

Freshco Hypermarket Project

Project Overview:

The Freshco Hypermarket Capstone project is a comprehensive analysis aimed at optimizing operational efficiency, enhancing customer satisfaction, and driving growth for Freshco Hypermarket, a prominent supermarket located in HSR, Bangalore. Leveraging transactional data and customer acquisition sources, the project explores various facets of the supermarket's operations, including order management, completion rates, customer behavior, and delivery efficiency.

Order Level Analysis

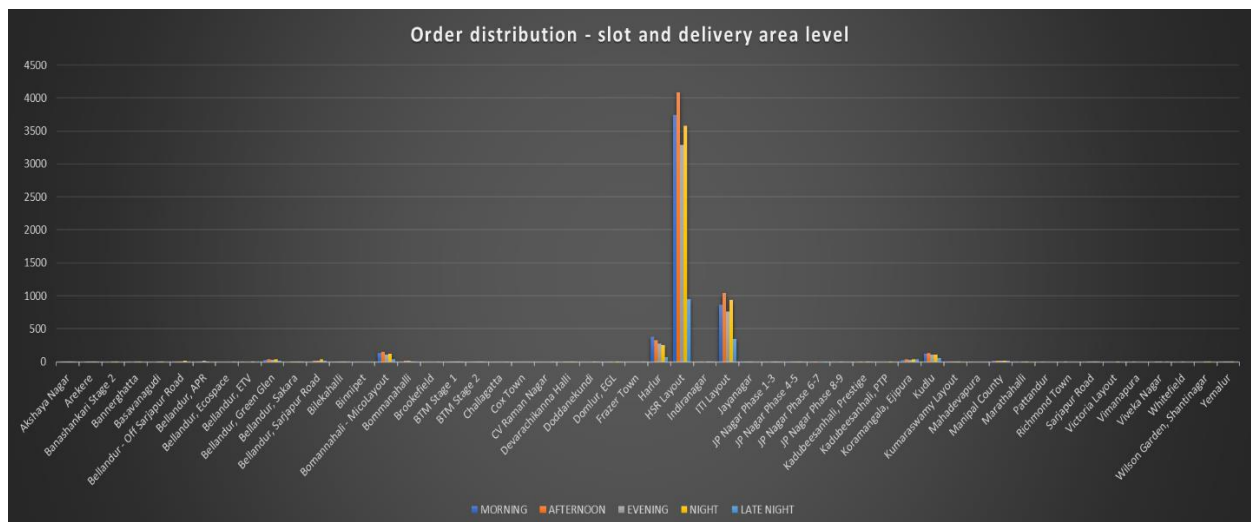
Investigate order distribution, delivery charges, discounts, and patterns across different time slots, months, and delivery areas.

1. Order Distribution at Slot and Delivery Area Level

This analysis explores the distribution of orders across different time slots and delivery areas.

Insights:

- ✓ Afternoon Slot records the highest number of orders, indicating peak demand during this period.
- ✓ HSR Layout area has the highest order volume, suggesting a greater number of customers in that region.

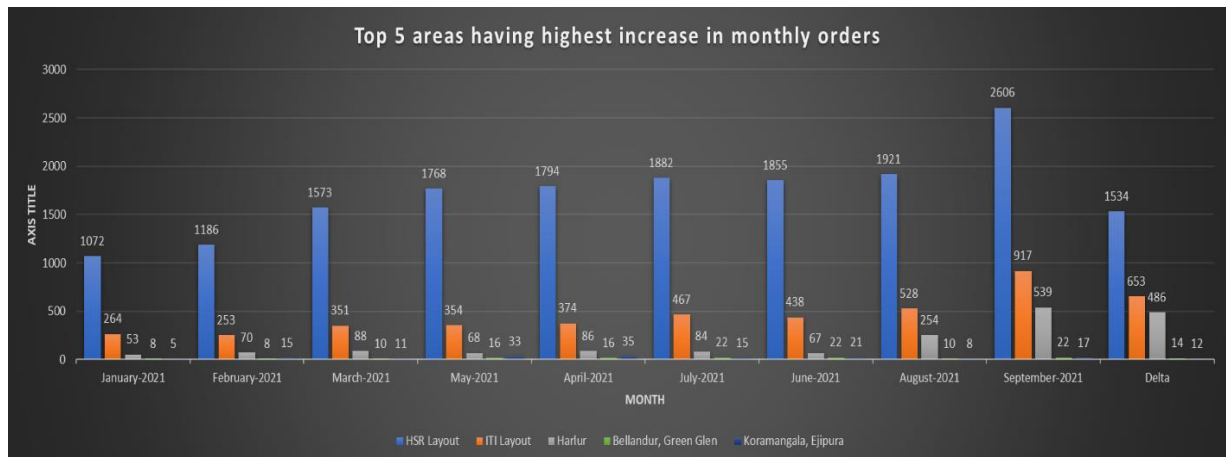


2. Areas with Highest Increase in Monthly Orders

This identifies the areas with the highest increase in monthly orders from January to September in absolute numbers.

Insights:

- ✓ HSR Layout
- ✓ ITI Layout
- ✓ Harlur
- ✓ Bellandur, Green Glen
- ✓ Koramangala, Ejipura

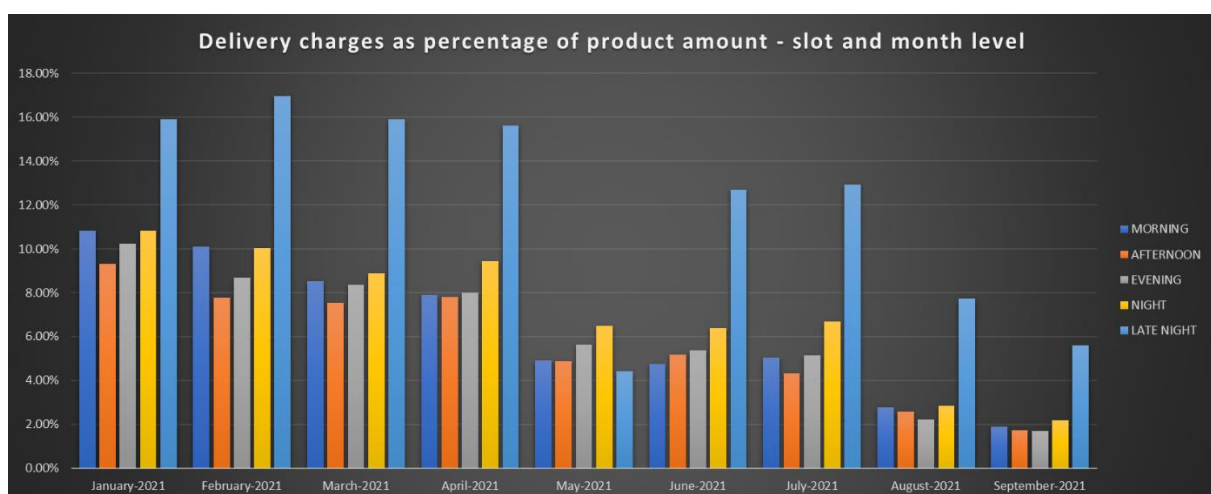


3. Delivery Charges as a Percentage of Product Amount at Slot and Month Level

This calculates delivery charges as a percentage of the product amount at slot and month level to understand the relationship between delivery charges and product amount.

Insights:

- ✓ During the Late Night slot, delivery charges account for an average of 12.26% of the product amount.

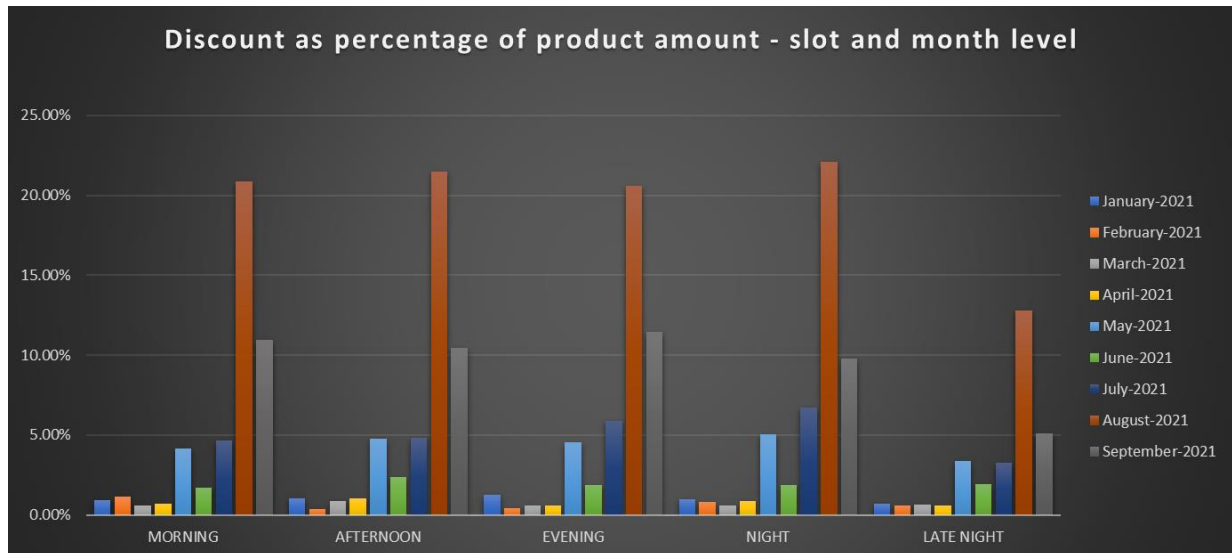


4. Discount as a Percentage of Product Amount at Slot and Month Level

This calculates discount as a percentage of the product amount at slot and month level to examine how discounts vary based on time slots and months.

Insights:

- ✓ The month of August has the highest average percentage of discount at 20.82%.
- ✓ Late Night slot has the least percentage of discount compared to other slots.

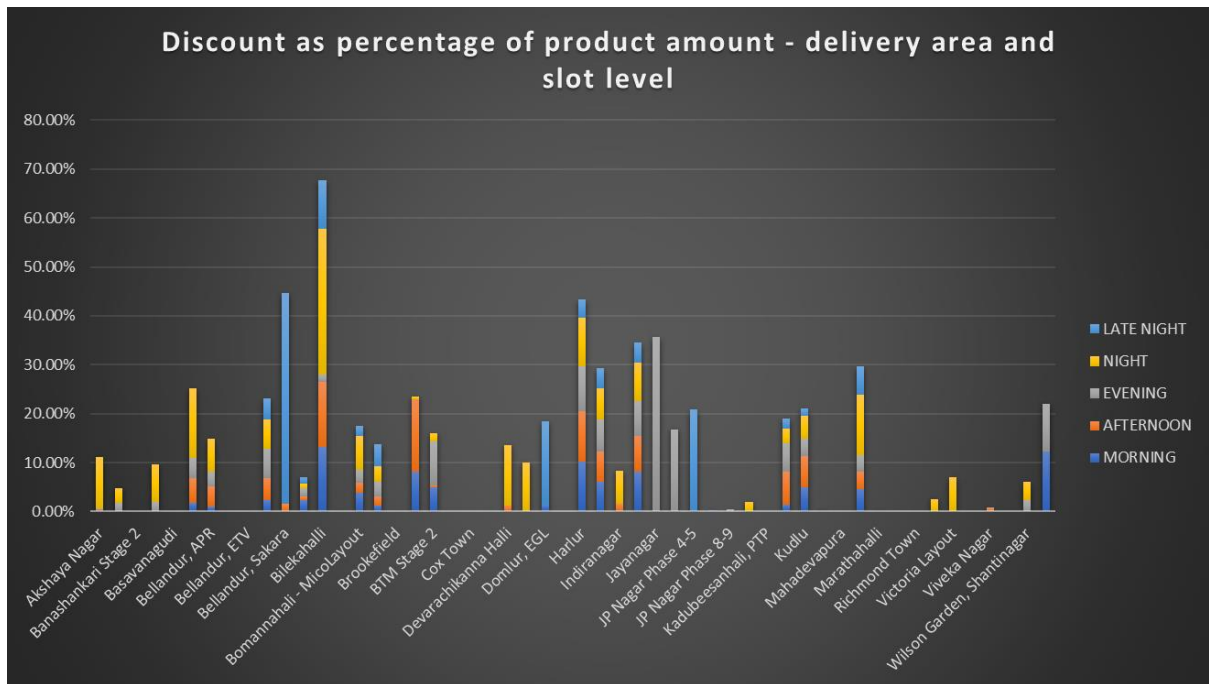


5. Discount as a Percentage of Product Amount at Drop Area and Slot Level

This calculates discount as a percentage of the product amount at delivery area and slot level to examine variations based on delivery location and time slots.

Insights:

- ✓ Late Night slot has the least percentage of discount at 3.73%.
- ✓ Delivery location "Harlur" has the highest percentage of discount at 9.7%.



Completion Rate Analysis

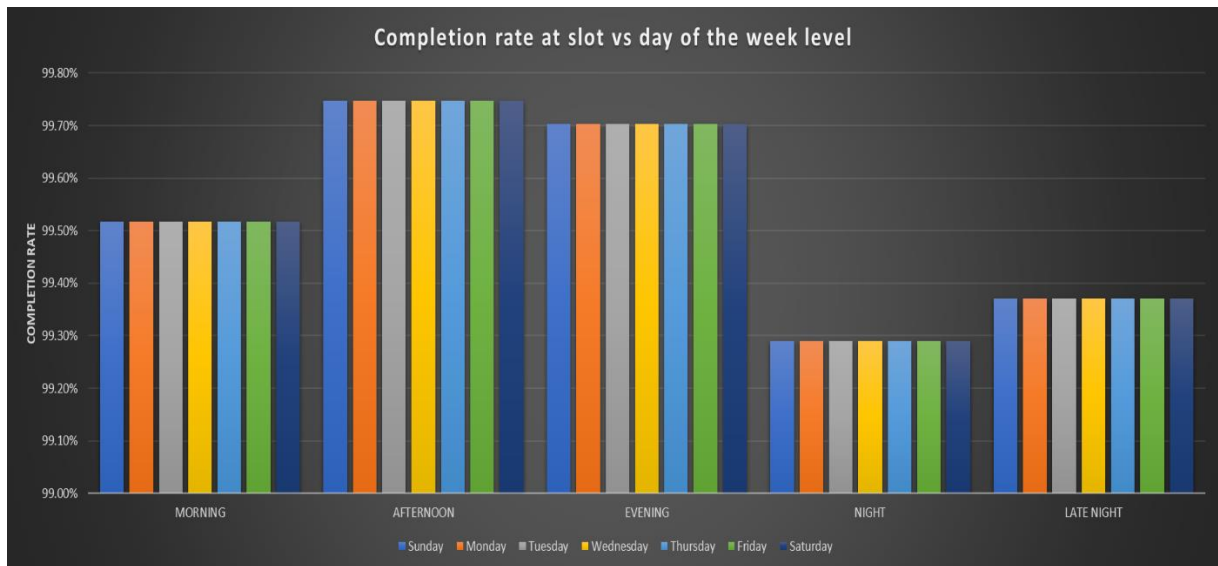
Analyze completion rates at various levels, including time slots, order quantities, delivery areas, and customer acquisition sources.

1. Completion Rate at Slot vs Day of the Week Level

This identifies the completion rate at slot vs day of the week level to spot any patterns in the data.

Insights:

- ✓ The average completion rate at respective slot level is the same across all days of the week.
- ✓ Afternoon slot has the highest completion rate at 99.75%, while Night slot has the least at 99.29%.

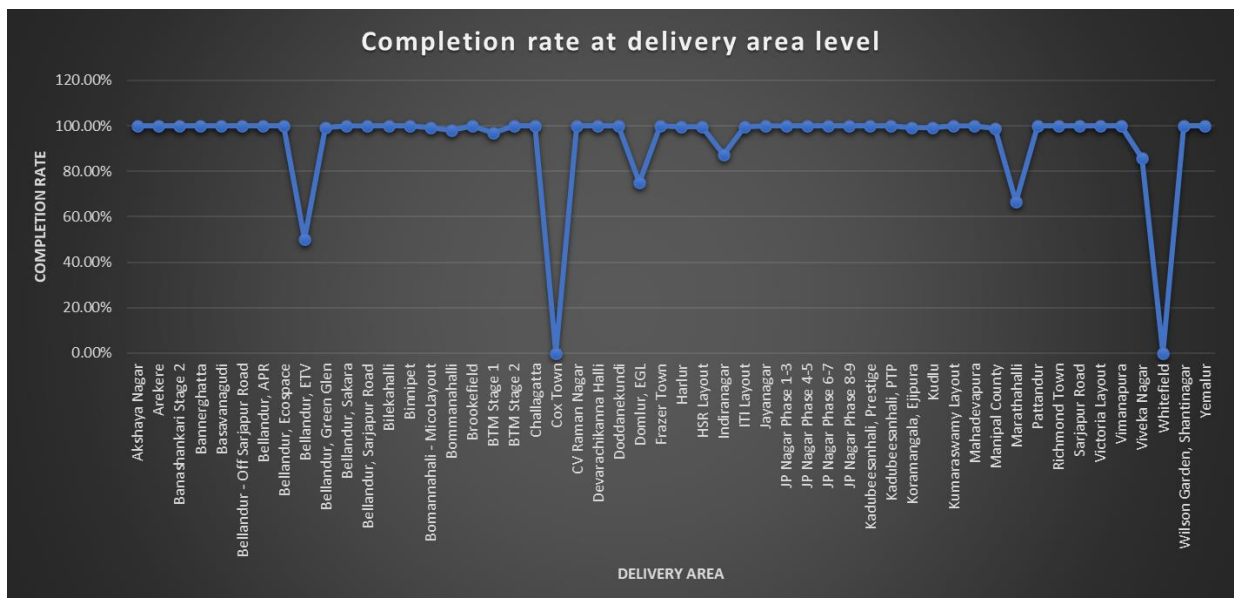


2. Completion Rate at Drop Area Level

This calculates the completion rate at the drop area level.

Insights:

- ✓ Average completion rate across all delivery locations is 99.5%.
- ✓ Whitefield and Cox Town have the least completion rate at 0%.

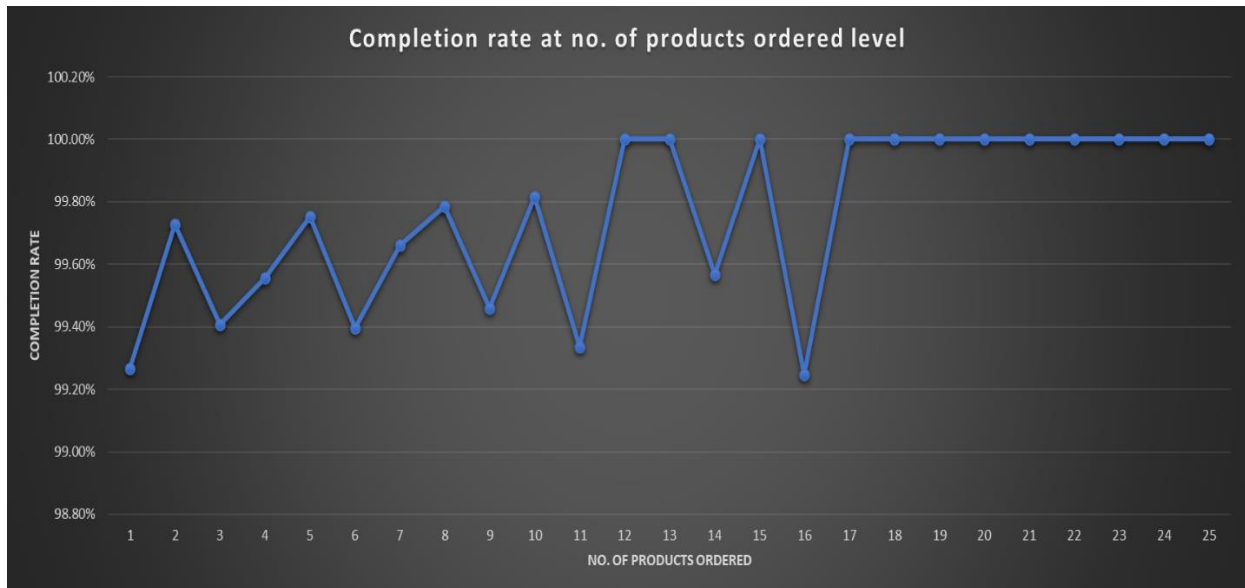


3. Completion Rate at Number of Products Ordered Level

This calculates the completion rate at the number of products ordered level.

Insights:

- ✓ Average completion rate is trending at 99.5%.
- ✓ Completion rate for each number of products ordered category is at least 99%.



4. Pattern Observed in Completion Rate

This provides insights into any patterns observed in the completion rate.

Insights:

- ✓ Average completion rate at respective slot level is the same across all days of the week.
- ✓ Completion rate for each number of products ordered category is at least 99%.
- ✓ Highest completion rate is seen in the Afternoon slot, while the least is in the Night slot.

Customer Level Analysis

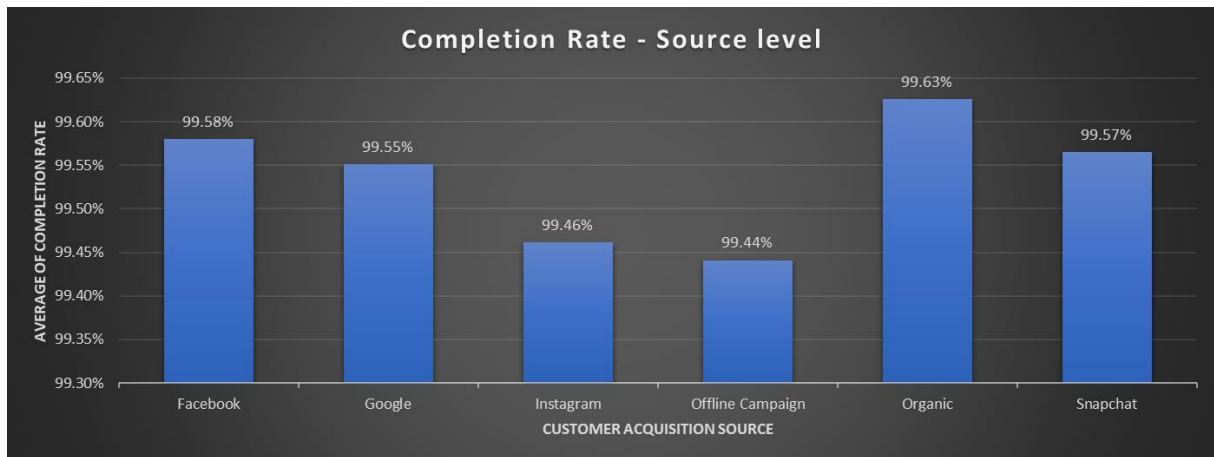
Explore customer lifetime value, acquisition source effectiveness, revenue patterns, and order ratings.

1. Completion Rate at Source Level

This identifies the completion rate at the source level.

Insights:

- ✓ Customers acquired through the Organic source have a high completion rate at 99.63%.

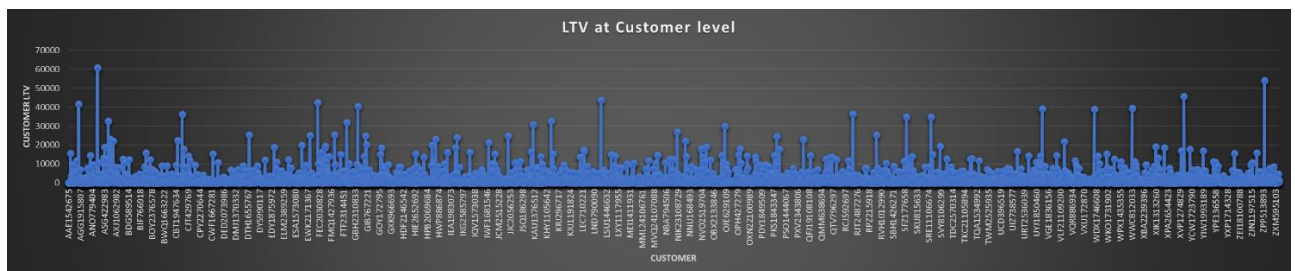


2. Calculate LTV for Every Customer

This calculates the Customer Lifetime Value (LTV) for every customer.

Insights:

- ✓ APQ2413449 customer has the highest LTV.
- ✓ 17 customers have an LTV of zero.

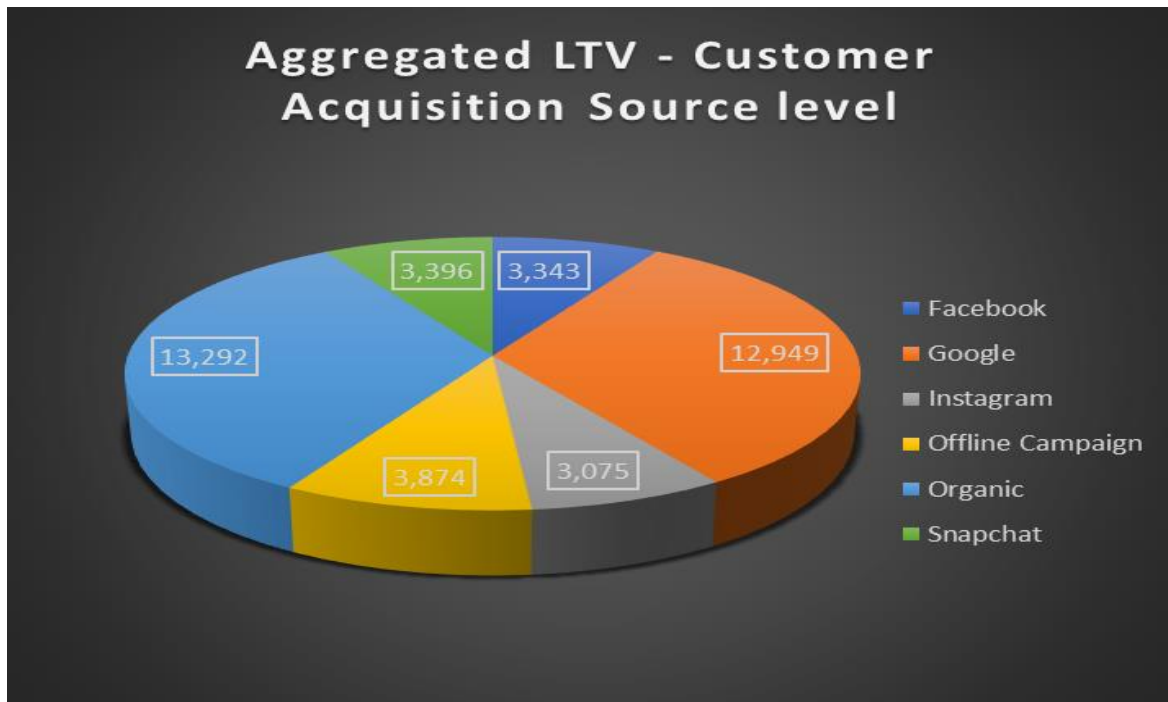


3. Aggregated LTV at Customer Acquisition Source Level

This calculates the aggregated LTV at the customer acquisition source level.

Insights:

- ✓ Customers acquired through the Organic source have the highest aggregated LTV.
- ✓ Least aggregated LTV is with the Instagram acquisition source.

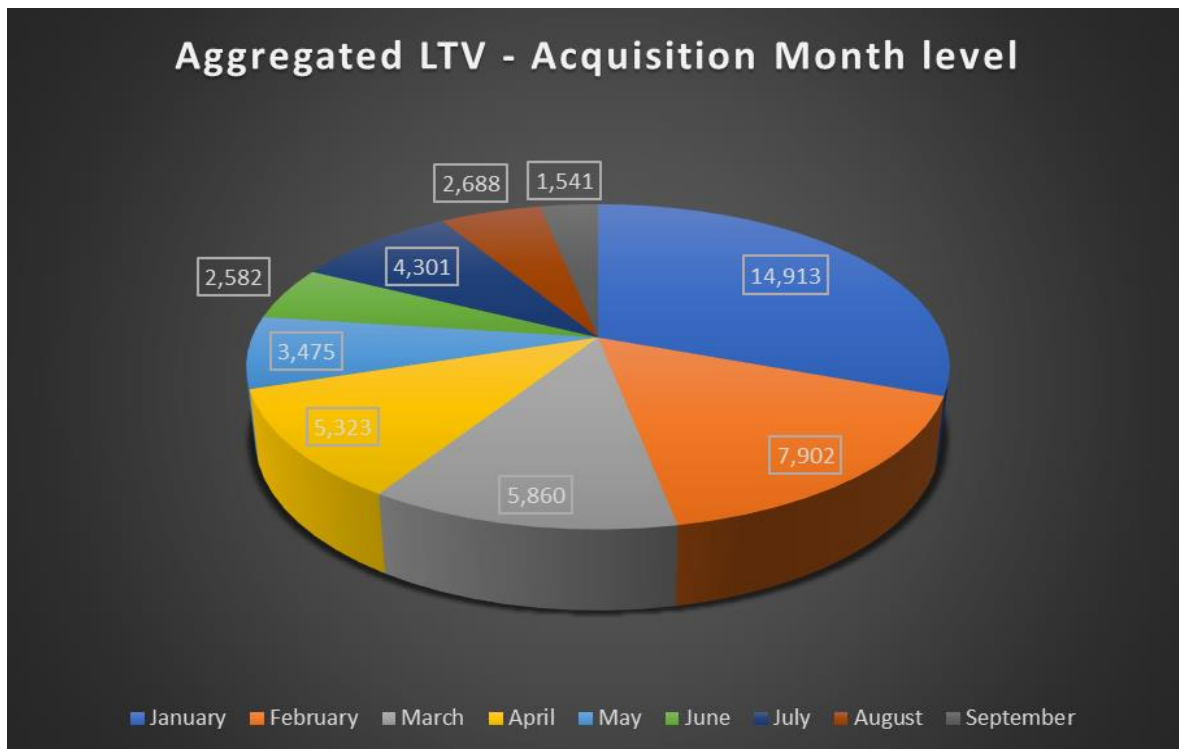


4. Aggregated LTV at Acquisition Month Level

This calculates the aggregated LTV at the acquisition month level.

Insights:

- ✓ Customers acquired in January have the highest aggregated LTV.
- ✓ Least aggregated LTV is in the month of September.

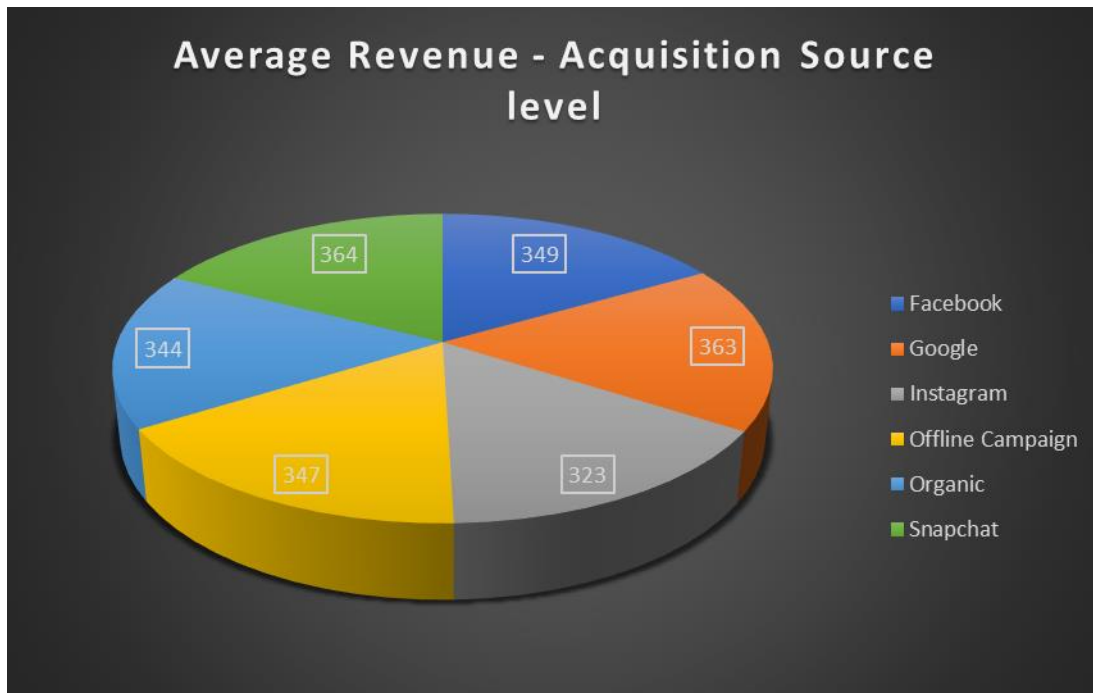


5. Average Revenue per Order at Different Customer Acquisition Source Level

This calculates the average revenue (product amount after discount) per order at different customer acquisition source levels.

Insights:

- ✓ Customers acquired through Snapchat tend to have a high revenue per order.

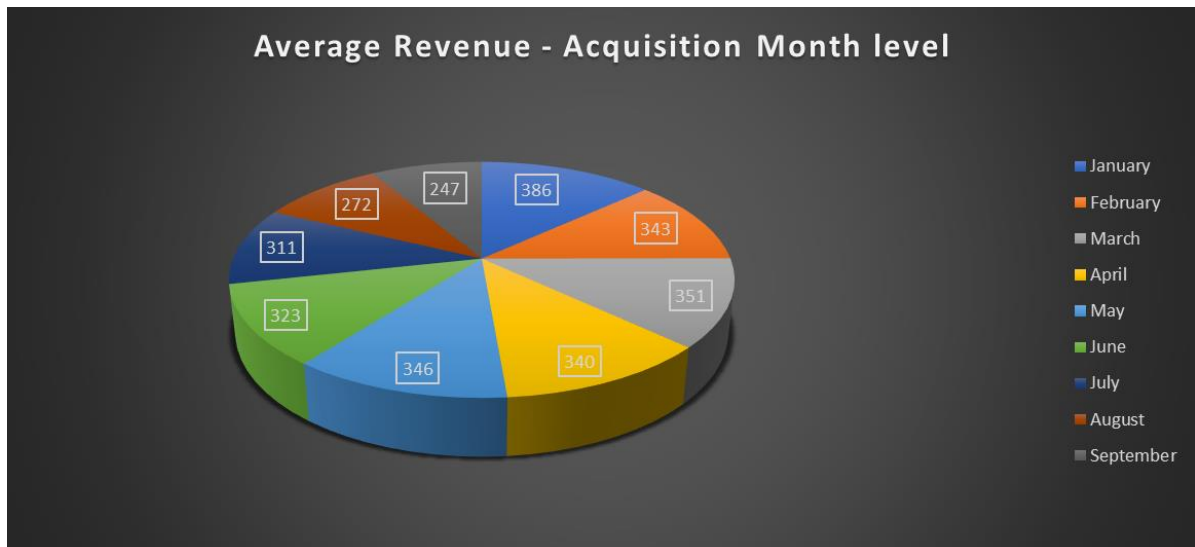


6. Average Revenue per Order at Acquisition Month Level

This calculates the average revenue (product amount after discount) per order at the acquisition month level.

Insights:

- ✓ Orders placed in January have the highest revenue per order.

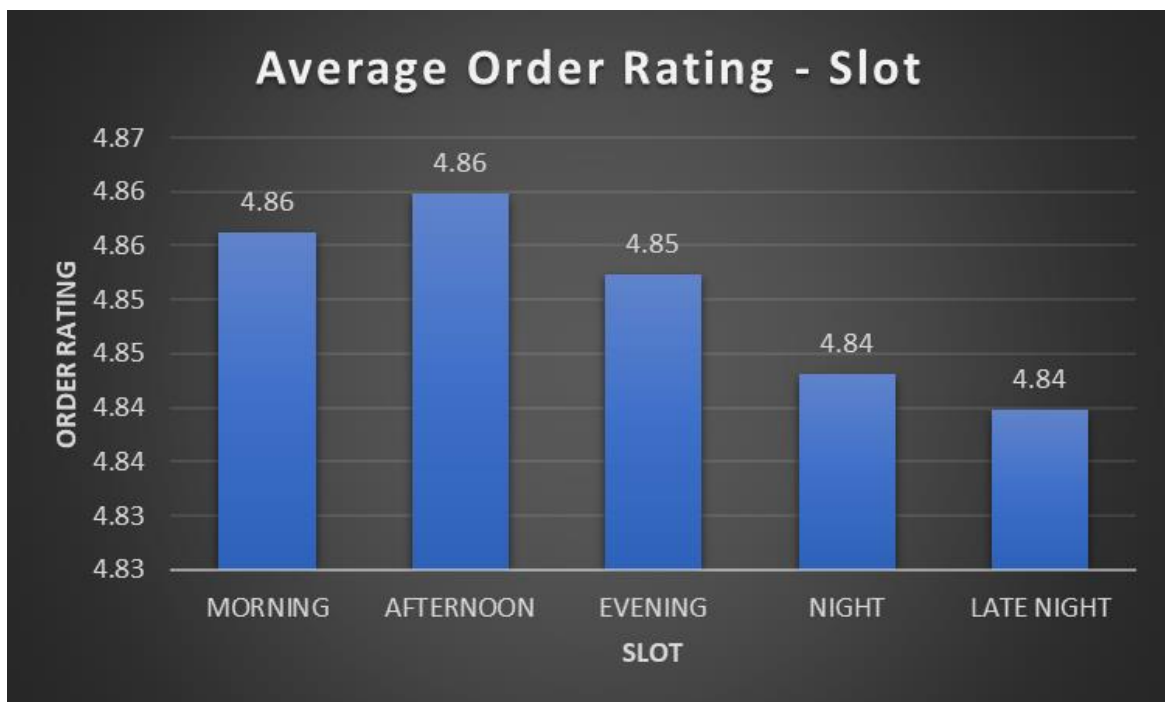


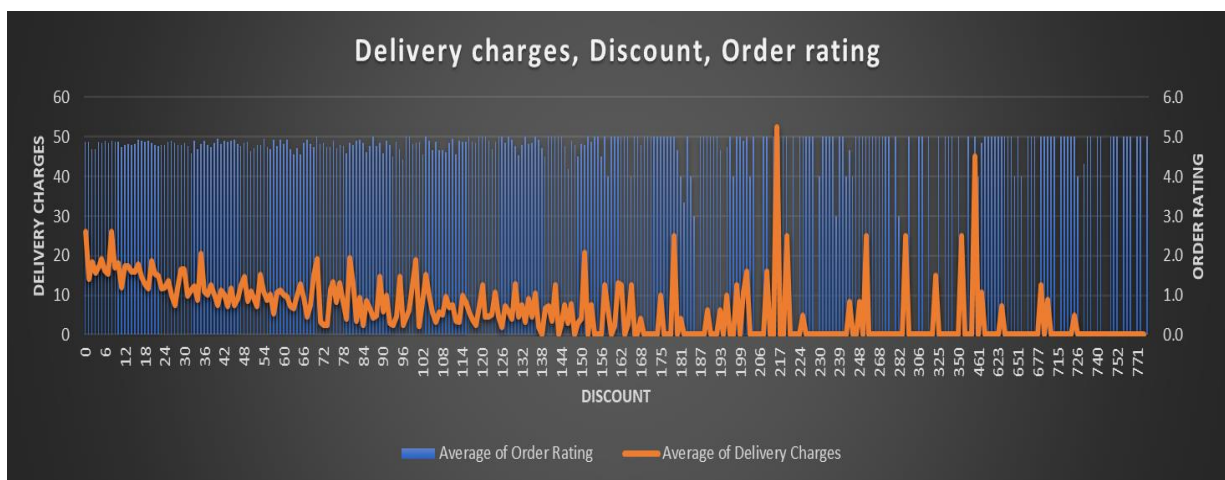
7. Pattern in Order Rating Across Slots, Number of Items Placed, Delivery Charges, Discount

This identifies any patterns in order ratings across various factors.

Insights:

- ✓ Orders placed in the Afternoon slot have the highest rating.
- ✓ Orders with the highest discount and the least delivery charges have the highest rating.





Delivery Analysis

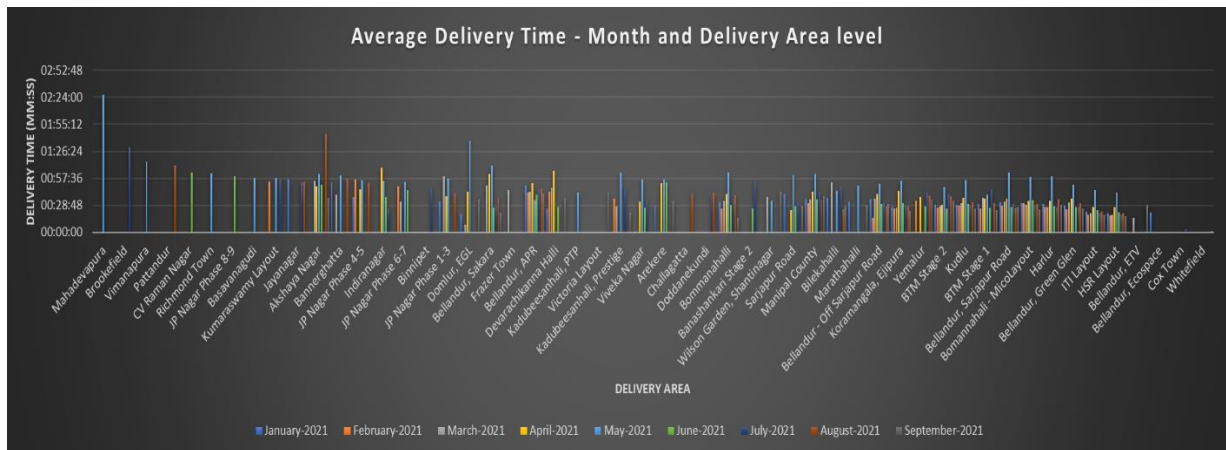
Examine delivery times, charges, and areas to optimize logistics and improve customer service.

1. Average Overall Delivery Time at Month and Delivery Area Level

This calculates the average overall delivery time at the month and delivery area level.

Insights:

- ✓ Average delivery time is trending at 24.14 minutes.
- ✓ Mahadevapura has the highest delivery time.

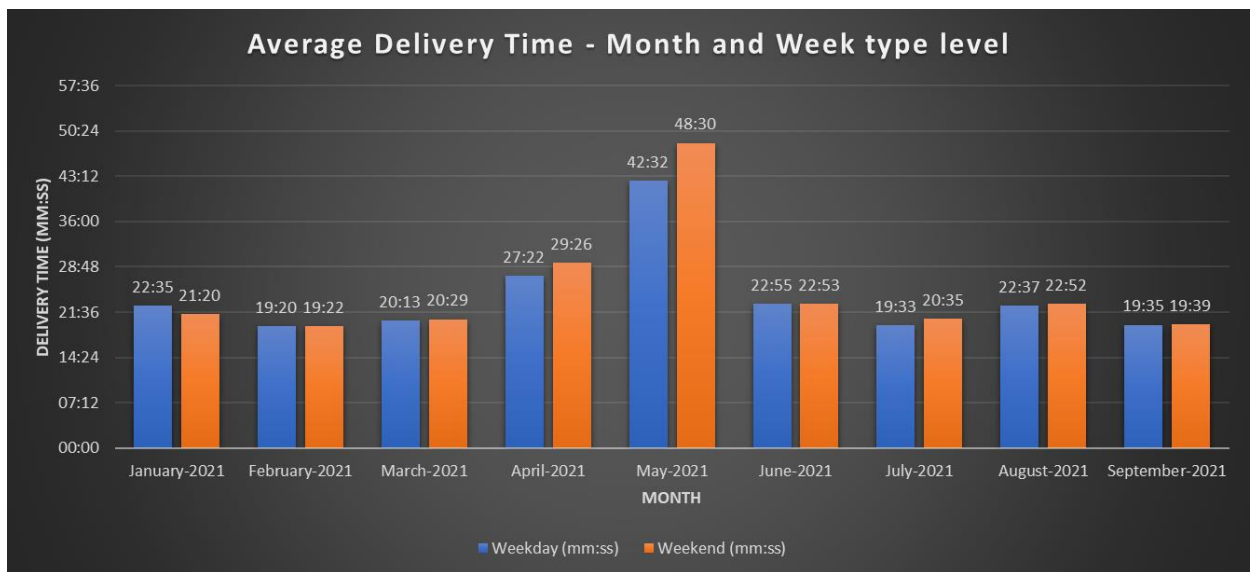


2. Average Overall Delivery Time at Month and Weekday/Weekend Level

This calculates the average overall delivery time at the month and weekday/weekend level.

Insights:

- ✓ During weekends, the average delivery time is higher compared to weekdays.

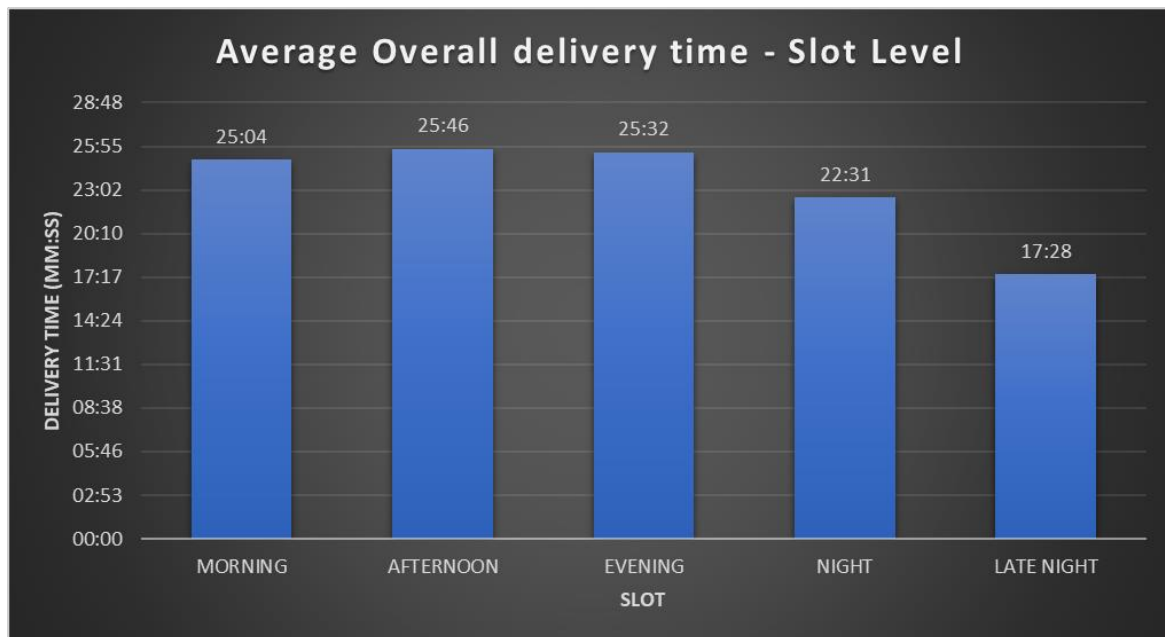


3. Average Overall Delivery Time at Slot Level

This calculates the average overall delivery time at the slot level.

Insights:

- ✓ Afternoon slot has the highest delivery time.

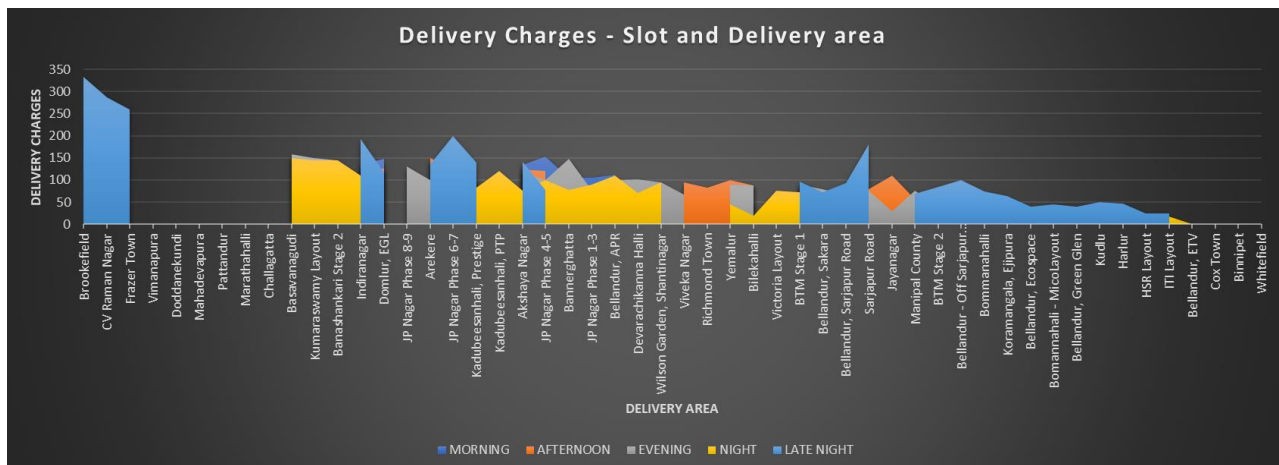


4. Pattern in Delivery Charges with Slot or Delivery Area

This identifies any patterns in delivery charges with slot or delivery area.

Insights:

- ✓ Average delivery charges are trending at 21 rupees.
- ✓ Brookefield has the highest delivery charges.

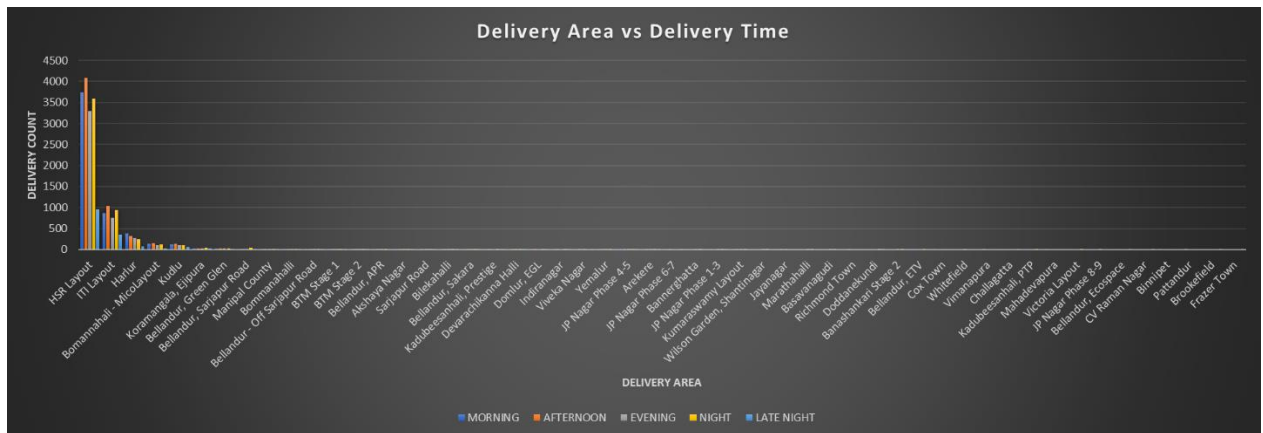


5. Pattern in Delivery Time and Delivery Area

This identifies any patterns in delivery time and delivery area.

Insights:

- ✓ Delivery areas with the highest orders are consistent across all time slots.



Conclusion

Through comprehensive analysis of order, completion rate, customer, and delivery data, significant insights have been gleaned to optimize operational strategies, enhance customer experiences, and drive business growth for Freshco Hypermarket. By leveraging these insights, Freshco can refine its marketing efforts, streamline delivery operations, and tailor its offerings to meet customer needs effectively.

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