FRESHCO
— HYPERMARKET —

INDEX

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Understanding the Data

Terms	Explanation
Order Timestamp	Order placed time.
User ID	User Id of the customer.
Order Pickup Geo	Order Pickup area location.
Order Drop Geo	Drop area location.
Order ID	Unique id to identify an order.
Products	List of products.
Partner Store Reach Time	Time when the delivery partner reaches the pickup location.
Partner Start for Delivery Time	Time when delivery partner starts its journey to delivery item.
Completed/Cancelled Timestamp	It is the completed time when delivery is finished or cancelled.
Completion Flag	It is a status of delivery whether the delivery are done or not by the delivery partner.
Order Rating	This refers to the customer ratings provided to the delivery partner and store service.
Product Amount	This refers to the total amount of products ordered by the customer.
Delivery Charges	Cost of transporting or delivering goods, which may vary depending on the location.
Discount	Refers to a reduced price or a price reduction offered on a product or service. It is typically lower than the original or regular price and is often provided as an incentive to encourage customers to make a purchase.

Other than those mentioned above, below are the formulae and business metrices;

- **Completion rate**: This refers to the rate at which orders are completed (Order successfully delivered / Total order placed).

- **Acquisition month**: First month of transaction by the customer.

  =TEXT(G2,"MMM")

  = VLOOKUP($E2,Sheet3!$H$1:$I$3751,2,FALSE)

- **Slot definition:** A time slot is a specific interval when a customer chooses to place an order from a specific store or location.

  VLOOKUP(C2,Sheet3!$A$1:$B$6,2,TRUE)

Sheet3!$A$1:$B$6=

12:00:01 AM	Late Night
05:00:01 AM	Morning
12:00:01 PM	Afternoon
05:00:01 PM	Evening
08:00:01 PM	Night
11:00:01 PM	Late Night

- **Customer acquisition source**: It is the source from which a customer got acquired to the platform.

  VLOOKUP(E2,Sheet3!$D$1:$E$3751,2,FALSE)

- **Overall delivery time** :It refer as the time difference between the order placed time and the completion time of the delivery process. It measures the total elapsed time required for the entire delivery process (Order time – completed delivery time).

- **No. Of Products;** =LEN(K2) - LEN(SUBSTITUTE(K2, ",", "")) + 1

- **Weekdays/Weekends:**
  =IF(OR([Book1]Sheet2!$S2=1,[Book1]Sheet2!$S2=7),"Weekend","Weekday")

Calculated Field

Solve Order		Field	Formula
	1	Discount%2 Delivery	=Discount/'Product Amount'
	2	Charges%	='Delivery Charges'/'Product Amount'
	3	Revenue	= ('Product Amount'-Discount)+'Delivery Charges'
	4	LTV	='Product Amount'+'Delivery Charges'
	5	Completion Rate Completed	='Number of products Delivered'/'Number of products Ordered'
	6	status	='Total Order'/Random

🛒 Order Level Analysis

1. **Order Distribution at slot and delivery level**

Analysis

- While studying the data, it is clear that most of the orders are being delivered in the layouts itself, irrespective of the slot.
- Out of the two of the layouts i.e. *HSR* and *ITI Layout* we have seen the maximum orders being delivered in the *HSR layout* i.e. in its own branch.
- Other than the layouts we can see a district namely *Harlur* that has been most engaged in receiving deliveries again irrespective of time slot.
- But afterwards there can be seen a different pattern. The order distribution is not anymore remaining irrespective of the time slot.
- At 4th number in Morning slot, Afternoon slot and Evening slot we have another one as a layout i.e. *Bomannahali – MicoLayout.*
- Whereas in Evening slot and Late night slot we have *Kudlu.*
- Analysing the overall distribution with respect to location we can say that,
  HSR Layout > ITI Layout > Harlur > Bomannahali – MicoLayout > Kudlu.
  The above 5 locations are the prime locations for the company to be focused and retain these locations for a longer life span.
- Whereas the following locations, need to be evaluated;
  - Cox Town
  - Whitefield
  - Vimanapura
  - Challagatta
  - Kadubeesanhali, PTP
  - Mahadevapura
  - Victoria Layout
  - JP Nagar Phase 8-9
  - Bellandur, Ecospace
  - CV Raman Nagar
  - Binnipet
  - Pattandur
  - Brookefield
  - Frazer Town

  As these locations are the least interactive. Moreover, other than Kadubeesanhali and Victoria Layout there's no order call out in Night Slot. Although there are five out of the above locations which are more active in Late Night slot, but not in the other slots.

  So we either need to promote our company over there which may incur ineffective cost or shall back off from the location. Otherwise directly to be backed off, we may charge a Non-Prime Location extra charge for these locations.

- Most of the locations are not preferring to order in the Morning slot, as there are **22 Locations** where we haven't distributed even a single order. Whereas Late night slots and afternoon slots are equally inactive as they haven't fetched any order from **20 Locations**, On the other hand there are only **19 locations** which haven't ordered a single order in the Evening slot. Our Prime Time according to this deduction is Night Shift with only **16 locations** that haven't ordered anything anytime.
- Where as on an average we have distributed **114 orders in Afternoon shift which is the highest**. 90.6 in the evening which should have been expecting a lot more as the evening time is the most suitable for the customers to shop out, yet the company is having a lack back over there, more than that, is 103.6 orders in Morning slot and 100.2 Orders distributed in night slot.

  Without any surprising element, the least average is of late night as of course there are not a lot of people willing to eat at that time. Yet we can motivate them to order by pushing notification to them via any mobile application, or SMS or any such thing.
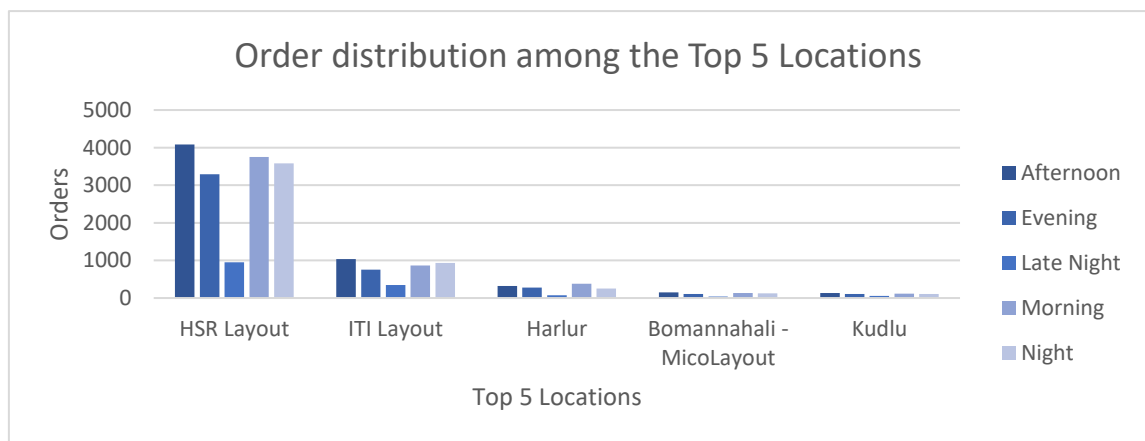
Chart 1.1 : Comparing the order distribution among the top 5

2. Areas having highest increase in monthly orders

Analysis

- Highest increase can be seen in *Harlur* Location in the month of September. In which the order distribution was boosted astronomically by 916.98%. The same is maximum for any location and for any month.
- While there were some increases the company also had to face a decrease in many months and respective locations.

  The Maximum decrease had been seen of 75.00% in the month of February and that too at two locations, that are *Bellandur - Off Sarjapur Road* and *Manipal County*.
- Although the company had to face a few of the decrement in the order distribution in a change of few months or in different locations, yet we can see that there's an overall increment at every month.
- With an average increase of 84.12% September ranks the most productive and effective month for the company at overall location level where as March on the

other hand, had the least increase, i.e. 7.83%. though it also was in a positive direction.

- Location-wise we have *Koramangala, Ejipura* as the best location with the highest average increase of 287.50%.
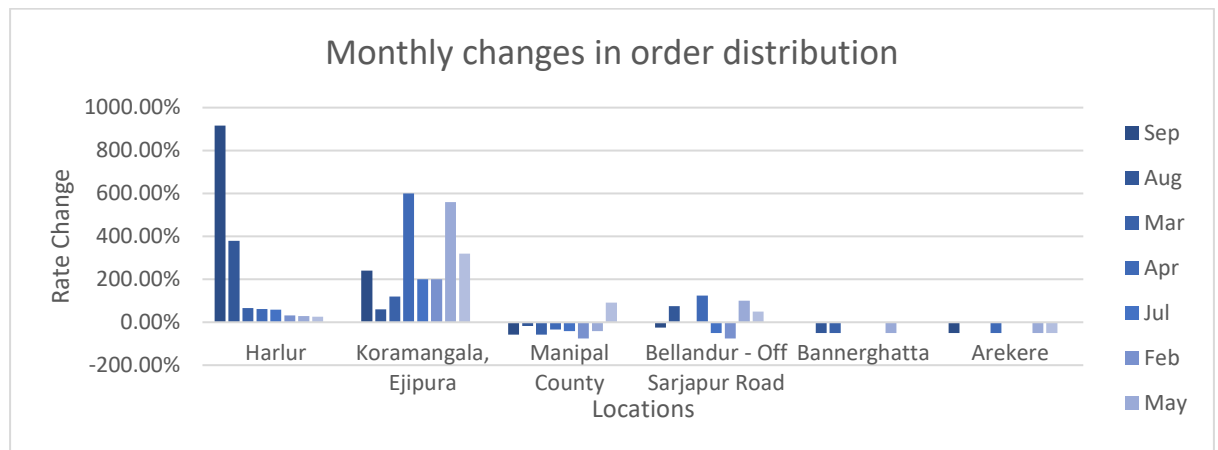- Whereas *Bannerghatta* and *Arekere* are the least effective locations with the lowest increase of -50.00%.

Chart 1.2 : Monthly changes in order distribution (Jan-Sept) for the above mentioned locations

3. ***Delivery Charges% at Slot Level***

- Delivery charges as a percentage of the product amount can simply be calculated as by dividing the delivery charges by the product amount and multiplying the entire function by 100.
- Here we have calculated the same using the calculated field and by showing it as the sum of discounted percentage, furthermore we can analyse the following:
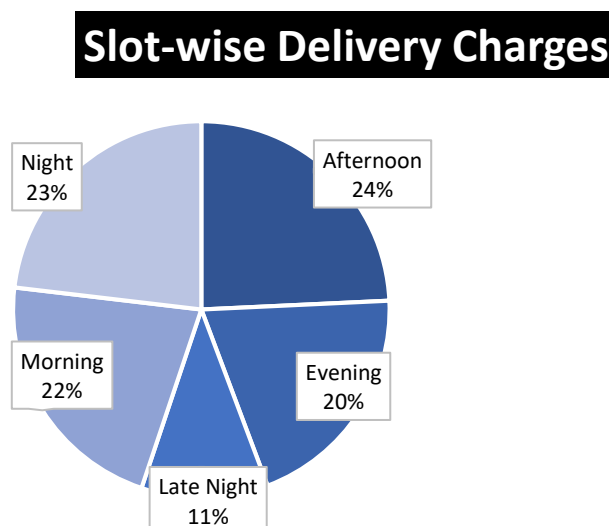

Chart 1.3 : Delivery Charges% at Slot level

Analysis

- For the afternoon slot we can see the maximum amount with respect to product amount has been charged in January month i.e. 9.33% and the same can be observed in the graph above.
Whereas, the Minimum amount is charged in September month i.e. 1.73%
- Similarly, in the evening slot, the maximum delivery charge has been charged in the month of January and minimum in the month of September i.e. 10.22% and 1.71% respectively.
- For the late night slot there's a little difference that can be observed here, In the Month of January the delivery is only 15.91% but not the highest. The maximum delivery charge is of 16.65% that was in February.
On the other hand, the minimum delivery charge was charged in May i.e. 4.42%.
- In the morning slot we can observe that 10.82% was charged which was again the maximum in the month of January.
Minimum charge was of 1.89% in the month of September.
- In the Night the maximum delivery charges (10.82%) with respect to product amount was similar to that of morning in the same month i.e. January, whereas the minimum was 2.17% in the month of September.
- If we will observe the data overall, we can see that we are charging 12.26% the highest in late night slot whereas the least in afternoon slot 5.09%.
- When calculated we can also see that in January on an total we have set the maximum deliver charges% of 10.72% and minimum in September of 2.08%.
- With this we can presume that for some reason we are reducing our delivery charges. This could be because of the following reasons.
a. Increase in sales.
b. Orders in bulk to be delivered.
    - We can also observe that for the months in which weather is unpredictable like in January and February, the cost is more than compared to those months which are balanced in terms of weather conditions.
    - Only for the evening slot we can see that we have continuously decreased the percent charge whereas for the other cases we can see the irrespective graph of ups and downs.

4. *Discount % at slot and Month level*

- Discount percent can simply be calculated by dividing the discount amount by the product amount.
- So have we calculated the discount % of product amount. Further added them according to the slot and month level. With the help of which we can analyse the followings;
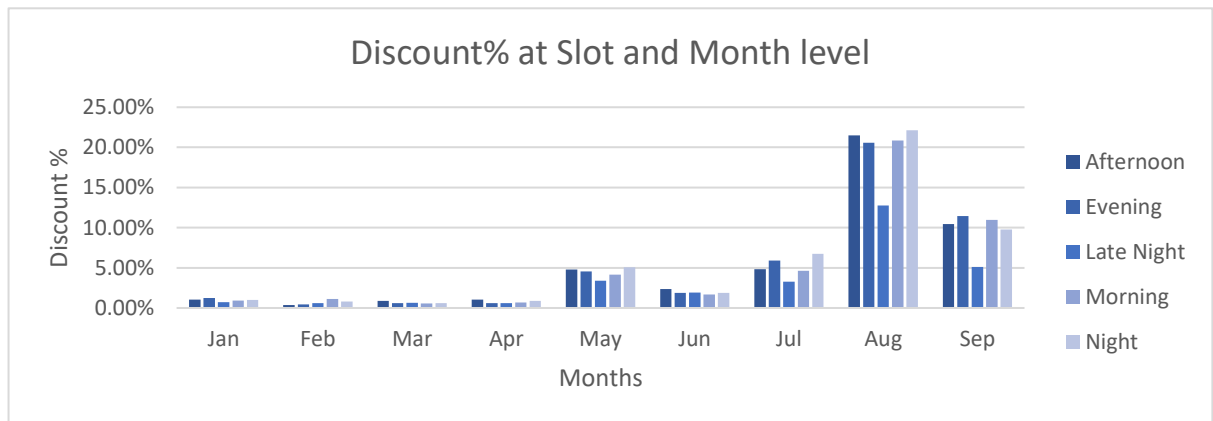
Analysis

Chart 1.3 : Delivery Charges% at Slot and Month level

- We can observe that for all of the slots we have given the maximum discount in August month of an overall average of 19.57%. In August, the reason for such big discounts could be the 15th august celebration or related celebration.
- Moreover, the least discount % was given in the months of March, February, April and January of 0.65%, 0.66%, 0.78% and 0.98% respectively.
- Maximum discounts were given in the night slot to enhance the order distribution yet as discussed above we still are facing problems to deal with the night slot for the order distribution.
- And minimum discounts were shared in the afternoon slot of 0.37% only.
- Above graph simply compares the supremacy of August among the all.
- In the starting four months we barely see the discounts, but as the market goes and time passes we can see the gradual increase in the Discount %
- The reason for the same could be promotion or to attract the customers towards the hypermarket that we are being running.

5. *Discount % at slot and Drop Level*

| Sum of Discounted% | Column Labels | | | | |
Row Labels	Afternoon	Evening	Late Night	Morning	Night
Akshaya Nagar	0.29%	0.25%	0.00%	0.18%	10.48%
Arekere	0.00%	1.69%	0.00%		3.06%
Banashankari Stage 2		0.00%			0.00%
Bannerghatta		1.95%		0.00%	7.72%
Basavanagudi		0.00%			0.00%
Bellandur - Off Sarjapur Roa	5.01%	4.18%	0.00%	1.80%	14.23%
Bellandur, APR	4.09%	2.96%		1.09%	6.67%
Bellandur, Ecospace			0.00%		
Bellandur, ETV					0.00%
Bellandur, Green Glen	4.67%	5.83%	4.22%	2.23%	6.14%
Bellandur, Sakara	1.49%	0.00%	43.23%		0.00%
Bellandur, Sarjapur Road	0.71%	1.74%	1.25%	2.28%	0.99%
Bilekahalli	13.25%	1.66%	10.00%	13.15%	29.73%
Binnipet				0.00%	
Bomannahali - MicoLayout	2.15%	2.67%	2.11%	3.73%	6.82%
Bommanahalli	1.90%	2.86%	4.43%	1.22%	3.33%
Brookefield		0.00%			
BTM Stage 1	14.69%	0.00%	0.00%	8.21%	0.68%
BTM Stage 2	0.53%	8.83%	0.00%	4.88%	1.84%
Challagatta			0.00%		
Cox Town					
CV Raman Nagar			0.00%		
Devarachikanna Halli	1.16%	0.00%	0.00%		12.42%
Doddanekundi			0.00%		10.00%
Domlur, EGL	0.00%		17.09%	1.31%	
Frazer Town			0.00%		
Harlur	10.31%	9.24%	3.70%	10.17%	9.90%
HSR Layout	6.21%	6.53%	3.96%	6.01%	6.52%
Indiranagar	1.58%		0.00%	0.00%	6.76%
ITI Layout	7.21%	7.09%	4.11%	8.21%	7.97%
Jayanagar	0.00%	35.61%		0.00%	
JP Nagar Phase 1-3		16.69%	0.00%	0.00%	0.00%
JP Nagar Phase 4-5	0.00%	0.00%	20.67%	0.27%	0.00%
JP Nagar Phase 6-7	0.00%		0.00%	0.20%	
JP Nagar Phase 8-9		0.41%			
Kadubeesanhali, Prestige	0.00%		0.00%		1.93%
Kadubeesanhali, PTP					0.00%
Koramangala, Ejipura	6.88%	5.74%	2.05%	1.31%	3.01%
Kudlu	6.36%	3.66%	1.44%	4.87%	4.69%
Kumaraswamy Layout	0.00%	0.00%		0.00%	0.00%
Mahadevapura				0.00%	
Manipal County	3.53%	3.32%	5.86%	4.57%	12.42%
Marathahalli		0.00%			0.00%
Pattandur	0.00%				
Richmond Town	0.00%				
Sarjapur Road	0.13%	0.00%	0.00%		2.35%
Victoria Layout					7.07%
Vimanapura	0.00%				
Viveka Nagar	0.58%	0.30%			
Whitefield					
Wilson Garden, Shantinagar		2.25%			3.81%
Yemalur	0.00%	9.88%		12.18%	0.00%

Fig : Discount % at slot and Drop Level

- As shown in the above figure, in the rows are the locations whereas in the columns are the slots, values added are the sum of discounted%.
- The cells highlighted with light green colour and texted in Dark green are the percentages that are Below than the average percentage.
- The cells highlighted with light Red colour and texted in Dark Red are the percentages that are Above than the average percentage.

Maximum	14.69%	35.61%	43.23%	13.15%	29.73%
Minimum	0.00%	0.00%	0.00%	0.00%	0.00%
Average	2.90%	4.23%	4.00%	3.25%	5.16%

From the above data we can also frame the followings;

- Maximum discount% we have allowed in the afternoon slot is 14.69% in the *BTM Stage-1* Location followed by *Balkahalli* by 13.25%.
- Maximum discount% we have allowed in the Evening slot is 35.61% in the *Jayanagar* Location and no else location is even near to this percent although this is followed by *JP Nagar Phase 1-3* 16.69%.
- Maximum discount% we have allowed in the Late night slot is 43.33% in the *Bellandur, Sakara* location which has been followed by *JP Nagar Phase 4-5* with the discount % of 20.67%.
- Maximum discount% we have allowed in the Morning slot is 13.35% in the *Bilekahalli* location which has been followed by *Yemalur* with the discount % of 12.18%.
- Maximum discount% for the Night Slot is 29.73% followed by 14.23% in *Bilekahalli* and *Bellandur - Off Sarjapur Road* respectively.
- After observing all at the once we can see that the average of discount% allowed is maximum in night with 5.16% followed by evening(4.23%), late night(4.00%), Morning(3.25%) and least in afternoon(2.90%).
- Although there were some locations where discounts were not provided in any slot, and some locations were there where discounts were allowed but only for some specific slots.
- With this we are clear that the company is desiring that, customers should call out more in night slot rather than afternoon. Or it may already be happening.

✅ Completion Rate Analysis

1. **Completion rate at slot vs day of the week.**

- Completion Rate is simply equalling to the division of orders successfully delivered and total orders.
 Simply put it is Successful orders/Total number of orders.
- Whereas to find the day of the week we have imply use the formula i.e. =Weekday() and further formatted it in "dddd" format.
  And hence we got the following;

Completion Rate at Slots and Days Level
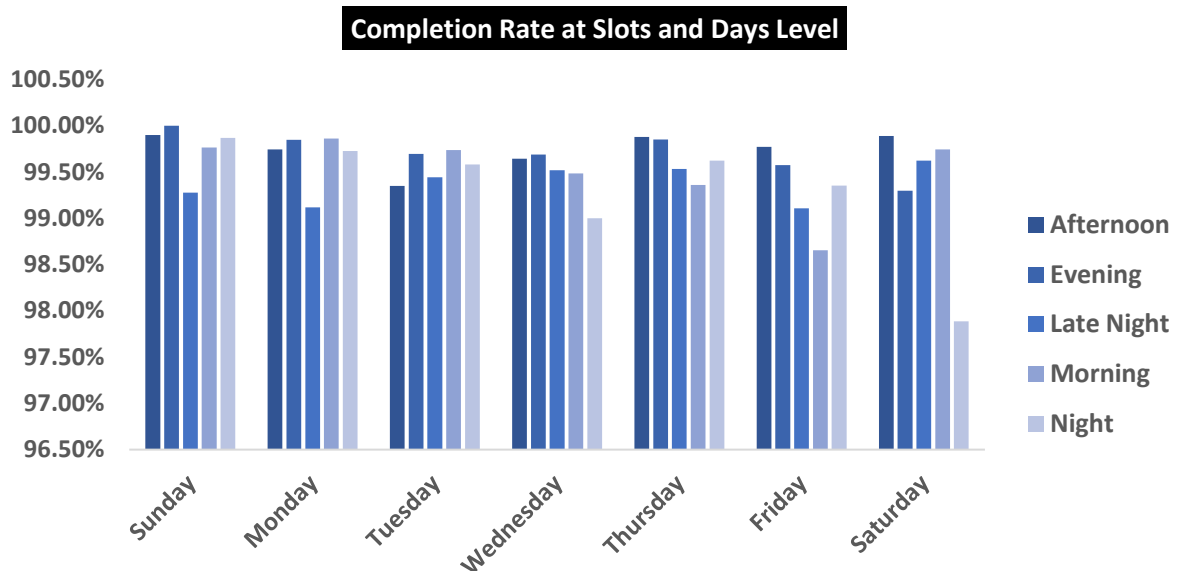
- Here as we can see completion rate has been shown as the percentages under the "YES" column for every slot.
- Conditional formatting has been used such as, it'll show the top 10 values as highlighted with Light green coloured, whereas the bottom 10 values are to be shown highlighted in light red colour and text to be coloured in basic dark red colour.
- We can clearly see that the completion rate is highest in the afternoon slot which might be because usually during the afternoon slot the roads aren't that busy when compared to other slots, and the least in the night Slot, which also explains itself that due to lack of visibility it may occur.
- We can also determine that the completion rate is highest on Sundays which explains itself that the deliveries need to be on time on Sundays, and least on Saturday preceded by Friday.
- The simple pattern that can be viewed here is completion rate is highest as follows;
  Afternoon > Evening > Morning > Late night > Night
  Sunday > Monday > Thursday > Tuesday > Wednesday > Friday > Saturday.

2.   **Completion rate at Drop area Level**

Completion Rate at Drop Area Level
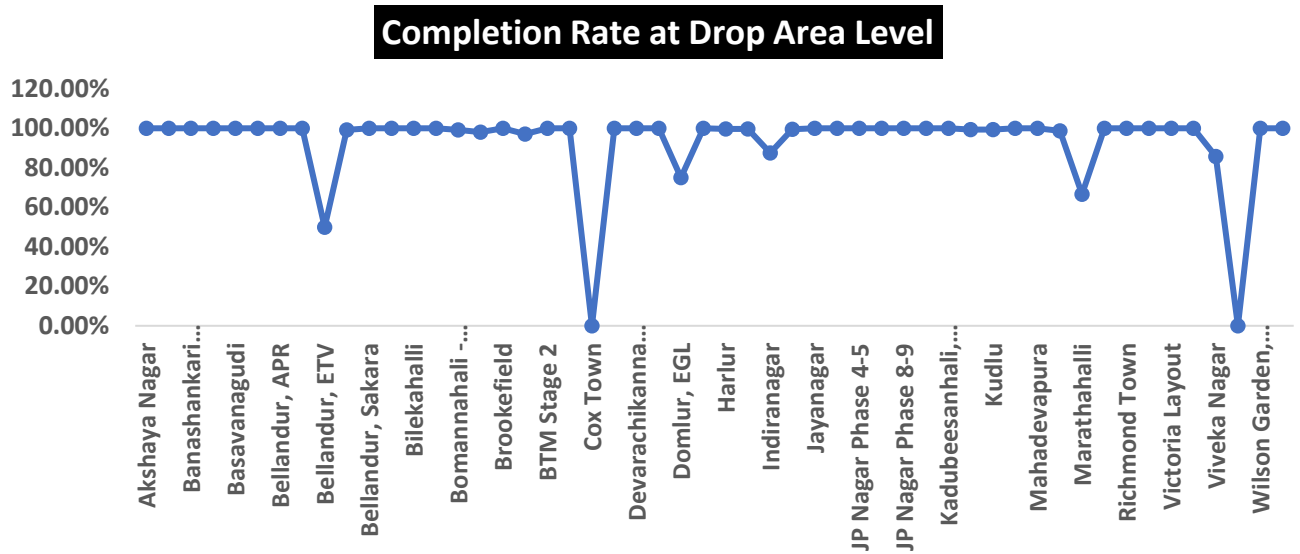
As we can see there are only two locations which have 0.00% completion rate, that's because the partner either didn't reached the store or didn't start for the delivery, or the data might be missing.

And so is true for the other incompletions as well.

3.   **Completion rate at number of products ordered level**

Completion Rate Based on Number of Products

Number Of Products
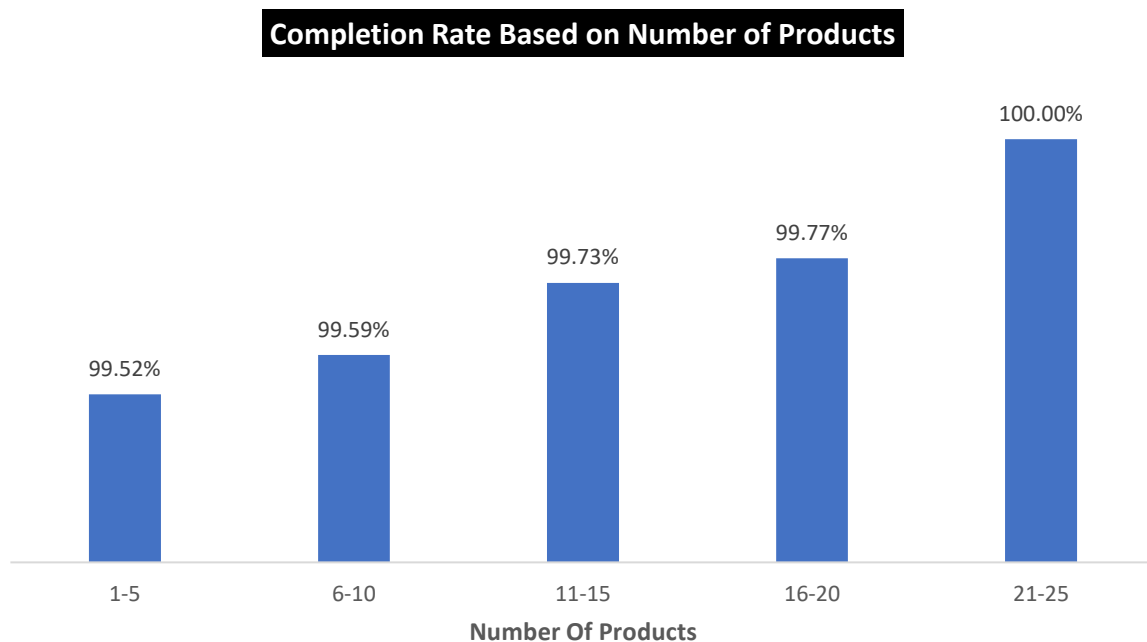
From the above Chart, we can clearly make the interpretation that more the products are, better the completion rate seems to be.

4. **<u>Analysis of the Completion Rate.</u>**

- As already been discussed, that the completion rate seems directly proportionate to the number of products being ordered.
- From the data so derived we can also see that the completion rate performs better in Afternoon, i.e. in the afternoon slot we have more completed orders than cancelled orders with respect to total orders.
- And we have the minimum completion rate in the night slot which could be due to the peak office timings, and huge block of traffic.
- But from here we can conclude that this would be the area of field which shall be look over and need to worked upon.
- Similarly, when talking about Weekdays, on Sundays we can clearly see a one hundred percent completion rate.
- But on the other hand, we need to focus on Fridays and Saturdays as well, as on these weekdays we are really falling apart in comparison with other days.

🔍 Customer Level Analysis

1. **Completion rate at Source level**

Slot wise Completion Rate
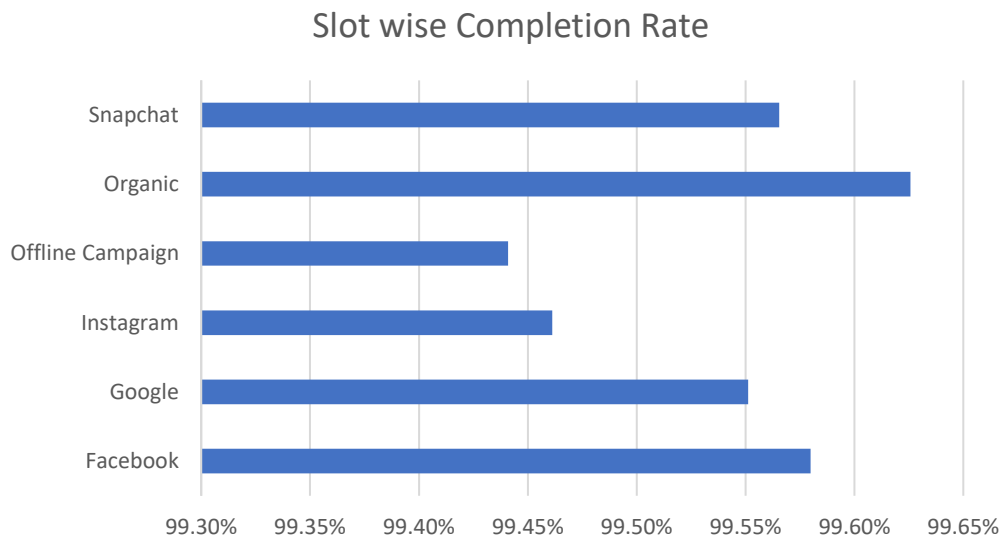
- Customers that have been organically attracted to our store are relatively having better completion rate.
- Followed by the traffic that has been acquired from Facebook, Snapchat and Google with just a deviation of 0.05, 0.06 and 0.08 percent points respectively.
- But for the customers that had been acquired from Instagram and Office campaign are performing the worst in comparison with other sources.
- The above tabular data had been shown in the graph below, for the better understanding;

The above data shows the completion rate and cancellation rate simultaneously.

- Although the cancellation rate seems to be negligible yet we can't surely say that this truly is zero.
- The Company shall take required steps to make the completion rate one hundred percent accurate, and the cancellation rate shall be brought down by 0.00%.

**2.** **LTV for every customer**

LTV   ='Product Amount' +'Delivery Charges'

Further it has been sorted largest to smallest against every respective customer.

3. **Aggregated LTV at customer Acquisition source level**

Facebook	Google	Instagram	Offline Campaign	Organic	Snapchat
₹ 373.08	₹ 383.07	₹ 349.11	₹ 373.05	₹ 362.73	₹ 389.48

- Aggregated LTV is nothing but in a certain way is an average LTV, that's it.
- As in above case, we yielded the aggregated LTV for Sources when the Total LTV against Facebook is divided by number of customers that were acquired from the Facebook source.
- Here we can clearly Differentiate and make the interpretation that, without any doubt Snapchat source were able to attract more customer with a vital Lifetime Value.
- Which has been followed by none other than Google, Facebook and Office Campaign With a very minimal difference.
- Although there is a significant difference between the above discussed sources and the remaining ones that are Instagram and Organic source .
- Organic being still a better source and thus Instagram's Aggregated LTV is said to be the lowest among all the 6 sources.
- But we shall not jump to the conclusion already without referring to the related pie chart so advanced below;

The Aggregated LTV at Customer aquisiiton Source Level
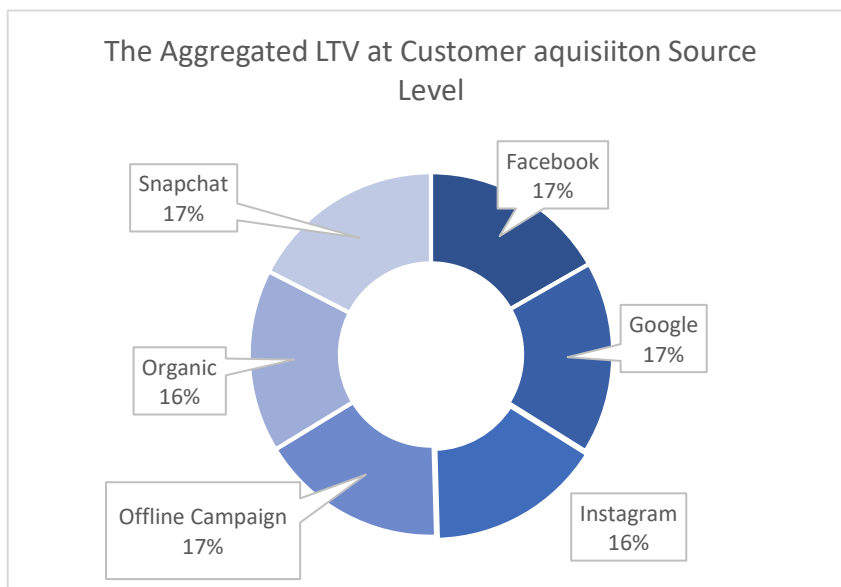
- Here as we can observe that percentage-wise, Snapchat, Offline Campaign, Google and Facebook are all equal that is 17% of the entire share.
- On the other hand, Organic source and Instagram sources are lacking a little behind by just one percent point and stuck at 16% only.
- The difference so occurred between these sources could either be because of the LTV they produced or the count of their numbers, as the analyst we shall find it out.

- As we further dive deep, we can observe that, organic source has the most numbers (6680) of appearance, that's why simply it is making the aggregated number so high for itself.
- Furthermore, Organic source had been followed by Google with the customers acquired by it be 5348 yet it is better than some other few, because it's total is lower than the others.
- Lesser the denominator, greater the fraction would be.
- Higher the numerator, greater the fraction would be.

4. **Aggregated LTV at Acquisition Month level**

    i.   Acquisition month, firstly we need to copy the user_id and orders stamp date to some other sheet,
    ii. Then delete the duplicate user_ids,
    iii. Then fetch the month out from the order stamp date,
    iv. Afterwards using vlookup function connect the formulated cells back to the table with under the column name as acquisition month.
    v.   Hence, we'll be blessed with the Acquisition month in our table.

Jan	Feb	Mar
₹ 382.06	₹ 359.14	₹ 292.19

- As we can see we have all the customers acquired either of the following three months only, i.e. January, February and March.
- As seen clearly, Aggregated LTV for the month January is the highest, and lowest for the month March.
- Total customers acquired in January being the highest is 15375 followed by February 6324 and in lowest in March i.e. 1124.
- Yet January is yielding the highest Aggregated LTV, this is so because, The Total LTV for the January month is more than two times of the February month and fifteen times of the March month.
- Thus, January month yielded greater LTV, being appeared in the table most of the times.

Aggregated LTV at Acquisition Month Level

Jan 37%
Feb 35%
Mar 28%
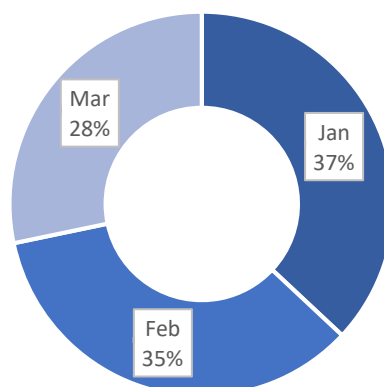
5.   **Average Revenue at different acquisition source level**

Row Labels	Sum of Revenue	Average Revenue
Facebook	₹ 9,76,718.00	₹ 373.08
Google	₹ 20,48,655.00	₹ 383.07
Instagram	₹ 9,71,935.00	₹ 349.11
Offline Campaign	₹ 10,67,669.00	₹ 373.05
Organic	₹ 24,23,055.00	₹ 362.73
Snapchat	₹ 9,85,763.00	₹ 389.48

- Revenue   = ('Product Amount'-Discount) +'Delivery Charges'

- Average revenue is again the sum of revenue when divided by the number of times the favourable outcome occur gives us the average Revenue.
- The average revenue has been gained most from the Snapchat source with ₹ 389.48
- And the least from the ₹ 349.11 from the Instagram source.
- This states that Instagram is not earning enough from the customers that are acquiring through it, whereas snapchat on the other hand, is doing wonders in the same field.
- Snapchat has acquired the least number of customers yet was able to convert a good revenue.
- The Pie chart below gives the insights about the above data in simple and elegant way and in the percentage share data as well.

5.   **Average Revenue at different acquisition month level**

Row Labels	Sum of Revenue	Average Revenue
Jan	₹ 58,74,192.00	₹ 382.06
Feb	₹ 22,71,181.00	₹ 359.14
Mar	₹ 3,28,422.00	₹ 292.19

- Average revenue is again the sum of revenue when divided by the number of times the favourable outcome occur gives us the average Revenue.
- The average revenue has been gained most from the month of January with ₹ 382.06
- And the least from March, ₹ 292.19 from.
- This states that in the month of March, revenues gained were not enough from the customers that were acquired in March, whereas in January on the other hand, is doing wonders in the same field.
- Though, January has acquired the most number of customers thus, was able to convert a good revenue.
- February, is doing fine at its basic level but is still needs to be focused.
- The Pie chart below gives the insights about the above data in simple and elegant way and in the percentage share data as well.

Revenue at Aquisition Month Level

- Jan
- Feb
- Mar

26%

39%

35%
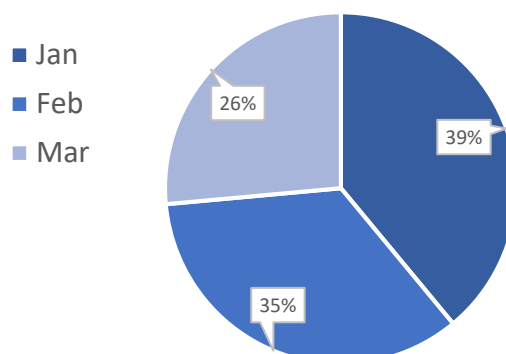
6. Order Rating Pattern

- Order rating pattern can be observed from the following table
- The columns order ratings and value fields count of order id are fix, and the rows are updated as per level we need to observe the data.
- Conditional formatting has been done in such a way, that darkest green shows the highest count of order ids and darkest red shows the least count of order ids.

Slot Level

Count of Order ID Column Labels						
Row Labels	1	2	3	4	5	0
Afternoon	35	19	74	284	4073	1439
Evening	39	13	49	233	3227	1151
Late Night	15	7	19	56	995	497
Morning	37	17	51	290	3715	1279
Night	45	17	55	264	3474	1354

- As per the slot level most orders were rated a 5 in afternoon slot.
- And minimum orders were 7 rated 2 in late night.
- Over all we can say that most of the customers rates 5 or they prefer not to rate.
- But there are a very few orders that were rated 2, and 1.

Source Level

Count of Order ID Column Labels						
Row Labels	1	2	3	4	5	0
Facebook	21	10	25	149	1605	808
Google	28	16	68	265	3860	1111
Instagram	29	8	26	168	1698	855
Offline Campaign	21	11	34	149	1728	919
Organic	40	21	72	250	5034	1263
Snapchat	32	7	23	146	1559	764

- Most of the customers that were acquired organically rated the orders as 5.
- Least of the customers that acquired through snapchat rated the orders 2.
- Overall, we can say that most of the customers preferred the orders to be rated 5 or prefer not to say, howe   ver, Organic and Google Rows were the most active players.
- And there were very few customers acquired form any source that rated the product less than 3, though the fewest rated 2.

20

Discount offered

Count of Order ID	Column Labels					
Row Labels	1	2	3	4	5	0
(blank)					1	101
0-99	161	63	231	1048	14458	5228
100-199	10	9	15	66	881	322
200-299		1	1	7	58	30
300-399					9	9
400-499				1	1	1
600-699				4	51	20
700-799		1		1	25	8
800-899						1

- There's only one order which was rated 5, when there had no discount at all.
- 14458 the highest number of the orders that were rated 5, these were discounted less than rs. 99.
- Similarly, 5228 people from the same bracket preferred not to rate the order.
- There were many orders who didn't receive any rating.

Delivery Charges

Count of Order ID	Column Labels					
Row Labels	1	2	3	4	5	(blank)
(blank)					1	101
0-49	163	72	235	1075	14830	5291
50-99	4	1	9	39	518	276
100-149	3		3	11	111	42
150-199	1		1	2	18	9
200-249					4	
250-299					1	1
300-349					1	

- When there were no delivery charges only 1 order received a five rating and on 101 orders customers preferred not say.
- Again Majorly orders received a 5 rating especially in 0-49 bracket.
- This bracket was the most interactive bracket customers really wanted to participate in rating.

Weekday/Weekend

Count of Order ID	Column Labels					
Row Labels	1	2	3	4	5	(blank)
Weekday	124	47	177	776	10960	3802
Weekend	47	26	71	351	4524	1918

1. In weekdays seems orders received more engagement than in weekend, although the count of order id would be overall higher in weekdays, yet it is not something that has been nearer to anything.
2. In this level as well, most orders has received a 5 rating either be it weekend or weekday.

🚚 Delivery Analysis

Average overall delivery time

Overall delivery time has been calculated by using the defined formulae as under;

=IF(U2>C2,U2-C2,1+U2-C2)

Where "U" Column is Completed/Cancelled time and "C" column is of order stamp value.

1. **Average overall delivery time at month and delivery area level.**

- Maximum average overall time that had been taken by the delivery partner to be completed in January was for the *Jayanagar* location, whereas the fastest delivery took place at *HSR Layout.*
- Most delayed delivery in February month can be witnessed at *JP Nagar Phase 4-5*, whereas the fastest delivery can be seen at *Bellandur - Off Sarjapur Road.*
- Fastest delivery in March took place at *Domlur, EGL* as per the data shows, but this delivery was not completed, yet it is to be said that this delivery took the least time to end. Otherwise we've HSR Layout location that is to be considered as Fastest delivery location. Whereas most delayed delivery in *JP Nagar Phase 1-3.*
- And so on, we can see the latest and the fastest time from the data.
- The maximum time taken are highlighted by red colour whereas minimum time taken are highlighted by dark green, with White texted font.
- Overall, we can say that the most delayed delivery was for *Mahadevapura,* in Month of May.
- Monthly-wise Most delayed month can be stated as "May", and the fastest month was 'July'.
- Location-wise, *Mahadevapura* seems to be the most time taking location.

2. **Average overall delivery time at slot level.**

Row Labels	Average of Overall delivery time
Afternoon	00:25:47
Evening	00:25:34
Late Night	00:17:29
Morning	00:25:07
Night	00:22:30

- As we can see in the above table, in evening, afternoon, and Night slots the company is not doing as good as in the other remaining 2 slots.
- Clearly the company is delivering the products fastest in late nights, could be because of the least traffic on the way.

Delivery Time at Slots Level
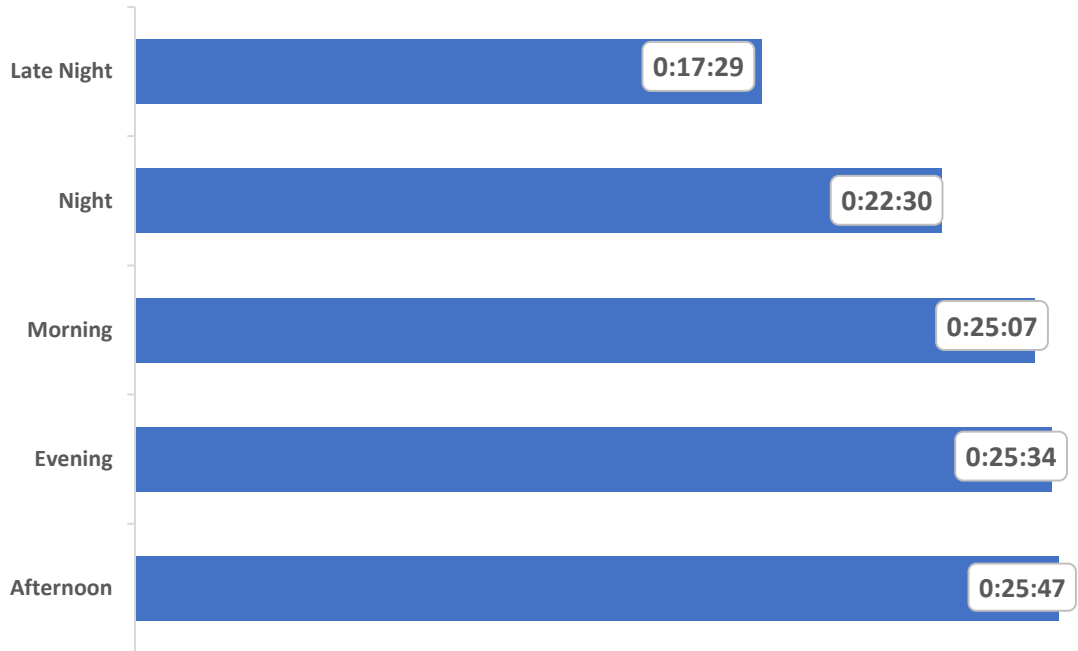
In the Bar chart above we can visualise the same data that we have discussed just above.

3. **Average delivery charges at Slot and Delivery area level.**

Average of Delivery Charges	Column Labels				
Row Labels	**Afternoon**	**Evening**	**Late Night**	**Morning**	**Night**
Akshaya Nagar	₹ 123.33	₹ 116.25	₹ 140.75	₹ 133.67	₹ 76.25
Arekere	₹ 150.00	₹ 100.00	₹ 136.00		₹ 120.00
Banashankari Stage 2		₹ 145.00			₹ 145.00
Bannerghatta		₹ 147.50		₹ 105.00	₹ 77.50
Basavanagudi		₹ 157.50			₹ 150.00
Bellandur - Off Sarjapur Road	₹ 40.00	₹ 50.18	₹ 99.00	₹ 65.43	₹ 52.33
Bellandur, APR	₹ 98.13	₹ 100.36		₹ 111.67	₹ 110.00
Bellandur, Ecospace			₹ 39.00		
Bellandur, ETV					₹ -

Bellandur, Green Glen	₹ 37.81	₹ 30.15	₹ 40.50	₹ 40.44	₹ 34.60
Bellandur, Sakara	₹ 67.14	₹ 80.00	₹ 73.00		₹ 70.00
Bellandur, Sarjapur Road	₹ 66.25	₹ 67.31	₹ 92.87	₹ 62.73	₹ 64.95
Bilekahalli	₹ 87.50	₹ 87.00	₹ 119.00	₹ 50.00	₹ 20.00
Binnipet				₹ -	
Bomannahali - MicoLayout	₹ 36.28	₹ 40.85	₹ 44.75	₹ 36.15	₹ 41.03
Bommanahalli	₹ 38.85	₹ 62.92	₹ 73.67	₹ 45.50	₹ 48.50
Brookefield			₹ 332.00		
BTM Stage 1	₹ 59.09	₹ 90.00	₹ 96.14	₹ 55.00	₹ 72.70
BTM Stage 2	₹ 65.83	₹ 41.67	₹ 84.60	₹ 39.29	₹ 55.63
Challagatta			₹ 172.00		
Cox Town					
CV Raman Nagar			₹ 287.00		
Devarachikanna Halli	₹ 85.00	₹ 101.67	₹ 166.00		₹ 70.00
Doddanekundi			₹ 232.00		₹ 165.00
Domlur, EGL	₹ 125.00		₹ 117.00	₹ 148.33	
Frazer Town			₹ 259.00		
Harlur	₹ 20.03	₹ 18.36	₹ 46.67	₹ 15.74	₹ 22.87
HSR Layout	₹ 17.15	₹ 17.79	₹ 24.77	₹ 17.67	₹ 18.61
Indiranagar	₹ 127.50		₹ 192.00	₹ 135.00	₹ 110.00
ITI Layout	₹ 15.21	₹ 15.40	₹ 24.65	₹ 14.99	₹ 17.91
Jayanagar	₹ 110.00	₹ 30.00		₹ 60.00	
JP Nagar Phase 1-3		₹ 77.50	₹ 179.00	₹ 105.00	₹ 90.00
JP Nagar Phase 4-5	₹ 120.00	₹ 100.00	₹ 78.00	₹ 152.50	₹ 100.00
JP Nagar Phase 6-7	₹ 125.00		₹ 199.00	₹ 92.50	
JP Nagar Phase 8-9		₹ 130.00			

Kadubeesanhali, Prestige	₹ 100.00		₹ 139.00		₹ 82.50
Kadubeesanhali, PTP					₹ 120.00
Koramangala, Ejipura	₹ 48.03	₹ 45.17	₹ 64.37	₹ 51.08	₹ 42.36
Kudlu	₹ 30.39	₹ 29.03	₹ 49.26	₹ 30.64	₹ 31.19
Kumaraswamy Layout	₹ 145.00	₹ 150.00		₹ 145.00	₹ 145.00
Mahadevapura				₹ 195.00	
Manipal County	₹ 57.40	₹ 75.56	₹ 69.00	₹ 54.82	₹ 36.15
Marathahalli		₹ 180.00			₹ 170.00
Pattandur	₹ 180.00				
Richmond Town	₹ 82.50				
Sarjapur Road	₹ 80.00	₹ 75.33	₹ 180.00		₹ 49.50
Victoria Layout					₹ 75.00
Vimanapura	₹ 210.00				
Viveka Nagar	₹ 95.00	₹ 67.50			
Whitefield					
Wilson Garden, Shantinagar		₹ 95.00			₹ 95.00
Yemalur	₹ 100.00	₹ 88.75		₹ 45.00	₹ 45.00

Conditional Formatting Rules Manager ? ×

Show formatting rules for: This PivotTable ∨

[New Rule...] [Edit Rule...] [Delete Rule] [▲] [▼]

Rule (applied in order shown)	Format	Applies to	Stop If True
Top 1 - All Values	AaBbCcYyZz	=$B$98:$B$149	☐
Bottom 1 - All Values	AaBbCcYyZz	=$B$98:$B$149	☐
Graded Color Scale		=$A$96:$F$149,$A$150:$A$151	☐

[OK] [Close] [Apply]
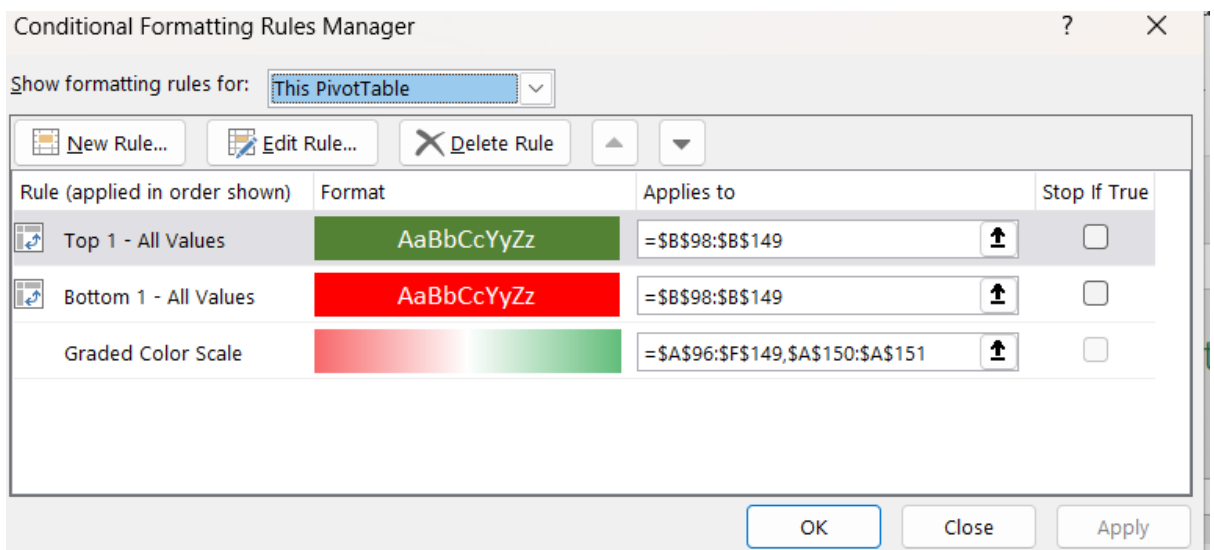
- The above table is associated with the specific colour grading that has been shown in the above image.
- From this we can say that, for Afternoon slot, we are charging highest from *Vimanapura.*
- For Evening slot, Maximum charges were for the drop area of *Marathahalli,*
- For Late Night slot, maximum was for *Brookefield.*
- For Morning Slot, maximum delivery charges are for *Mahadevapura.*
- And lastly for the Night Slot, the maximum charges were for the location, *Marathahalli.*
- Overall analysis can be made about the minimum delivery charges, that were for ITI Layout throughout the locations.

4. Delivery Time with respect to Delivery Area

Row Labels	Count of Overall delivery time	Average of Overall delivery time 2
HSR Layout	15657	00:22:29
ITI Layout	3946	00:23:18
Harlur	1309	00:31:53
Bomannahali - MicoLayout	551	00:32:56
Kudlu	518	00:34:21
Koramangala, Ejipura	160	00:36:31
Bellandur, Green Glen	134	00:31:25
Bellandur, Sarjapur Road	98	00:33:07
Manipal County	80	00:39:13
Bommanahalli	52	00:40:38
Bellandur - Off Sarjapur Road	44	00:36:40
BTM Stage 1	35	00:34:24
BTM Stage 2	32	00:34:51
Bellandur, APR	29	00:44:14
Akshaya Nagar	21	00:54:15
Sarjapur Road	20	00:39:27
Bilekahalli	11	00:38:26
Bellandur, Sakara	11	00:44:58
Kadubeesanhali, Prestige	9	00:42:16
Devarachikanna Halli	8	00:44:13
Domlur, EGL	8	00:59:03
Indiranagar	8	00:56:38
Viveka Nagar	7	00:44:37
Yemalur	7	00:36:12
JP Nagar Phase 4-5	7	00:51:25
Arekere	6	00:41:56
JP Nagar Phase 6-7	6	00:47:58
Bannerghatta	5	00:52:44
JP Nagar Phase 1-3	5	00:45:58
Kumaraswamy Layout	4	00:57:01
Wilson Garden, Shantinagar	4	00:39:37
Jayanagar	3	00:54:22
Marathahalli	3	00:41:13
Basavanagudi	3	00:57:49
Richmond Town	2	01:03:23
Doddanekundi	2	00:40:23
Banashankari Stage 2	2	00:39:39
Bellandur, ETV	2	00:29:36
Cox Town	1	
Whitefield	1	
Vimanapura	1	01:15:29
Challagatta	1	00:41:08
Kadubeesanhali, PTP	1	00:42:35
Mahadevapura	1	02:26:40
Victoria Layout	1	00:42:19
JP Nagar Phase 8-9	1	00:59:29
Bellandur, Ecospace	1	00:21:19
CV Raman Nagar	1	01:03:57
Binnipet	1	00:46:29
Pattandur	1	01:11:11
Brookefield	1	01:31:13
Frazer Town	1	00:44:49

- In the above data we can see, *Mahdevapura* is the location that has only one order to be delivered and that took the maximum time out of the entire bucket of locations.
- Blank spaces are showing the incomplete deliveries.
- *Bellandur, Ecospace,* is the location from where we have only received one order and that was the fastest delivery that took place among all of the locations.

5. *Average overall delivery time at month and weekdays/weekends level.*

Average of Overall delivery time	Column Labels	
Row Labels	Weekday	Weekend
Jan	00:22:33	00:21:11
Feb	00:19:25	00:19:19
Mar	00:20:19	00:20:31
Apr	00:27:21	00:29:29
May	00:42:31	00:48:30
Jun	00:22:55	00:22:53
Jul	00:19:30	00:20:35
Aug	00:22:37	00:22:54
Sep	00:19:37	00:19:44

- The table above is showing the time taken by the delivery to be completed against each month, and comparing the completion time between weekdays and weekends.

Average Delivery Time On Weekday/Weekends
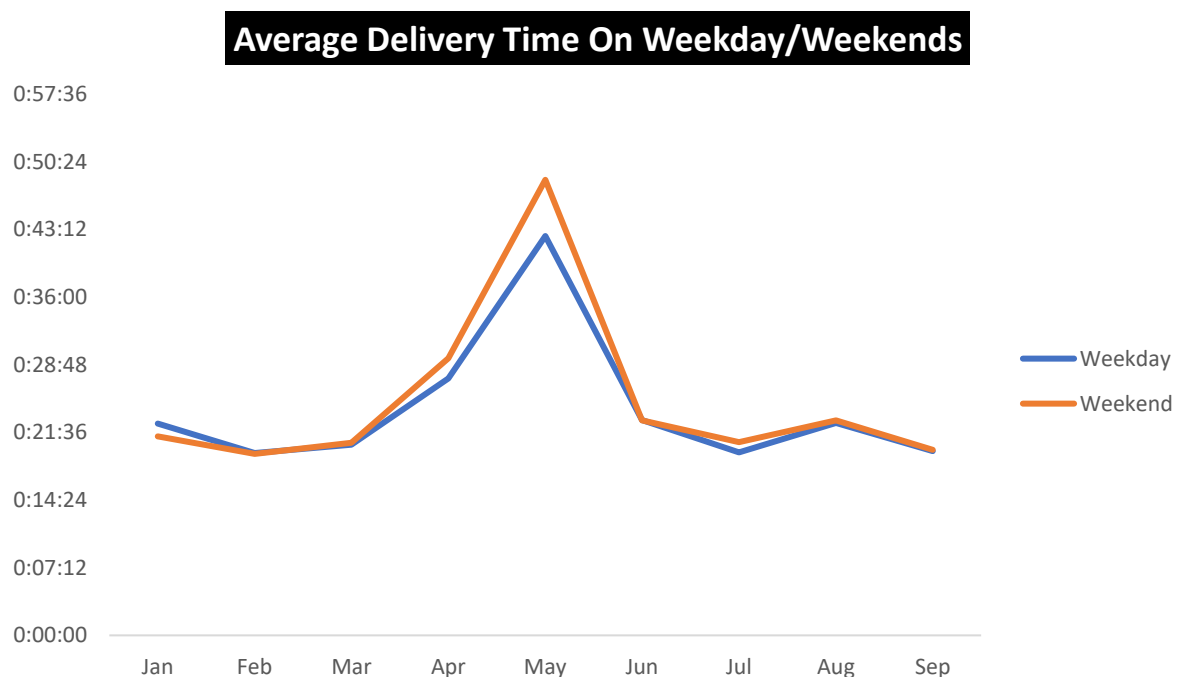
- The graph above, is showing the time taken by the delivery to be completed against each month, and comparing the completion time between weekdays and weekends.
- It is clear from the graph that in May month, delivery took a longer time to be completed either be it Weekday or weekend.
- Furthermore, we can conclude that in every month other than January time taken in weekdays is either equal or slightly lesser than the time taken in the weekends.
- But if we'll see it in an overview we can say that deliveries in weekends are much faster than those taking place in the weekdays.

Conclusion

The entire document can simply answer the following questions;

Q-1. What are the prime locations for the company to focus on and retain for a longer life span based on the order distribution analysis?

A-1 Based on the order distribution analysis, the prime locations for the company to focus on and retain for a longer life span are HSR Layout, ITI Layout, Harlur, Bomannahali – MicoLayout, and Kudlu. These locations have shown the highest order distribution and engagement, indicating their potential as key areas for the company's operations. Additionally, the document suggests that these locations have demonstrated consistent order activity across different time slots, making them strategic focal points for the company's long-term growth and retention efforts.

Q-2. How does the completion rate vary at different levels such as slot vs day of the week, drop area level, and number of products ordered level?

A-1 The completion rate varies at different levels based on the analysis provided in the document. Firstly, the completion rate at slot vs day of the week shows that the completion rate is highest in the afternoon slot and lowest in the night slot. This pattern is attributed to factors such as traffic conditions and visibility. Additionally, the completion rate is highest on Sundays and lowest on Saturdays, indicating the influence of the day of the week on completion rates.

At the number of products ordered level, the completion rate increases as the number of products ordered increases. The data shows a clear trend of higher completion rates as the number of products in an order rises, with completion rates reaching 100% for orders with 21-25 products.

Furthermore, the completion rate at the drop area level and source level also provides insights. The completion rate varies based on the source of customer acquisition, with organically acquired customers showing the highest completion rates, followed by customers from Facebook, Snapchat, and Google. Conversely, customers acquired from Instagram and offline campaigns exhibit lower completion rates.

In summary, the completion rate varies across different levels, with factors such as time of day, day of the week, number of products ordered, drop area, and customer acquisition source all influencing completion rates. This analysis provides valuable insights into the dynamics of completion rates within the company's operations.

Q-3 What are the trends in average revenue and aggregated LTV at different acquisition source and month levels?

A-3The trends in average revenue and aggregated LTV at different acquisition source and month levels indicate significant variations. In terms of average revenue, the highest average revenue is observed in the Snapchat source, amounting to ₹389.48, while the

lowest is from the Instagram source at ₹349.11. This suggests that Snapchat has been the most lucrative source in terms of revenue generation.

Regarding aggregated LTV at different acquisition sources, the analysis reveals that Snapchat has attracted more customers with a significant lifetime value, indicating its effectiveness in customer acquisition and retention. Conversely, the Instagram source is identified as having the lowest aggregated LTV among all six sources, suggesting a need for improvement in customer lifetime value from this source.

At the month level, the data shows that January has the highest aggregated LTV, which aligns with the highest total revenue generated in that month. This indicates that January has been the most profitable month in terms of customer lifetime value and revenue generation.

In summary, the trends in average revenue and aggregated LTV highlight the varying performance of different acquisition sources and months, with Snapchat emerging as a strong revenue generator and January as the most profitable month in terms of aggregated LTV and revenue.

Q-4 ow does the average overall delivery time vary at slot, delivery area, month, and weekdays/weekends level?

The average overall delivery time varies across different levels. At the slot level, the analysis indicates that the company delivers products fastest during late nights, with the least traffic likely contributing to quicker deliveries. Conversely, the evening, afternoon, and morning slots show comparatively slower delivery times.

Regarding delivery area and month levels, the data reveals variations in delivery times. For instance, the maximum average overall time taken for delivery occurred in January at the Jayanagar location, while the fastest delivery took place at HSR Layout. Additionally, the analysis highlights that Mahadevapura appears to be the most time-consuming location for deliveries.

When considering weekdays versus weekends, the data suggests that in every month except January, the time taken for deliveries on weekdays is either equal to or slightly less than the time taken on weekends. Furthermore, the analysis indicates that deliveries on weekends are generally faster than those on weekdays.

In summary, the average overall delivery time varies across different levels, with differences observed in delivery times based on slot, delivery area, month, and weekdays/weekends. These variations provide valuable insights into the company's delivery performance across different parameters.