**ORDER LEVEL ANALYSIS**

1. **Date of highs in the orders with respect to same day last week (Days with more than order change of 20%)**
2. **Date of lows in the orders with respect to same day last week (Days with more than order change of -20%)**
3. **Order increase compared to Traffic & Conversion Change**

- As we can see that orders increase with respect to the same day last week, may be due to increase of Traffic change with respect to same day last week or Conversion change with respect to same day last week.

- There are significantly increase in order when traffic & conversion increases.

- More traffic cause more engagement to the site or application and increases the chances of getting more orders.

- More conversion increases more orders.

**TRAFFIC LEVEL ANALYSIS**

**TRAFFIC LEVEL ANALYSIS**

1. **Increase in Traffic as compared to same day last week (Days with more than traffic change of 10%)**

**ANALYSIS**

- On 17 Jan, traffic in facebook , youtube & others are increased and the percentage change in traffic with respect to the same day last week is 110%.

- On 22 jan, traffic in facebook & twitter are increased ad the percentage change in traffic with respect to the same day last week is 77%.

- on 26 jan, 18 apr & 19 may, traffic in facebook , youtube & others are increased and the percentage change in traffic with respect to the same day last week is 11%.

- On 27 Jun, traffic, traffic in facebook , youtube & others are increased and the percentage change in traffic with respect to the same day last week is 119% **(highest change in traffic compared to same day last week).**

**POSSIBLE REASONS FOR CHANGE**

1) **Promotional offers or discounts:** Aggressive marketing campaigns through social media (may be ads in facebook, youtube & twitter worked properly and attracted more visitors to the site & application), discounts or special offers by Swiggy or its partner restaurants could drive a surge in orders.

2) **Platform issues:** Technical glitches or outages on competitor platforms could have driven customers to Swiggy.

1. **Decrease in Traffic as compared to same day last week (Days with more than traffic change of -10%)**

**ANALYSIS**

- On 10 jan, traffic in facebook is very low, could be a possible reason for decrease in traffic change compared to same day last week.

-On 29 jan, Traffic in twitter is low, could be a possible reason for traffic change compared to same day last week.

-On 20 Jun, traffic in every social media is very low compared to traffic of same day last week, could be a possible reasons for decrease -59% of traffic change

**POSSIBLE REASONS FOR CHANGE**

**1) Competition:** Increased competition from other food delivery platforms might be diverting customers. Other delivery partners may provides better offers & discounts then swiggy.

**2) Pricing and Promotions:** Changes in pricing or the absence of attractive promotions can reduce customer interest.

**3) Social Media Strategy:** Ineffective social media campaigns (may be ads in facebook, youtube & twitter stopped working and need some effective strategies for more traffic) caused to reduced engagement can impact traffic from these platforms.

**CONVERSION LEVEL ANALYSIS**

1. **Days with Highest overall conversion change with respect to same day last week (Overall conversion more than 20%)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Date** | **Overall Conversion change with respect to same day last week** | **L2M** | **M2C** | **C2P** | **P2O** |
| 05-02-2019 | 115% | 26% | 40% | 71% | 80% |
| 26-02-2019 | 116% | 24% | 41% | 74% | 81% |
| 09-03-2019 | 102% | 21% | 34% | 71% | 79% |
| 26-03-2019 | 87% | 24% | 40% | 72% | 85% |
| 11-04-2019 | 107% | 25% | 39% | 76% | 80% |
| 18-04-2019 | 57% | 24% | 67% | 73% | 79% |
| 23-07-2019 | 128% | 24% | 40% | 75% | 78% |
| 18-08-2019 | 100% | 21% | 33% | 65% | 78% |
| 21-09-2019 | 114% | 20% | 34% | 65% | 75% |
| 09-10-2019 | 27% | 26% | 40% | 77% | 84% |
| 21-10-2019 | 21% | 25% | 42% | 74% | 84% |
| 22-10-2019 | 21% | 25% | 39% | 74% | 86% |
| 11-11-2019 | 15% | 25% | 38% | 75% | 80% |
| 24-11-2019 | 124% | 21% | 34% | 66% | 76% |
| 22-12-2019 | 21% | 21% | 36% | 65% | 80% |
| 28-12-2019 | 20% | 21% | 34% | 67% | 80% |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Date** | **Conversion change with respect to same day last week** | **Average Discount** | **Avearge Packaging charges** | **Average Delivery Charges** |
| 05-02-2019 | 115% | 18% | 21.00 | 28.00 |
| 26-02-2019 | 116% | 18% | 17.00 | 28.00 |
| 09-03-2019 | 102% | 17% | 21.00 | 28.00 |
| 26-03-2019 | 87% | 17% | 18.00 | 25.00 |
| 11-04-2019 | 107% | 18% | 19.00 | 25.00 |
| 18-04-2019 | 57% | 29% | 18.00 | 28.00 |
| 23-07-2019 | 128% | 19% | 18.00 | 25.00 |
| 18-08-2019 | 100% | 17% | 20.00 | 30.00 |
| 21-09-2019 | 114% | 17% | 20.00 | 25.00 |
| 09-10-2019 | 27% | 19% | 19.00 | 29.00 |
| 21-10-2019 | 21% | 19% | 22.00 | 30.00 |
| 22-10-2019 | 21% | 18% | 19.00 | 29.00 |
| 11-11-2019 | 15% | 17% | 17.00 | 25.00 |
| 24-11-2019 | 124% | 19% | 22.00 | 27.00 |
| 22-12-2019 | 21% | 18% | 18.00 | 25.00 |
| 28-12-2019 | 20% | 19% | 18.00 | 27.00 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Date** | **Conversion change with respect to same day last week** | **Out of stock Items per restaurant** | **Avg Cost for two** | **Success Rate of payments** |
| 05-02-2019 | 115% | 30 | 371 | 91% |
| 26-02-2019 | 116% | 33 | 369 | 95% |
| 09-03-2019 | 102% | 33 | 386 | 95% |
| 26-03-2019 | 87% | 39 | 366 | 94% |
| 11-04-2019 | 107% | 35 | 387 | 91% |
| 18-04-2019 | 57% | 32 | 364 | 91% |
| 23-07-2019 | 128% | 32 | 382 | 93% |
| 18-08-2019 | 100% | 38 | 380 | 94% |
| 21-09-2019 | 114% | 37 | 372 | 91% |
| 09-10-2019 | 27% | 34 | 366 | 91% |
| 21-10-2019 | 21% | 31 | 368 | 92% |
| 22-10-2019 | 21% | 37 | 376 | 94% |
| 11-11-2019 | 15% | 38 | 381 | 94% |
| 24-11-2019 | 124% | 34 | 354 | 95% |
| 22-12-2019 | 21% | 30 | 397 | 92% |
| 28-12-2019 | 20% | 30 | 388 | 91% |

On 23/07/2019 **Overall conversion change** with respect to same dat last week is highest above all (128%).

Individual Conversions are not fluctuating that much, The reason could be more discount than other days, less packaging charges & delivery charges than other days.

On 18/04/2019 **M2C** is more than other days (67%).

Out of stock items and avg cost for two are less than other days, discount is more than other days could be a reason behind increase in **M2C** conversion.

On 18/08, 21/09, 24/11, 22/12 & 28/12 **C2P** is lower than other days.

On 18/08 & 21/09 discount is less than other days, on 18/08 delivery charges is also more than other days, could be a reason behind lower **C2P** conversion.

on 24/11 packaging charges & delivery charges are more than other days, could be a reason behind less **C2P** conversion.

On 09/03/2019, 18/08/2019, 21/09/2019, 24/11/2019, 28/12/2019 **M2C** conversion is less than other days.

On 18/08 & 21/09 Out of stock items numbers are more than other days, could be a reason behind less **M2C** conversion.

On 09/03 & 28/12 avg cost for two is more than other days, could be a reason behind less **M2C** conversion.

1. **Days with lowest overall conversion change with respect to same day last week (Overall conversion more than -20%)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Date** | **Conversion change with respect to same day last week** | **L2M** | **M2C** | **C2P** | **P2O** |
| 29-01-2019 | -52% | 12% | 42% | 72% | 80% |
| 19-02-2019 | -54% | 26% | 17% | 77% | 85% |
| 02-03-2019 | -42% | 21% | 34% | 33% | 81% |
| 19-03-2019 | -47% | 26% | 42% | 76% | 39% |
| 04-04-2019 | -53% | 26% | 20% | 69% | 78% |
| 12-04-2019 | -20% | 24% | 38% | 73% | 81% |
| 25-04-2019 | -39% | 25% | 38% | 69% | 84% |
| 16-07-2019 | -59% | 10% | 40% | 73% | 84% |
| 11-08-2019 | -54% | 22% | 33% | 33% | 74% |
| 14-09-2019 | -51% | 21% | 15% | 67% | 74% |
| 17-11-2019 | -54% | 21% | 14% | 71% | 77% |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Date** | **Conversion change with respect to same day last week** | **Average Discount** | **Avearge Packaging charges** | **Average Delivery Charges** |
| 29-01-2019 | -52% | 17% | 22 | 25 |
| 19-02-2019 | -54% | 18% | 19 | 29 |
| 02-03-2019 | -42% | 18% | 18 | 56 |
| 19-03-2019 | -47% | 19% | 20 | 25 |
| 04-04-2019 | -53% | 10% | 21 | 29 |
| 12-04-2019 | -20% | 17% | 17 | 28 |
| 25-04-2019 | -39% | 17% | 17 | 28 |
| 16-07-2019 | -59% | 17% | 20 | 30 |
| 11-08-2019 | -54% | 19% | 29 | 27 |
| 14-09-2019 | -51% | 17% | 22 | 30 |
| 17-11-2019 | -54% | 19% | 22 | 27 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Date** | **Conversion change with respect to same day last week** | **Out of stock Items per restaurant** | **Avg Cost for two** | **Success Rate of payments** |
| 29-01-2019 | -52% | 31 | 376 | 94% |
| 19-02-2019 | -54% | 35 | 350 | 92% |
| 02-03-2019 | -42% | 40 | 399 | 95% |
| 19-03-2019 | -47% | 37 | 400 | 65% |
| 04-04-2019 | -53% | 35 | 388 | 92% |
| 12-04-2019 | -20% | 32 | 360 | 95% |
| 25-04-2019 | -39% | 30 | 383 | 91% |
| 16-07-2019 | -59% | 38 | 458 | 95% |
| 11-08-2019 | -54% | 34 | 396 | 95% |
| 14-09-2019 | -51% | 64 | 378 | 93% |
| 17-11-2019 | -54% | 112 | 353 | 95% |

On 19/03 **P2O** conversion is much lower than other days.

On 19/03 success rate of payments is 65%, much lower than other days, could be a strong reason behind lower **P2O** conversion.

On 19/02, 04/04, 14/09 & 17/11 **M2C** conversion are lower than other days.

on 14/09 & 17/11 avg out of stock items are more than other days (64 & 112) could be a reason behind lower **M2C** conversion on these two days.

on 19/02 & 04/04 discounts given are not that much lower & avg cost per two also not much higher, then Limited Menu Options & Poor User Experience could be the reason behind lower **M2C** conversions.

On 02/03 & 11/08 **C2P** conversion is lower than other days.

On 02/03 Avg Delivery charges is much higher than other days, could be a strong reason for lower **C2P** conversion.

On 11/08 Avg packing charges is higher than other days, could be a strong reason for lower **C2P** conversion.

Other factors like higher shipping charges & lower availability of coupans could be reason behind lower **C2P** conversion.

On 29/01 & 16/07 **L2M** conversion are less than other days, lack of products, less discount & lower ratings could be reason behind this.

As we can see discount is not much lower & no of out of stocks items are not higher of these two days, then lower ratings & more discount, more options of products of swiggy's compititor's could be the reason behind lower **L2M** conversion.