DATA ANALYSIS REPORT

FRESHCO

HYPERMARKET SALES

CAPSTONE PROJECT

Presented by

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AGENDA

* Introduction
* Order Level Analysis
* Completion Rate Analysis
* Customer Level Analysis
* Delivery Level Analysis
* Conclusion

INTRODUCTION

The analysis presents exploration of the sales data of Freshco Hypermarket aiming to derive insights about the various aspects useful for the business operations.

As a part of this capstone project, analysis is done on different aspects of the data to extract valuable insights and answer specific questions.

Different sections of analysis are

* Order level analysis
* Completion rate analysis
* Customer level analysis
* Delivery analysis

ORDER LEVEL ANAYSIS:

Analysis is done on the following parameters

* Order distribution at slot and delivery area level
* Areas having highest increase in monthly orders
* Delivery charges as a percentage of product amount at Slot and Month level
* Discount as a percentage of product amount at Slot and Month level
* Discount as a percentage of product amount at Drop area and Slot level

Most of the orders are placed from HSR Layout. The number of orders is less in midnight slot and high in afternoon slot.

HSR Layout has a maximum increase of number of orders from January to September.

January has higher delivery charges over product and September have lower delivery charges over product amount. Over the months from January to September, this value is decreasing continuously.

Late night has the higher delivery charges over product amount whereas afternoon have lower value.

Late nights have less discount percentages over slot and area level indicating less discounts are given late night.

COMPLETION RATE ANALYSIS:

Analysis is done on the following parameters

* Completion rate at slot vs day of the week level
* Completion rate at drop area level
* Completion rate at number of products ordered level
* Completion rate at different business metrics

Completion rate helps us to analyse number of orders that are successfully delivered and allocate the resources to any areas if required.

Overall completion rate is higher at afternoon level.

Completion rate is higher if the number of products are less.

Orders near to Freshco have high completion rate.

Weekends have high completion rate.

COMPLETION RATE ANALYSIS:

Analysis is done on the following parameters

* Completion Rate at Acquisition source level
* Aggregated LTV at customer acquisition source level
* Aggregated LTV at acquisition month level
* Average Revenue per order at different customer acquisition source level
* Average Revenue per order at acquisition month level
* Pattern in order rating across slots, number of items placed, delivery charges, discount

Organic leads have higher completion rate

Customers acquired through organic source have higher LTV.

Customers acquired in the month of January have higher average LTV .

Average revenue is high for customers who are acquired in the month of January.

Order ratings are higher in the afternoon slots.

The orders with less number of products have high rating.

DELIVERY ANALYSIS:

Analysis is done on the following parameters

* Average overall delivery time at month and delivery area level
* Average Overall delivery time at month and weekday/weekend level
* Average overall delivery time at slot level
* Pattern changes in delivery charges with slot or delivery area
* Pattern changes in delivery time and delivery area

Bellandur have lowest delivery time and Mahadevapura,Brookefield has highest delivery time.

Weekends have high delivery time when compared to weekdays . May month has highest average delivery time.

It is observed that the delivery charges and delivery time is increase as the distance from the pick up increased.

Delivery charges and delivery time is lower in the areas near to Freshco location.

Orders are delivered at a fast speed in late night and took long time in afternoon which could be due to traffic and number of orders placed at that time.

CONCLUSION

The detailed analysis of the Freshco Hypermarket Database has provided valuable insights into various aspects of the business, including order distribution, completion rates, customer behaviour, and delivery efficiency. These insights are instrumental in making data-driven decisions and implementing strategies for improving overall performance. Based on the findings, I recommend implementing targeted strategies to address observed patterns and enhance customer satisfaction, delivery efficiency, and order completion rates. Continuously monitoring and analysing data is essential to adapt to changing market conditions and customer preferences effectively.