**Freshco Hypermart Capstone Project Report**

This report is a key outcome of the Capstone Project to be submitted to Skillovilla team.

I would be presenting the insights which I uncovered for the Freshco Hypermart Store.

First, the **Order Level Analysis** is presented in which the findings about the orders are presented. Thereafter, **Completion Rate Analysis** is presented which is about Completion Rate across various drop locations. Then, **Customer Analysis** is done which includes crucial metrics such as **Lifetime Value (LTV)** and **Average Lifetime Value**. The report ends with some key findings of the **Delivery Analysis**.

**Order Level Analysis**

More than 85% of the orders originate from two places: - **HSR Layout and ITI Layout**

**HSR Layout, ITI Layout and Harlur** in that order experienced largest surge in absolute number of orders from January to September.

3. **Delivery Charges per Product Amount** is highest for **Late Night orders** across all the months barring **May**.

4. The metric is highest in the month of **January.**

5. The metric improves significantly by more than **8** percentage points to come down to near **2% in September**.

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| **Month** | **Afternoon** | **Evening** | **Late Night** | **Morning** | **Night** | **Overall Delivery Charges per Product Amount** |
| Jan | 9.33% | 10.22% | 15.91% | 10.82% | 10.82% | 10.72% |
| Feb | 7.77% | 8.69% | 16.95% | 10.10% | 10.04% | 9.74% |
| Mar | 7.53% | 8.35% | 15.92% | 8.51% | 8.89% | 8.99% |
| Apr | 7.81% | 7.99% | 15.61% | 7.91% | 9.44% | 8.60% |
| May | 4.89% | 5.64% | 4.42% | 4.92% | 6.50% | 5.34% |
| Jun | 5.16% | 5.38% | 12.68% | 4.73% | 6.37% | 5.50% |
| Jul | 4.33% | 5.14% | 12.92% | 5.06% | 6.69% | 5.69% |
| Aug | 2.59% | 2.22% | 7.73% | 2.78% | 2.83% | 2.90% |
| Sep | 1.73% | 1.71% | 5.59% | 1.89% | 2.17% | 2.08% |
| **Grand Total** | **5.09%** | **5.38%** | **12.26%** | **5.29%** | **6.43%** | **5.86%** |

Discount per Product Amount is **markedly less for Late Night Orders** with the metric being **below 4%** which is otherwise **upwards of 6%** across the remaining slots.

Discount per Product Amount has **increased in August by nearly 4 times to more than 20% which has likely led to spike in number of orders in the next month.**

**Even with less Discount per Product Amount, the increased number of orders seem to be sustained for September.**

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| **Month** | **Afternoon** | **Evening** | **Late Night** | **Morning** | **Night** | **Overall Discount per Product Amount** |
| Jan | 1.04% | 1.23% | 0.72% | 0.93% | 1.00% | 1.02% |
| Feb | 0.37% | 0.43% | 0.59% | 1.13% | 0.80% | 0.65% |
| Mar | 0.89% | 0.60% | 0.63% | 0.56% | 0.59% | 0.67% |
| Apr | 1.02% | 0.61% | 0.59% | 0.68% | 0.90% | 0.81% |
| May | 4.78% | 4.54% | 3.39% | 4.15% | 5.07% | 4.59% |
| Jun | 2.35% | 1.86% | 1.93% | 1.70% | 1.89% | 1.96% |
| Jul | 4.84% | 5.90% | 3.29% | 4.64% | 6.74% | 5.34% |
| Aug | 21.50% | 20.60% | 12.77% | 20.86% | 22.11% | 20.82% |
| Sep | 10.46% | 11.46% | 5.10% | 10.96% | 9.76% | 10.36% |
| **Grand Total** | **6.37%** | **6.49%** | **3.73%** | **6.45%** | **6.82%** | **6.37%** |

**Completion Rate Analysis**

Completion Rate for all the slots is **more than 99%** except for Saturday nights when it is close to **98%** though it is not very low.

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| **Slot** | **Sunday** | **Monday** | **Tuesday** | **Wednesday** | **Thursday** | **Friday** | **Saturday** |
| **Afternoon** | 99.90% | 99.74% | 99.35% | 99.64% | 99.88% | 99.77% | 99.89% |
| **Evening** | 100.00% | 99.85% | 99.69% | 99.69% | 99.85% | 99.57% | 99.30% |
| **Late Night** | 99.63% | 99.07% | 98.94% | 100.00% | 99.51% | 99.19% | 99.21% |
| **Morning** | 99.76% | 99.86% | 99.74% | 99.48% | 99.36% | 98.65% | 99.74% |
| **Night** | 99.87% | 99.72% | 99.58% | 99.00% | 99.62% | 99.35% | 97.89% |

The metric is drastically lower for **Indiranagar; Vivekanagar; Domlur,EGL; Marathahalli; Bellandur, ETV.** In Bellandur, ETV, it is abysmally low **50%**.

Completion Rate for number of products ordered seem to be agnostic for there is not any significant difference between the highest completion rate and the lowest completion rate.

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| **Number of Products ordered** | **Completion Rate** |
| 21 | 100.00% |
| 25 | 100.00% |
| 23 | 100.00% |
| 12 | 100.00% |
| 20 | 100.00% |
| 15 | 100.00% |
| 22 | 100.00% |
| 17 | 100.00% |
| 24 | 100.00% |
| 18 | 100.00% |
| 19 | 100.00% |
| 13 | 100.00% |
| 10 | 99.82% |
| 8 | 99.79% |
| 5 | 99.75% |
| 2 | 99.73% |
| 7 | 99.66% |
| 14 | 99.57% |
| 4 | 99.56% |
| 9 | 99.46% |
| 3 | 99.41% |
| 6 | 99.40% |
| 11 | 99.33% |
| 1 | 99.27% |
| 16 | 99.25% |
| **Grand Total** | **99.55%** |

**Customer Analysis**

For all the acquisition sources, the Completion Rate is more than 99%.

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| **Sources** | **Completion Rate** |
| Organic | 99.63% |
| Facebook | 99.58% |
| Snapchat | 99.57% |
| Google | 99.55% |
| Instagram | 99.46% |
| Offline Campaign | 99.44% |

**Aggregated LTV per source** is highest for **Organic** followed by **Google Search**.

All other sources’ Aggregate LTVs are quite lesser than those of the former.

**Aggregated LTV** is highest for month of **January** which is more than **4000.**

**Average Revenue** is highest for **Snapchat** at **Rs. 325** closely followed by **Google** at **Rs. 322.**

**Average Revenue per Acquisition Month,** as expected, is highest for the month of **January**, which is **encouraging** for the store because this shows that most of the customers who did their first order in January have continued to buy the items from the store.

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| **Acquisition Month** | **Number of Orders** | **Sum of Revenue** | **Average Revenue** |
| January | 8,456 | 28,32,595 | 335 |
| February | 2,828 | 8,42,200 | 298 |
| March | 2,074 | 6,31,508 | 304 |
| April | 2,500 | 7,44,189 | 298 |
| May | 2,429 | 7,56,949 | 312 |
| June | 1,254 | 3,61,100 | 288 |
| July | 1,077 | 3,04,177 | 282 |
| August | 1,231 | 3,18,475 | 259 |
| September | 974 | 2,34,547 | 241 |

**Delivery Analysis**

**Average Delivery Time** is lowest for **Late Night** orders which reflects the fact that during late night, there is less traffic as compared to traffic during rest of the day. Consequently, the delivery time improves for Late Night orders.

There is a **spike** in the Average Overall Delivery Time in **May** for both Weekend and Weekday orders. Upon further drill down in each Slot, except for Late Night Orders, the Average Overall Delivery Time is approximately **36 minutes** for Night Orders and it is **more than 40 minutes** for orders of the remaining slots. This may have happened due to some construction happening near the store in HSR Layout which then, has been causing traffic and as a result, there is increased delivery time.