

Swiggy Data Analysis Project

Project Overview:

Swiggy, a leading food eCommerce platform in the country, is seeking insights into its performance in 2019 to drive growth and strategy decisions. As a growth and strategy analyst, your task is to analyze the provided dataset to identify fluctuations in orders, traffic, and conversion rates. By conducting a comprehensive funnel analysis, you will uncover patterns, trends, and potential opportunities for optimization within Swiggy's operations.

Objectives:

- ✓ Identify fluctuations in the number of orders, traffic, and conversion rates.
- ✓ Analyze the reasons behind fluctuations using provided data on sessions, channel-wise traffic, and supporting metrics.
- ✓ Create hypotheses on factors influencing fluctuations and validate them using supporting data.

Project Structure:

1. Order Fluctuations Analysis:

- ✓ Identify changes in order volumes compared to the same day last week.
- ✓ Fill missing columns in the Session Details sheet based on provided definitions.
- ✓ Analyze highs and lows in orders, highlighting significant changes.

Date	Change in orders	Reason for Order Changes (Compared to Same Day Last Week)
23-07-2019	135%	Traffic is similar but L2M, C2P has increased
24-11-2019	135%	Traffic is increased and M2C, C2P has increased
26-02-2019	120%	Traffic is almost similar as compared same day last week but M2C, C2P has a huge hike
05-02-2019	115%	Traffic is almost similar as compared same day last week but L2M, C2P has a huge hike
27-06-2019	115%	Traffic has huge hike
21-09-2019	112%	Traffic is similar but M2C has increased
18-08-2019	107%	Traffic is increased a little but C2P has a huge hike
17-01-2019	106%	Traffic has been increased near about 100 on Facebook, Twitter and YouTube
09-03-2019	102%	Traffic is increased a little as compared same day last week but C2P has a huge hike
11-04-2019	92%	Traffic is almost similar as compared same day last week but M2C, C2P has a huge hike
22-01-2019	85%	we can see increase in traffic or listing also a hike in L2M, M2C, C2P, P2O percentage
26-03-2019	78%	Traffic is increased a little as compared same day last week but P2O has a huge hike
18-04-2019	73%	Traffic is increased as compared same day last week and M2C, C2P has a huge hike

21-10-2019	32%	Traffic is increased and M2C, C2P, P2O has increased
14-04-2019	28%	Traffic is increased as compared same day last week and C2P has a huge hike
09-11-2019	26%	Traffic is increased and L2C, M2C has increased
19-04-2019	25%	Traffic is increased as compared same day last week and M2C, C2P has a huge hike
21-01-2019	23%	As Traffic is not much change in traffic but the percentage of C2P has increased
12-04-2019	-27%	Traffic is dropped as compared same day last week and M2C, C2P has dropped
02-03-2019	-38%	Traffic is almost similar as compared same day last week but C2P has a huge drop
25-04-2019	-39%	Traffic is almost similar as compared same day last week but M2C, C2P has a huge drop
10-01-2019	-45%	The Traffic on YouTube, Facebook and Twitter declined by approximately 50%
19-03-2019	-46%	Traffic is increased a little as compared same day last week but P2O has a huge drop
04-04-2019	-52%	Traffic is almost similar as compared same day last week but M2C, C2P has a huge drop
20-06-2019	-54%	Traffic has huge drop
11-08-2019	-54%	Traffic is similar but C2P has a huge drop
14-09-2019	-54%	Traffic is dropped and M2C has dropped
19-02-2019	-56%	Traffic is almost similar as compared same day last week but M2C, C2P has a huge drop
17-11-2019	-57%	Traffic is dropped and M2C, C2P has dropped
16-07-2019	-63%	Traffic is dropped and L2M, C2P has dropped
29-01-2019	-72%	Traffic has been decreased and L2M, C2P is also decreased

2. Traffic Fluctuations Analysis:

- ✓ Determine changes in traffic compared to the same day last week.
- ✓ Identify sources contributing to traffic fluctuations using the Channel-wise Traffic sheet.

Date	Change in traffic	Reason for Traffic Changes (Compared to Same Day Last Week)
27-06-2019	115%	Traffic on YouTube, Facebook, Twitter and Others has increased by more than 100%
17-01-2019	106%	Traffic on YouTube, Facebook and Twitter has been increased more than 100%
22-01-2019	85%	Traffic on YouTube, Facebook and Others has been increased
10-01-2019	-45%	Traffic on YouTube, Facebook and Twitter decreased near about 50%
20-06-2019	-54%	Traffic on YouTube, Facebook, Twitter and Others has dropped
29-01-2019	-72%	Traffic on YouTube, Others has increased but a huge drop on Facebook, Twitter Traffic

3. Order Conversion Fluctuations Analysis:

- ✓ Break down overall conversion into smaller parts (L2M, M2C, C2P, P2O).
- ✓ Identify fluctuating conversion metrics and create hypotheses on possible reasons.

- ✓ Validate hypotheses using supporting data on metrics like average discount, out-of-stock items, packaging charges, etc.

Date	Change in Conversion	Reason for Conversion Changes (Compared to Same Day Last Week)
23-07-2019	128%	Huge hike in L2M and C2P
24-11-2019	124%	Huge hike in M2C and C2P
26-02-2019	116%	Huge hike in M2C and C2P
05-02-2019	115%	Huge hike in L2M and C2P
21-09-2019	114%	Huge hike in M2C and C2P
11-04-2019	107%	Huge hike in M2C, C2P and P2O
09-03-2019	102%	Huge hike in C2P
18-08-2019	100%	Huge hike in C2P and P2O
26-03-2019	87%	Huge Hike in P2O
18-04-2019	57%	Huge hike in M2C and C2P
09-10-2019	27%	Hike in L2M, C2P and P2O
25-04-2019	-39%	Huge drop in M2C and C2P
02-03-2019	-42%	Huge drop in C2P
19-03-2019	-47%	Huge drop in P2O
14-09-2019	-51%	Huge drop in M2C and C2P
29-01-2019	-52%	Huge drop in L2M and C2P
04-04-2019	-53%	Huge drop in M2C, C2P and P2O
19-02-2019	-54%	Huge drop in M2C and C2P
11-08-2019	-54%	Huge drop in C2P and P2O
17-11-2019	-54%	Huge drop in M2C and C2P
16-07-2019	-59%	Huge drop in L2M and C2P

Insights and Recommendations:

- ✓ Provide actionable insights based on the analysis conducted.
- ✓ Recommend strategies to capitalize on opportunities and address challenges identified.
- ✓ Highlight potential areas for further research and analysis to gain deeper insights into Swiggy's performance and customer behavior.

Conclusion:

The Funnel Analysis project provides valuable insights into Swiggy's performance in 2019, enabling data-driven decision-making and strategic planning. By understanding fluctuations in orders, traffic, and conversion rates, Swiggy can optimize its operations, enhance customer experiences, and drive sustainable growth in the competitive food eCommerce market.

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