in Some Areas: In 7 out of 52 areas, less than 90% of orders get completed.

4. Cancellation Rate for Small Orders: Orders with less than 10 items have more cancellations.

5. Overall Cancellation Rate: Only about 0.447 % of all orders ended up getting cancelled.

➢ Analysis on the pattern observed in the completion rate.

Customer Level Analysis

➢ Completion rate at source level.

| Customer Source | Average of Completion Rate |
|---|---|
| Organic | 99.626% |
| Facebook | 99.580% |
| Snapchat | 99.565% |
| Google | 99.551% |
| Instagram | 99.461% |
| Offline Campaign | 99.441% |
| **Grand Total** | **99.553%** |

Average of Completion Rate

**Completion rate vs source level**
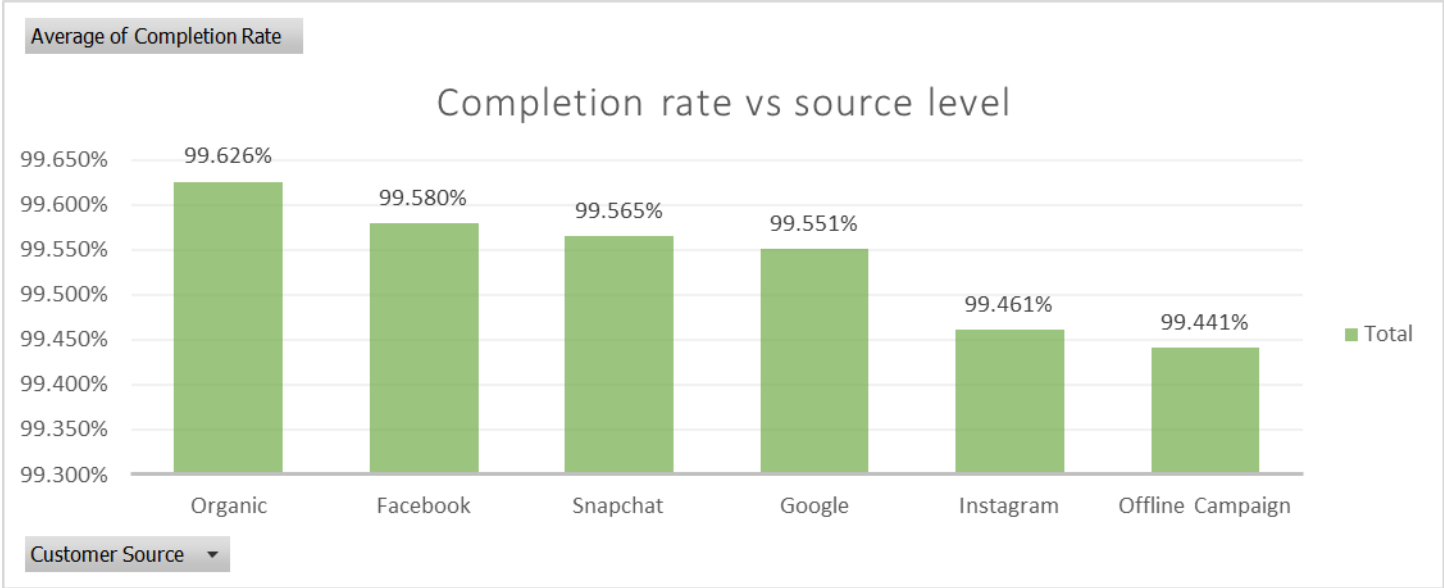


**Observations:**

1. Completion rates are consistently high across all customer sources.

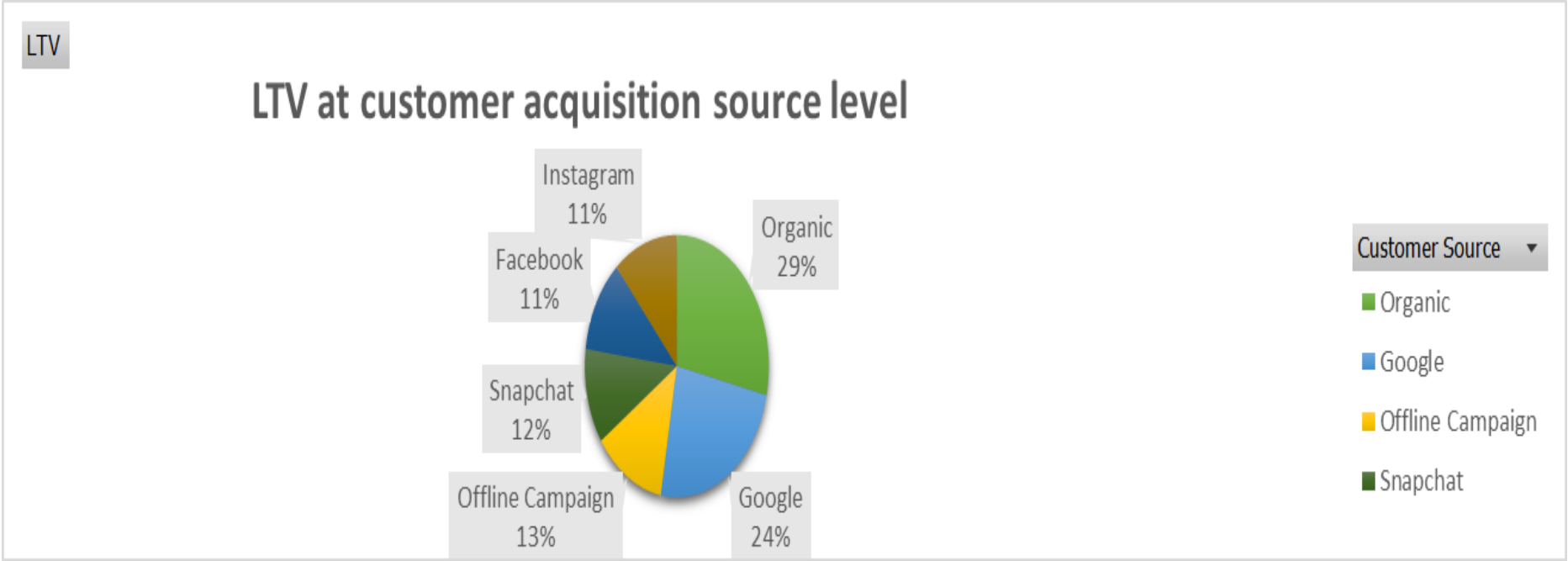2. The average completion rate is slightly higher for customers sourced organically compared to other channels.

➢ LTV for every customer.

o  LTV for each customer is calculated in Excel, and the detailed calculations are provided in the attached Excel file.
o  Please refer to the file for a comprehensive view.
o  As a quick reference, the top 10 customers based on LTV are listed below.

| User ID | LTV |
|---|---|
| APQ2413449 | 62,277 |
| ZQB198457 | 53,913 |
| XXV119663 | 44,898 |
| FDO1013281 | 43,059 |
| LQK77449 | 42,527 |
| WDE1131845 | 39,625 |
| GDF423244 | 39,338 |
| VBS2518354 | 38,974 |
| WWC812033 | 38,691 |
| AFB1613116 | 38,123 |

➤ Aggregated LTV at customer acquisition source level

| Customer Source ⤵↓ | LTV |
|---|---|
| Organic | 22,87,431 |
| Google | 19,39,010 |
| Offline Campaign | 10,08,411 |
| Snapchat | 9,36,767 |
| Facebook | 9,21,851 |
| Instagram | 9,11,379 |
| **Grand Total** | **80,04,849** |

LTV

## LTV at customer acquisition source level

Instagram
11%

Facebook
11%

Organic
29%

Snapchat
12%

Offline Campaign
13%

Google
24%

Customer Source ▼

■ Organic
■ Google
■ Offline Campaign
■ Snapchat

**Observations:**

1. The highest aggregated LTV is observed from the "Organic" customer acquisition source, contributing significantly to the total.

2. "Google" and "Offline Campaign" also make substantial contributions to the overall aggregated LTV.

3. "Facebook," "Instagram," and "Snapchat" show comparatively lower but still significant LTV figures.

➤ Aggregated LTV at acquisition month level.

| Month | LTV |
|-------|-----|
| Sep | 13,22,471 |
| Aug | 11,43,759 |
| May | 9,83,096 |
| Jul | 9,50,147 |
| Jun | 9,30,572 |
| Apr | 8,64,243 |
| Mar | 7,13,119 |
| Feb | 5,59,899 |
| Jan | 5,37,543 |
| **Grand Total** | **80,04,849** |
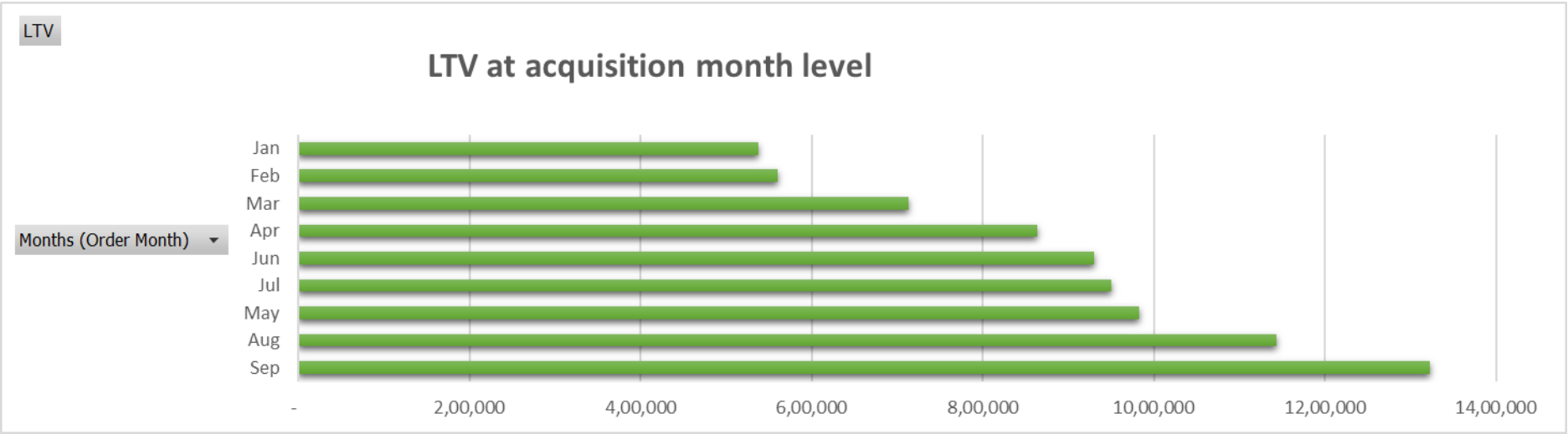


**Insights:**

1. **Seasonal Variation:** The LTV gradually increases from January to September, suggesting potential seasonality or varying customer behaviour.

2. **Significant Growth:** Notable growth in LTV is observed from May onwards, with August and September contributing significantly to the overall aggregated LTV.

**Observations:**

1. The months of May to September exhibit higher LTV, indicating potential effectiveness of marketing strategies during this period.

2. Consider implementing targeted retention strategies during months with high LTV, such as August and September, to maximize customer value.

➢ Average Revenue(Product amount after discount) per order at different customer acquisition source level

| Customer Source ↓ | Average of Revenue |
|---|---|
| Snapchat | 344.16 |
| Google | 342.55 |
| Facebook | 328.10 |
| Offline Campaign | 326.01 |
| Organic | 323.56 |
| Instagram | 301.10 |
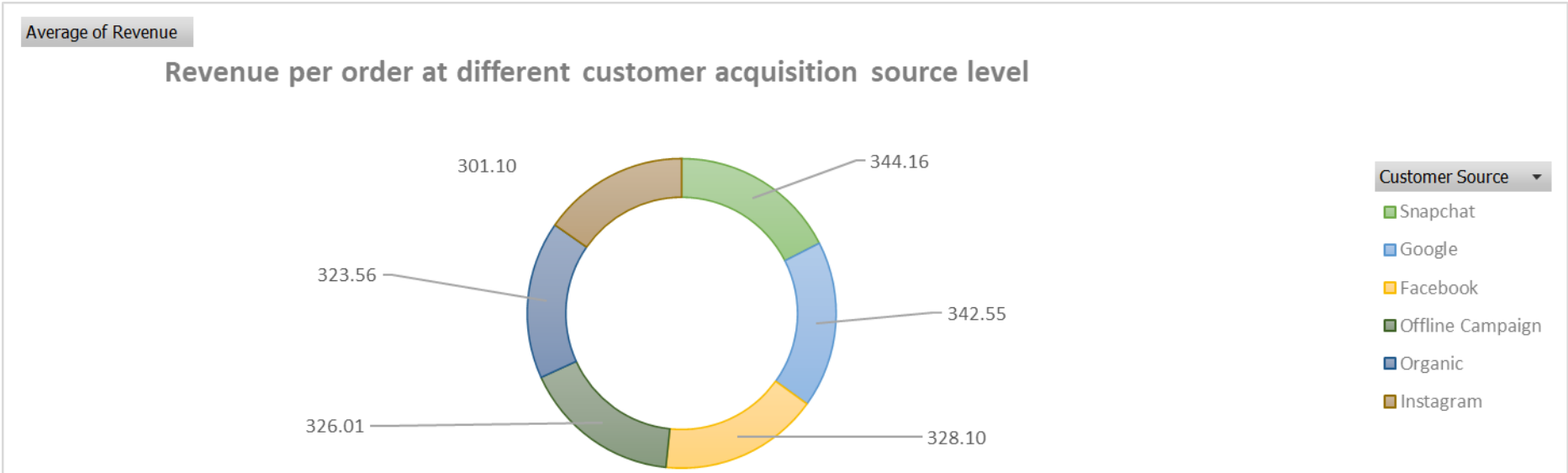
**Insights:**

1. Uniformity in Revenue: The average revenue per order is relatively consistent across different customer acquisition sources.

2. Comparable Performance: Facebook, Offline Campaign, and Organic show similar average revenue figures.

**Observations:**

1. There is minimal variation in average revenue per order among different customer acquisition sources, suggesting a balanced performance.

➢ Average Revenue(Product amount after discount) per order at acquisition month level

| Month | Average of Revenue |
|---|---|
| May | 380.52 |
| Apr | 346.09 |
| Jun | 344.65 |
| Jul | 340.04 |
| Feb | 334.48 |
| Jan | 331.30 |
| Mar | 324.18 |
| Aug | 311.84 |
| Sep | 280.20 |
| **Average Revenue** | **328.38** |
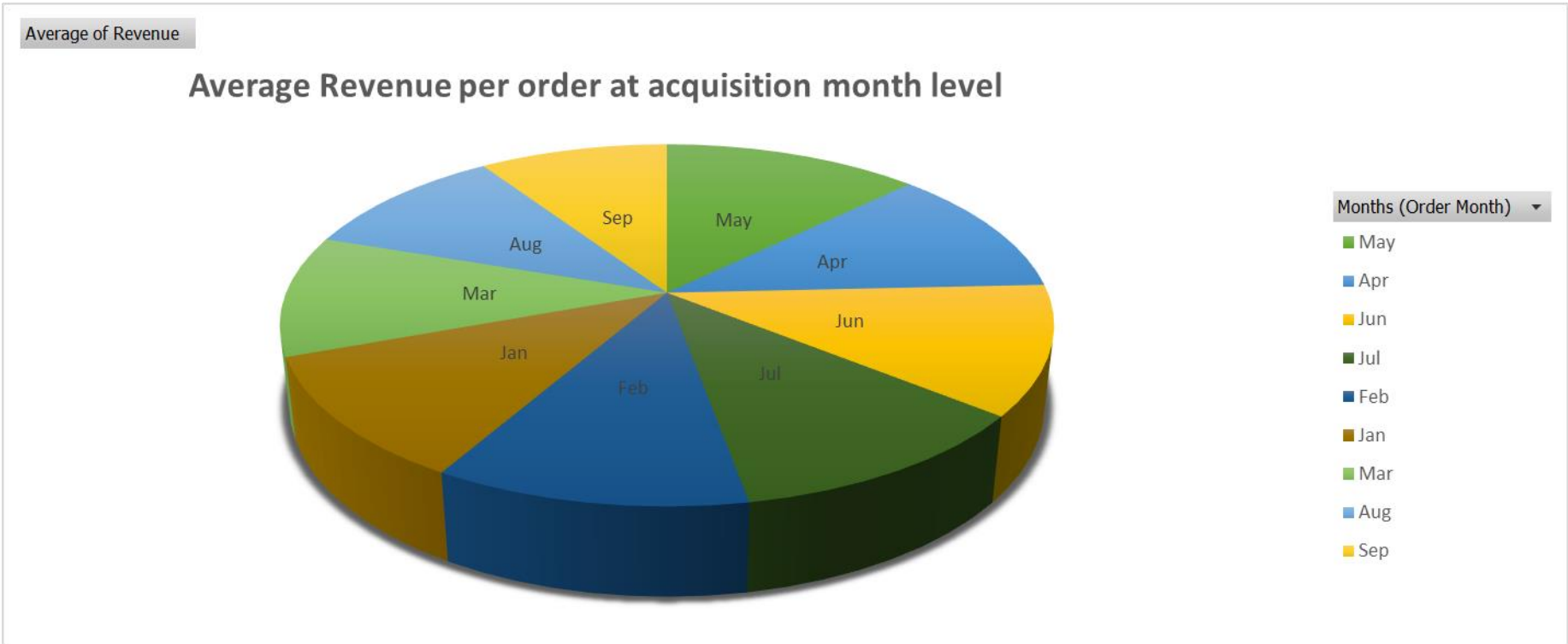


**Insights:**

1. Seasonal Variations: The average revenue per order exhibits fluctuations throughout the months.

2. Peak in May: May shows the highest average revenue, indicating potential factors influencing customer spending during that period.

**Observations:**

1. Monthly Dynamics: Revenue patterns vary, suggesting the need to analyse external factors influencing customer behaviour each month.

2. May Spike: A notable spike in average revenue in May warrants investigation into promotions, events, or seasonal trends contributing to increased spending.
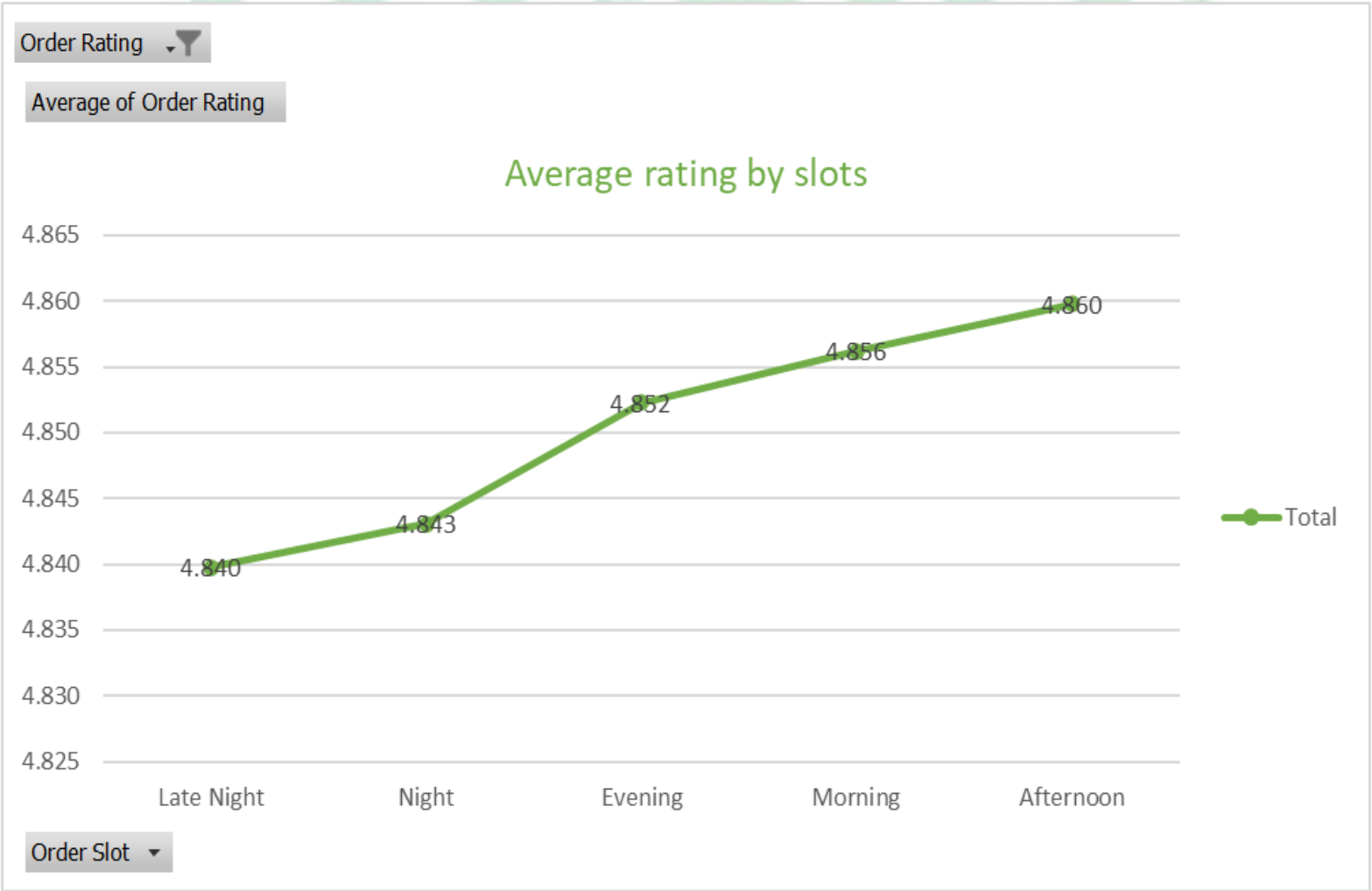
➢ Pattern in order rating across slots, number of items placed, delivery charges, discount.

➢ Note for below tables data: Customers who have not rated are not considered for the evaluation of average rating
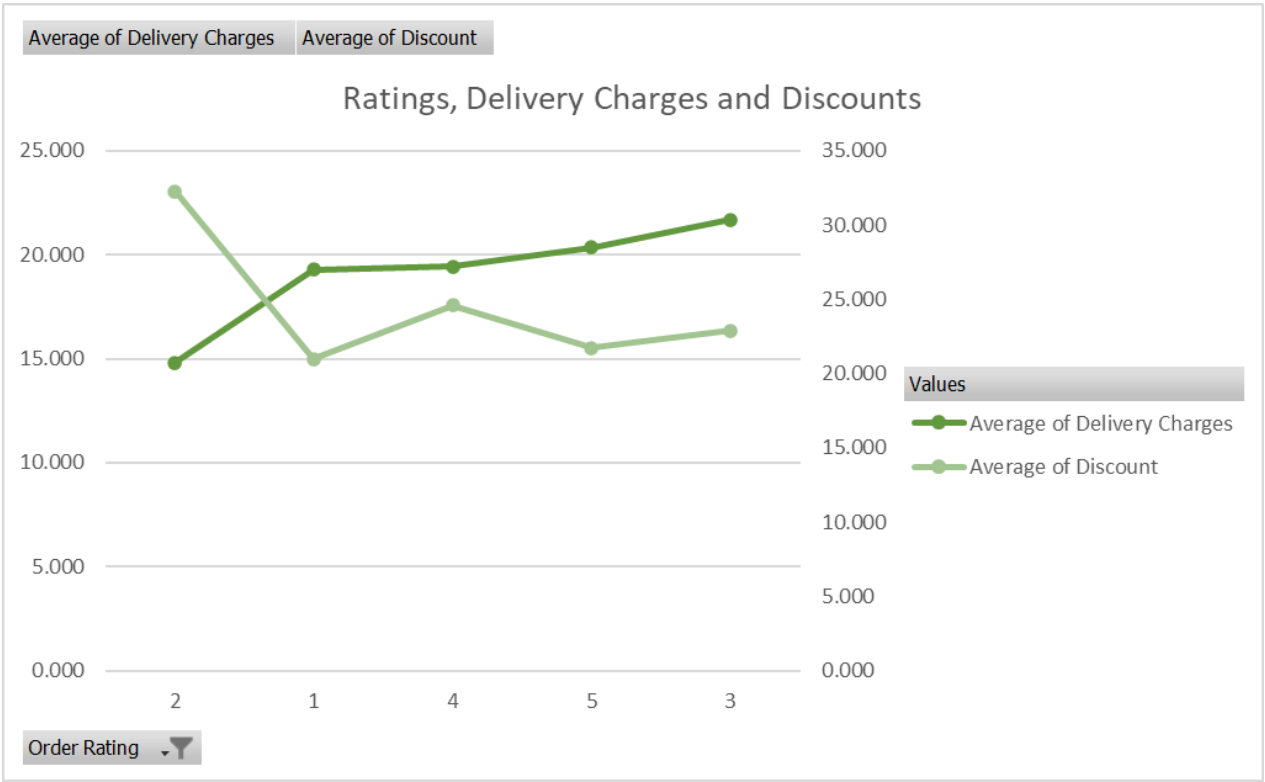
| Order Rating | (Multiple Items) |
|---|---|
| **Average rating by slots** | |
| **SLOT** | **Average of Order Rating** |
| Late Night | 4.840 |
| Night | 4.843 |
| Evening | 4.852 |
| Morning | 4.856 |
| Afternoon | 4.860 |
| **Grand Total** | **4.852** |

| **Ratings, Delivery Charges and Discounts** | | |
|---|---|---|
| Ratings | Average of Delivery Charges | Average of Discount |
| 2 | 14.795 | 32.260 |
| 1 | 19.292 | 20.994 |
| 4 | 19.425 | 24.571 |
| 5 | 20.345 | 21.720 |
| 3 | 21.673 | 22.883 |

| Order Rating | (Multiple Items) |
|---|---|
| **No of Products vs Average Rating** | |
| **Row Labels** | **Average of Order Rating** |
| 21 | 4.625 |
| 16 | 4.729 |
| 20 | 4.783 |
| 14 | 4.790 |
| 17 | 4.805 |
| 15 | 4.805 |
| 11 | 4.808 |
| 9 | 4.827 |
| 12 | 4.829 |
| 8 | 4.836 |
| 1 | 4.842 |
| 6 | 4.843 |
| 19 | 4.857 |
| 4 | 4.859 |
| 2 | 4.860 |
| 5 | 4.862 |
| 10 | 4.863 |
| 7 | 4.868 |
| 3 | 4.873 |
| 13 | 4.878 |
| 18 | 4.907 |
| 23 | 5.000 |
| 22 | 5.000 |
| 24 | 5.000 |
| **Grand Total** | **4.852** |


Average rating by slots

Ratings, Delivery Charges and Discounts



No of Products vs Average Rating

**Insights:**

1. **Slot-wise Average Rating:**

   - Morning and Afternoon slots tend to have slightly higher average ratings.

   - Late Night has the lowest average rating among the slots.

2. **Delivery Charges and Discounts:**

   - Higher average ratings generally correspond with lower delivery charges and discounts.

**Observations:**

1. **Slot Preferences:**

   - Customers might have specific expectations or experiences during certain slots, influencing their ratings.

2. **Optimal Pricing Strategy:**

   - Lowering delivery charges and offering reasonable discounts could positively impact customer satisfaction, as reflected in higher ratings.

# Delivery Analysis

➢ Calculate average overall delivery time at month and delivery area level.

| Average of Overall Delivery Time(in mins) | Month | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| delivery area | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Grand Total |
| Mahadevapura | | | | | 146.67 | | | | | 146.67 |
| Brookefield | | | | | | | 91.23 | | | 91.23 |
| Vimanapura | | | | | 75.47 | | | | | 75.47 |
| Pattandur | | | | | | | | 71.20 | | 71.20 |
| CV Raman Nagar | | | | | | 63.95 | | | | 63.95 |
| Richmond Town | | | | | | 63.39 | | | | 63.39 |
| JP Nagar Phase 8-9 | | | | | | 59.48 | | | | 59.48 |
| Domlur, EGL | 37.42 | | | 43.60 | 97.26 | | | | 35.17 | 59.05 |
| Basavanagudi | | | | | | 57.82 | | | | 57.82 |
| Kumaraswamy Layout | | 53.63 | | | 58.43 | | 57.55 | | | 57.01 |
| Indiranagar | | | | 68.94 | 54.59 | 37.87 | 42.58 | | | 56.64 |
| Jayanagar | 56.08 | | | | | | 53.03 | 53.97 | | 54.36 |
| Akshaya Nagar | | | 54.93 | 49.20 | 62.20 | 50.32 | | 104.62 | 36.64 | 54.26 |
| Bannerghatta | 52.85 | | 40.18 | | 60.65 | | | 57.13 | | 52.73 |
| JP Nagar Phase 4-5 | 37.77 | 56.18 | | 45.48 | 55.93 | | | 52.70 | | 51.42 |
| JP Nagar Phase 6-7 | | 49.12 | 32.38 | | 53.78 | 44.97 | | | | 47.97 |
| Binnipet | | | | | | | 46.50 | | | 46.50 |
| JP Nagar Phase 1-3 | 32.82 | | 59.63 | 38.65 | 57.42 | | | 41.32 | | 45.97 |
| Bellandur, Sakara | | | 49.80 | 62.45 | 71.29 | 25.88 | 28.20 | 36.09 | 21.17 | 44.98 |
| Frazer Town | | | 44.82 | | | | | | | 44.82 |
| Viveka Nagar | | | | 32.43 | 56.12 | 26.43 | 40.42 | | | 44.61 |
| Bellandur, APR | 49.51 | 42.08 | 43.56 | 52.73 | 34.45 | 40.34 | 45.68 | 46.63 | 41.53 | 44.24 |
| Devarachikanna Halli | 25.55 | 42.91 | 47.05 | 65.74 | | 26.85 | | | 36.92 | 44.21 |
| Kadubeesanhali, PTP | | | | | 42.57 | | | | | 42.57 |
| Victoria Layout | | | | | | | | | 42.32 | 42.32 |
| Kadubeesanhali, Prestige | | 35.82 | 27.53 | | 63.52 | | 47.13 | | 21.02 | 42.26 |
| Arekere | 28.28 | | | 51.98 | 56.03 | 53.18 | | | 33.80 | 41.93 |
| Marathahalli | 32.62 | | | | 49.78 | | | | | 41.20 |
| Challagatta | | | | | | | | 41.13 | | 41.13 |
| Bommanahalli | 32.06 | 24.96 | 33.75 | 40.80 | 64.17 | 29.67 | 35.92 | 39.32 | 23.28 | 40.64 |
| Doddanekundi | | | | | | | 38.62 | 42.13 | | 40.38 |
| Banashankari Stage 2 | | | | | | 24.95 | 54.37 | | | 39.66 |
| Wilson Garden, Shantinagar | | | 37.63 | | 33.63 | | | | 43.60 | 39.62 |
| Sarjapur Road | 41.22 | | | 23.88 | 61.41 | 28.06 | 32.84 | | 27.96 | 39.45 |
| Manipal County | 34.78 | 30.77 | 35.15 | 43.26 | 62.41 | 34.93 | 43.14 | 37.18 | 37.97 | 39.22 |
| Bilekahalli | 37.06 | | 53.57 | | 43.99 | | 49.33 | 24.22 | 28.06 | 38.43 |
| Bellandur - Off Sarjapur Road | 35.29 | 15.27 | 35.95 | 40.92 | 51.62 | 29.98 | 32.16 | 28.08 | 30.48 | 36.67 |
| Koramangala, Ejipura | 26.75 | 25.61 | 26.24 | 44.73 | 54.42 | 30.91 | 28.26 | 27.71 | 22.81 | 36.51 |
| Yemalur | | 33.73 | | 37.35 | | 27.30 | 42.38 | 39.01 | 34.70 | 36.21 |
| BTM Stage 2 | 28.93 | 26.07 | 27.70 | 29.56 | 48.53 | 25.40 | 40.82 | 38.66 | 33.68 | 34.85 |
| BTM Stage 1 | 30.04 | 31.30 | 36.68 | 36.18 | 39.92 | 26.00 | 45.43 | 31.18 | 23.46 | 34.40 |
| Kudlu | 29.37 | 29.03 | 30.79 | 37.73 | 55.26 | 29.99 | 29.23 | 32.16 | 25.38 | 34.35 |
| Bellandur, Sarjapur Road | 31.80 | 28.47 | 32.27 | 35.97 | 63.77 | 26.60 | 30.11 | 26.02 | 27.13 | 33.12 |
| Bomannahali - MicoLayout | 30.18 | 31.89 | 29.60 | 33.31 | 59.28 | 33.99 | 28.24 | 29.80 | 24.79 | 32.93 |
| Harlur | 30.42 | 26.50 | 27.12 | 33.84 | 60.12 | 27.71 | 26.61 | 34.90 | 29.53 | 31.88 |
| Bellandur, Green Glen | 28.43 | 27.85 | 32.18 | 35.76 | 50.92 | 27.13 | 26.62 | 31.07 | 25.20 | 31.42 |
| Bellandur, ETV | | | | | | | | | 29.62 | 29.62 |
| ITI Layout | 22.21 | 18.62 | 20.48 | 26.93 | 44.54 | 23.29 | 20.01 | 21.57 | 19.01 | 23.30 |
| HSR Layout | 19.85 | 17.71 | 18.66 | 26.49 | 42.07 | 21.29 | 18.24 | 20.39 | 17.39 | 22.48 |
| Bellandur, Ecospace | 21.32 | | | | | | | | | 21.32 |
| **Grand Total** | **22.10** | **19.39** | **20.37** | **27.93** | **44.56** | **22.91** | **19.83** | **22.70** | **19.66** | **24.26** |

**Insights:**

1. **Month-wise Analysis:**

   - Highest average delivery time are observed in March.

   - September has the lowest average delivery time.

2. **Delivery Area Comparison:**

   - Significant variation in delivery times across different areas.

   - Some areas consistently experience longer delivery times.
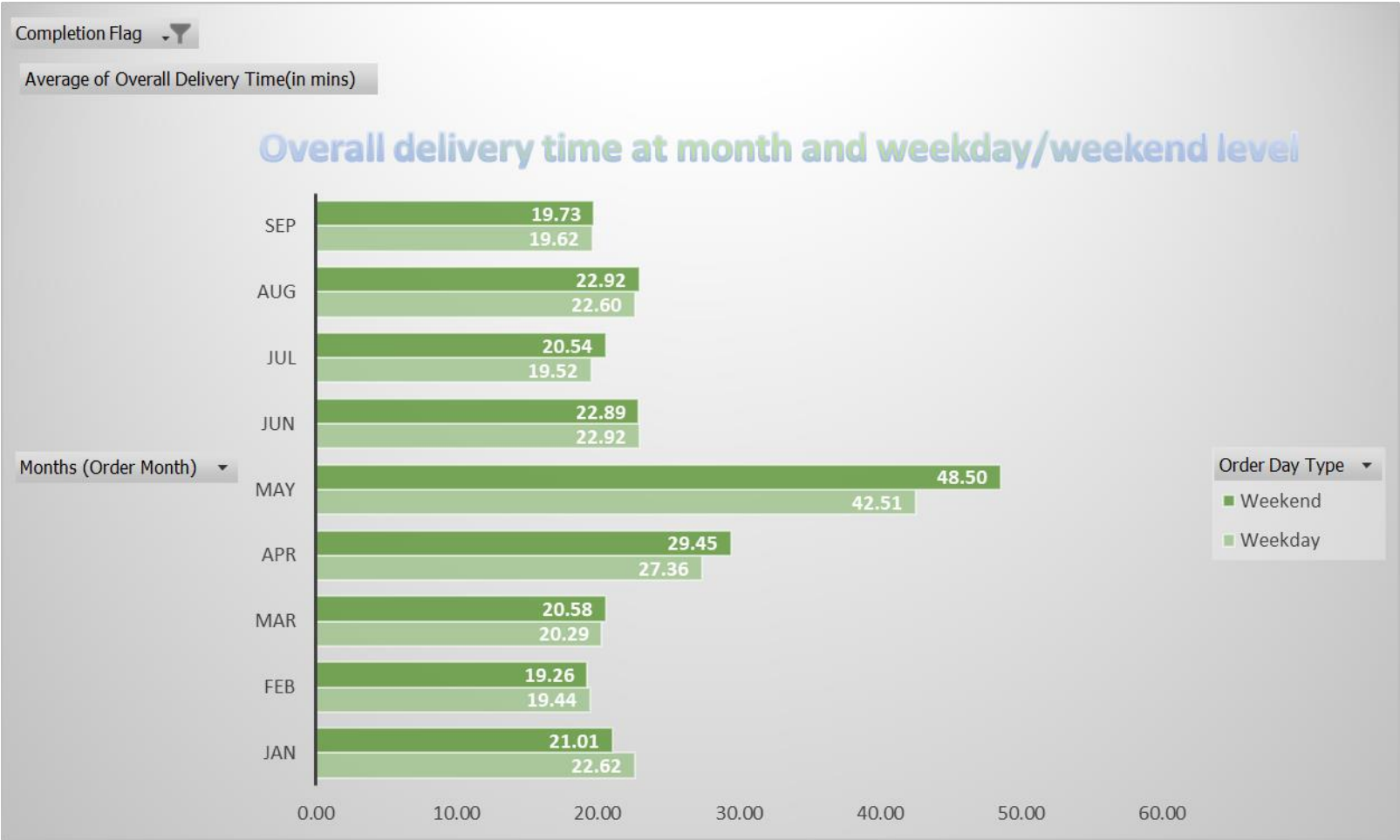
**Observations:**

1. **Monthly Trends:**

   - Seasonal or demand-related factors may contribute to variations in delivery times.

2. **Area-specific Challenges:**

   - Understanding factors influencing delivery times in specific areas can lead to targeted improvements.

➢ Average overall delivery time at month and weekday/weekend level

| Completion Flag | YES | |
|---|---|---|

| Average of Overall | Order Day Type | | | |
|---|---|---|---|---|
| **Month** | **Weekday** | | **Weekend** | **Grand Total** |
| Jan | | 22.62 | 21.01 | 22.10 |
| Feb | | 19.44 | 19.26 | 19.39 |
| Mar | | 20.29 | 20.58 | 20.37 |
| Apr | | 27.36 | 29.45 | 27.93 |
| May | | 42.51 | 48.50 | 44.56 |
| Jun | | 22.92 | 22.89 | 22.91 |
| Jul | | 19.52 | 20.54 | 19.83 |
| Aug | | 22.60 | 22.92 | 22.70 |
| Sep | | 19.62 | 19.73 | 19.66 |
| **Grand Total** | | **23.82** | **25.26** | **24.26** |

Completion Flag

Average of Overall Delivery Time(in mins)

**Overall delivery time at month and weekday/weekend level**

Months (Order Month)

| | |
|---|---|
| SEP | 19.73 / 19.62 |
| AUG | 22.92 / 22.60 |
| JUL | 20.54 / 19.52 |
| JUN | 22.89 / 22.92 |
| MAY | 48.50 / 42.51 |
| APR | 29.45 / 27.36 |
| MAR | 20.58 / 20.29 |
| FEB | 19.26 / 19.44 |
| JAN | 21.01 / 22.62 |

Order Day Type
- Weekend
- Weekday

0.00  10.00  20.00  30.00  40.00  50.00  60.00

**Insights:**

1. **Month-wise Analysis:**

   - May has the highest average delivery time.

   - September records the lowest average delivery time, reflecting improved efficiency.

2. **Weekday vs. Weekend:**

   - Generally, weekdays have shorter delivery times compared to weekends across all months.

**Observations:**

1. **Month-specific Challenges:**

   - May stands out with significantly higher delivery times.

   - September shows positive results, indicating potential improvements in operational efficiency.
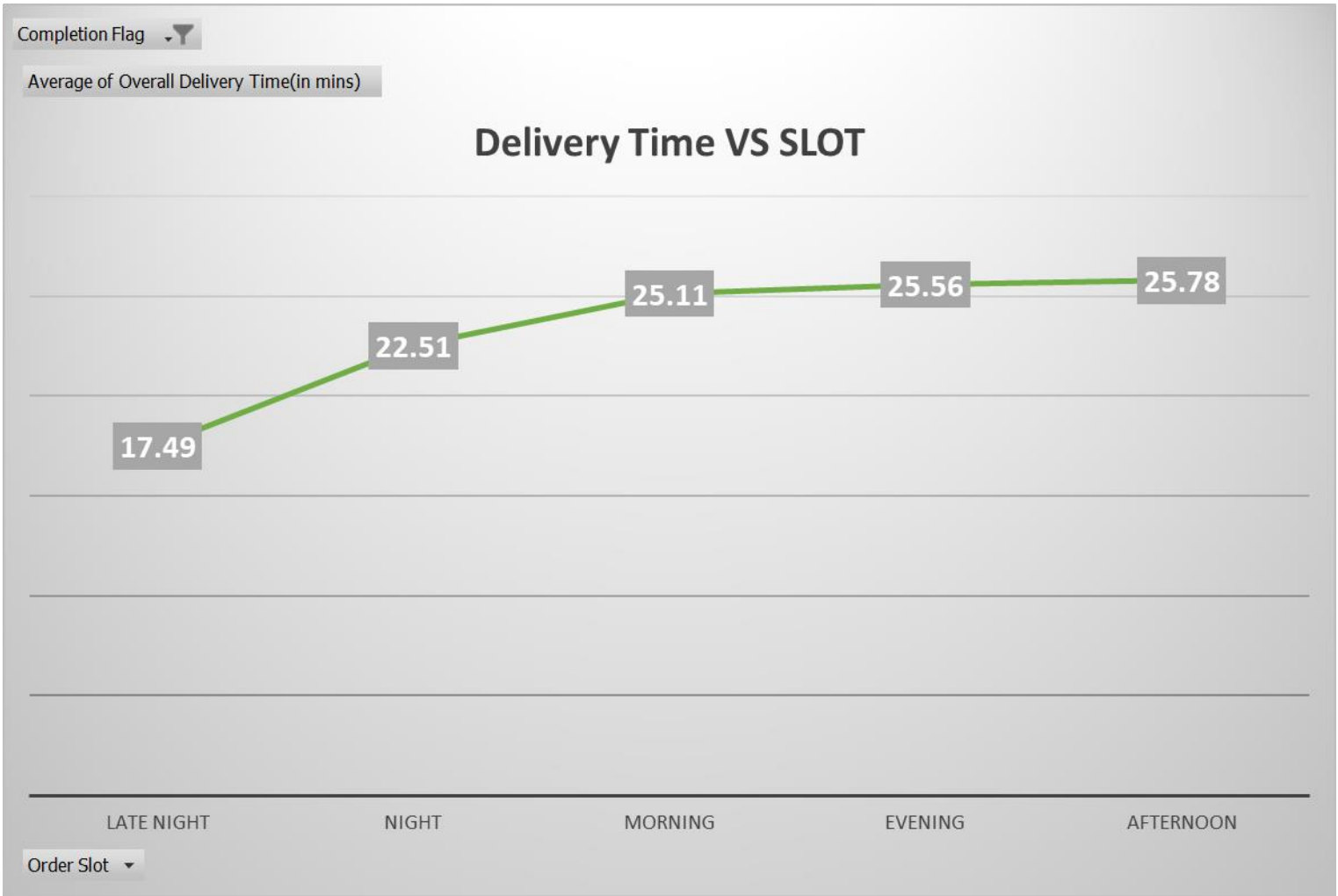
2. **Weekday/Weekend Dynamics:**

   - Consistent longer delivery times on weekends highlight a pattern that could be due to increased demand or operational considerations.

➢ Average overall delivery time at slot level.

| Completion Flag | YES |
|---|---|

| Slot | Average of Overall Delivery Time(in mins) |
|---|---|
| Late Night | 17.49 |
| Night | 22.51 |
| Morning | 25.11 |
| Evening | 25.56 |
| Afternoon | 25.78 |
| **Grand Total** | **24.26** |



**Insights:**

- Late Night has the shortest average delivery time, indicating efficient service during this slot.

- Afternoon records the longest average delivery time.

**Observations:**

1. **Efficient Late-Night Deliveries:** Late Night deliveries exhibit high efficiency, suggesting streamlined operations during this less congested time.

2. **Afternoon Challenges:**

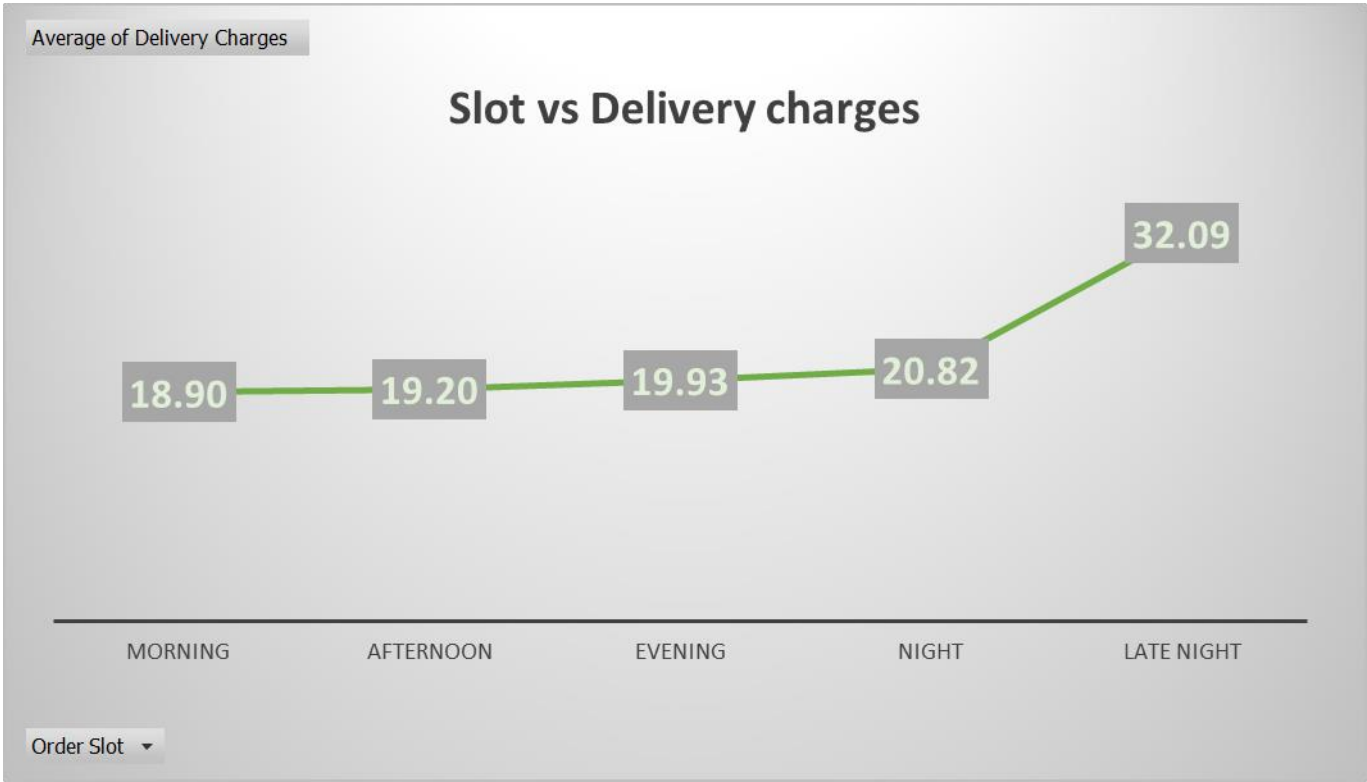- Afternoon deliveries face challenges, possibly due to increased demand or operational bottlenecks.

➢ Pattern in delivery charges with slot or delivery area.

| Completion Flag | YES |
|---|---|

| Area | Average of Delivery Charges |
|---|---|
| Brookefield | 332.00 |
| CV Raman Nagar | 287.00 |
| Frazer Town | 259.00 |
| Vimanapura | 210.00 |
| Doddanekundi | 198.50 |
| Mahadevapura | 195.00 |
| Pattandur | 180.00 |
| Marathahalli | 175.00 |
| Challagatta | 172.00 |
| Basavanagudi | 155.00 |
| Kumaraswamy Layout | 146.25 |
| Banashankari Stage 2 | 145.00 |
| Indiranagar | 142.00 |
| Domlur, EGL | 135.33 |
| JP Nagar Phase 8-9 | 130.00 |
| Arekere | 127.00 |
| JP Nagar Phase 6-7 | 126.50 |
| Kadubeesanhali, Prestige | 122.11 |
| Kadubeesanhali, PTP | 120.00 |
| Akshaya Nagar | 119.29 |
| JP Nagar Phase 4-5 | 117.57 |
| Bannerghatta | 111.00 |
| JP Nagar Phase 1-3 | 105.80 |
| Bellandur, APR | 102.41 |
| Devarachikanna Halli | 95.75 |
| Wilson Garden, Shantinagar | 95.00 |
| Viveka Nagar | 85.83 |
| Richmond Town | 82.50 |
| Yemalur | 77.86 |
| Bilekahalli | 77.18 |
| Victoria Layout | 75.00 |
| BTM Stage 1 | 73.09 |
| Bellandur, Sakara | 70.27 |
| Bellandur, Sarjapur Road | 69.55 |
| Sarjapur Road | 69.05 |
| Jayanagar | 66.67 |
| Manipal County | 58.94 |
| BTM Stage 2 | 55.88 |
| Bellandur - Off Sarjapur Road | 53.48 |
| Bommanahalli | 51.80 |
| Koramangala, Ejipura | 50.28 |
| Bellandur, Ecospace | 39.00 |
| Bomannahali - MicoLayout | 38.76 |
| Bellandur, Green Glen | 36.19 |
| Kudlu | 32.41 |
| Harlur | 20.45 |
| HSR Layout | 18.20 |
| ITI Layout | 16.66 |
| Bellandur, ETV | 0.00 |
| Binnipet | 0.00 |
| **Grand Total** | **20.64** |

| SLOT | Average of Delivery Charges |
|---|---|
| Morning | 18.90 |
| Afternoon | 19.20 |
| Evening | 19.93 |
| Night | 20.82 |
| Late Night | 32.09 |
| **Grand Total** | **20.55** |

Average of Delivery Charges

## Slot vs Delivery charges

32.09

18.90   19.20   19.93   20.82

| MORNING | AFTERNOON | EVENING | NIGHT | LATE NIGHT |

Order Slot ▾

**Insights:**

1. **Slot-wise Delivery Charges:**

   - Late Night has the highest average delivery charges, possibly due to lower demand during this slot.

   - Morning and Afternoon slots have relatively lower delivery charges.

2. **Delivery Area-wise Analysis:**

   - Brookefield, CV Raman Nagar, and Frazer Town exhibit higher-than-average delivery charges.

   - Areas like HSR Layout, ITI Layout, and Bellandur, ETV have lower-than-average delivery charges.

**Observations:**

1. **Slot-specific Pricing:**

   - Late Night delivery charges may be higher, potentially reflecting increased operational costs during off-peak hours.

2. **Varied Area Dynamics:**

   - Delivery charges vary across areas, indicating potential factors such as distance, demand, or operational considerations.

   - Brookefield, CV Raman Nagar, and Frazer Town might have unique factors influencing higher charges.

➢ Pattern in delivery time and delivery area.

| Area | Average of Overall Delivery Time(in mins) |
|---|---|
| Mahadevapura | 146.67 |
| Brookefield | 91.23 |
| Vimanapura | 75.47 |
| Pattandur | 71.20 |
| CV Raman Nagar | 63.95 |
| Richmond Town | 63.39 |
| JP Nagar Phase 8-9 | 59.48 |
| Domlur, EGL | 59.05 |
| Basavanagudi | 57.82 |
| Kumaraswamy Layout | 57.01 |
| Indiranagar | 56.64 |
| Jayanagar | 54.36 |
| Akshaya Nagar | 54.26 |
| Bannerghatta | 52.73 |
| JP Nagar Phase 4-5 | 51.42 |
| JP Nagar Phase 6-7 | 47.97 |
| Binnipet | 46.50 |
| JP Nagar Phase 1-3 | 45.97 |
| Bellandur, Sakara | 44.98 |
| Frazer Town | 44.82 |
| Viveka Nagar | 44.61 |
| Bellandur, APR | 44.24 |
| Devarachikanna Halli | 44.21 |
| Kadubeesanhali, PTP | 42.57 |
| Victoria Layout | 42.32 |
| Kadubeesanhali, Prestige | 42.26 |
| Arekere | 41.93 |
| Marathahalli | 41.20 |
| Challagatta | 41.13 |
| Bommanahalli | 40.64 |
| Doddanekundi | 40.38 |
| Banashankari Stage 2 | 39.66 |
| Wilson Garden, Shantinagar | 39.62 |
| Sarjapur Road | 39.45 |
| Manipal County | 39.22 |
| Bilekahalli | 38.43 |
| Bellandur – Off Sarjapur Road | 36.67 |
| Koramangala, Ejipura | 36.51 |
| Yemalur | 36.21 |
| BTM Stage 2 | 34.85 |
| BTM Stage 1 | 34.40 |
| Kudlu | 34.35 |
| Bellandur, Sarjapur Road | 33.12 |
| Bomannahali – MicoLayout | 32.93 |
| Harlur | 31.88 |
| Bellandur, Green Glen | 31.42 |
| Bellandur, ETV | 29.62 |
| ITI Layout | 23.30 |
| HSR Layout | 22.48 |
| Bellandur, Ecospace | 21.32 |
| **Grand Total** | **24.26** |
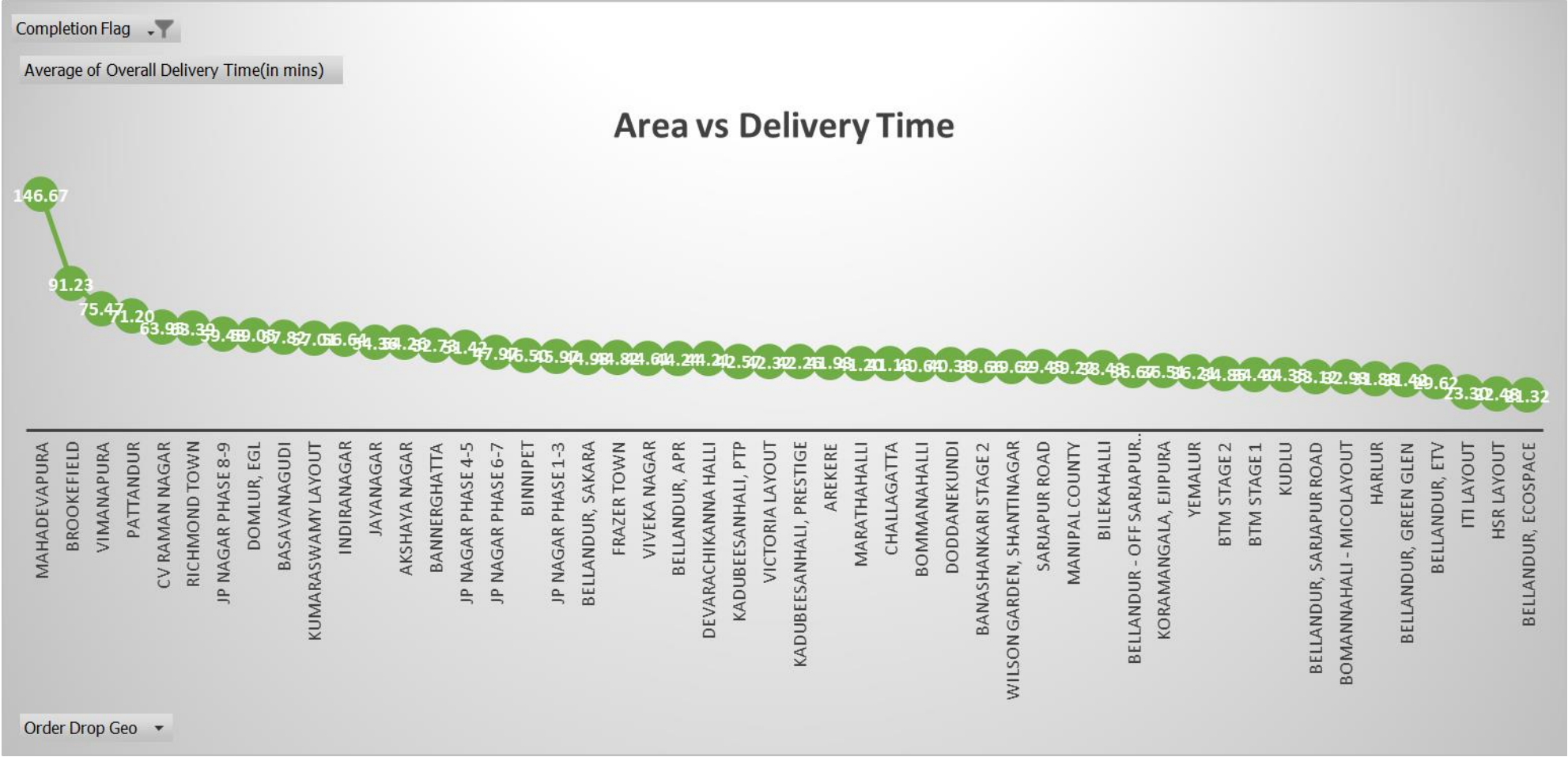
**Insights:**

1. **Delivery Time Variation:**

   - Mahadevapura has the highest average delivery time, indicating longer delivery durations.

   - Areas like Brookefield, Vimanapura, and Pattandur also experience relatively higher delivery times.

2. **Reasons for Variation:**

   - Factors such as distance, traffic conditions, or order density could contribute to longer delivery times in specific areas.

   - Urban or congested areas like Mahadevapura and Brookefield may experience slower delivery due to traffic.

**Observations:**

1. **Traffic Impact:**

   - Urban areas like Mahadevapura, Brookefield, and Vimanapura with higher delivery times may be prone to traffic congestion.

   - Areas with lower delivery times, such as ITI Layout or HSR Layout, might have better traffic conditions.

**Thank You.**