Report

Company: **Freshco Hypermarket**

It is situated in HSR, Bangalore, has established itself as a prominent supermarket in the region, catering to a wide range of customers. In response to evolving customer needs and to enhance convenience, Freshco introduced a home delivery service in the year 2021.

# Order Level Analysis

## Order Distribution

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Delivery Area** | **Afternoon** | **Evening** | **Late Night** | **Morning** | **Night** | **Grand Total** |
| HSR Layout | 4085 | 3288 | 953 | 3749 | 3582 | 15657 |
| ITI Layout | 1039 | 757 | 346 | 868 | 936 | 3946 |
| Harlur | 324 | 280 | 73 | 382 | 250 | 1309 |
| Bomannahali - MicoLayout | 151 | 107 | 36 | 132 | 125 | 551 |
| Kudlu | 130 | 108 | 57 | 118 | 105 | 518 |
| Koramangala, Ejipura | 33 | 30 | 35 | 25 | 37 | 160 |
| Bellandur, Green Glen | 32 | 27 | 12 | 27 | 36 | 134 |
| Bellandur, Sarjapur Road | 20 | 13 | 15 | 11 | 39 | 98 |
| Manipal County | 20 | 16 | 13 | 18 | 13 | 80 |
| Bommanahalli | 13 | 13 | 6 | 10 | 10 | 52 |
| **Grand Total** | **5847** | **4639** | **1546** | **5340** | **5133** | **22505** |

\*Top 10 Order Distribution at Slot & Delivery Area

## Highest increase in absolute order over month

\*Max increase in the HSR Layout

## Delivery Charge / Product amount in slot and month Level



## Discount / Product amount in slot and month Level



## Delivery Charge / Product amount in slot and drop area



HRS Layout, ITI layout & Harlur has good order frequency, Overall in the more amount of order are placed in morning, afternoon, evening, Night. High increase in order in the areas such as HSR Layout, ITI Layout & Harlur.

Less order in the night time due to Indian culture & extra charge at night .Month of August & September has delivery/Product due to more discount/product is given.

# Completion rate analysis

## Completion rate at slot and weekdays

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Row Labels** | **Afternoon** | **Evening** | **Late Night** | **Morning** | **Night** | **Grand Total** |
| Sunday | 99.517% | 99.498% | 99.512% | 99.488% | 99.512% | 99.505% |
| Monday | 99.526% | 99.505% | 99.491% | 99.516% | 99.508% | 99.513% |
| Tuesday | 99.521% | 99.526% | 99.427% | 99.486% | 99.526% | 99.509% |
| Wednesday | 99.500% | 99.512% | 99.508% | 99.499% | 99.530% | 99.509% |
| Thursday | 99.536% | 99.534% | 99.520% | 99.520% | 99.519% | 99.527% |
| Friday | 99.526% | 99.546% | 99.506% | 99.533% | 99.539% | 99.533% |
| Saturday | 99.537% | 99.530% | 99.506% | 99.509% | 99.530% | 99.525% |
| **Grand Total** | **99.523%** | **99.522%** | **99.498%** | **99.507%** | **99.523%** | **99.517%** |

## Top 7 area as per completion rate

|  |  |
| --- | --- |
| **Drop area** | **Average of Completion rate** |
| Kudlu | 99.56% |
| HSR Layout | 99.54% |
| Bomannahali - MicoLayout | 99.51% |
| BTM Stage 2 | 99.49% |
| ITI Layout | 99.48% |
| Koramangala, Ejipura | 99.46% |
| Harlur | 99.34% |
| **Grand Total** | **99.52%** |

## Completion rate wrt No of product

\*There is overall increase in the completion rate wrt No of product

## Slot wrt Order completion rate

Evening Night & Afternoon has very high Order completion rate

Overall less order completion rate in the late night than the other slot time,Kudhu has max Order completion rate with 99.56% followed by HSR Layout. Increase in the Completion rate wrt to no of product for evening, Night & afternoon than the morning & Late night.

# Customer Level Analysis

## Top 20 Customer User ID

|  |  |
| --- | --- |
| **User ID** | **Average of LTV** |
| APQ2413449 | 6766 |
| ZQB198457 | 6013 |
| FDO1013281 | 4678 |
| LQK77449 | 4568 |
| WWC812033 | 4235 |
| AFB1613116 | 4032 |
| VBS2518354 | 3978 |
| XXV119663 | 3899 |
| SGN1921789 | 3715 |
| SSD207101 | 3714 |
| CGM1916254 | 3645 |
| RGZ2419374 | 3633 |
| ATO237404 | 3515 |
| WDE1131845 | 3473 |
| GDF423244 | 3432 |
| FVX108073 | 3398 |
| OII227941 | 3388 |
| KAE1212480 | 3326 |
| JHA1111625 | 2624 |
| EYL2311682 | 2609 |

## Organic & Google has very high LTV value than the others Sources

|  |  |
| --- | --- |
| **Source** | **Average of LTV** |
| Organic | 389.0 |
| Google | 342.7 |
| Offline Campaign | 66.0 |
| Facebook | 57.7 |
| Snapchat | 57.5 |
| Instagram | 55.5 |

## LTV of the decreasing over the months from Jan to Sep.

|  |  |
| --- | --- |
| **Acquisition Month** | **Average of LTV** |
| Jan | 471.0 |
| Feb | 222.0 |
| Mar | 132.4 |
| Apr | 80.5 |
| May | 49.6 |
| Jun | 30.4 |
| Jul | 32.4 |
| Aug | 12.8 |
| Sep | 2.8 |

## Source LTV Wrt. Average Rev/Order

|  |  |
| --- | --- |
| **Row Labels** | **Average of avg Rev / order** |
| Facebook | 203.6 |
| Offline Campaign | 196.7 |
| Snapchat | 193.5 |
| Instagram | 193.2 |
| Organic | 128.4 |
| Google | 116.2 |
| **Grand Total** | **179.1** |

\*Offline Campaign & facebook has Less LTV but high Average Rev/Order

## Rating wrt Slot & No. of Products ordered

|  |  |
| --- | --- |
| **Row Labels** | **Average of Order Rating** |
| Afternoon | 3.68 |
| Evening | 3.67 |
| Late Night | 3.33 |
| Morning | 3.70 |
| Night | 3.58 |
| **Grand Total** | **3.64** |

Only 459 Customer has more LTV than 3750 Customer. In organic & google customer has high LTV as per trend of LTV value is decreasing over month Jan to Sept.

Offline campaign & Facebook has less LTV but the high avg Revenue/Order value. Rating is in increasing order for more no of Product purchased, Late night has less rating than other slots

# Delivery Level Analysis

## Avg overall delivery time wrt Drop area and months.





## Avg overall delivery time wrt weekday/Weekend and Months.



## Avg overall delivery time wrt Slot.



Bellandur, Bomannahali , Harlur, HSR Layout, ITI Layout has nearly avg delivery time of 30 mins & approx. same trend followed for the delivery/product charge. For all the months avg delivery for weekend is more than the weekdays & has less delivery time in the Late-night slot due to less traffic.