

# **Funnel Analysis Report for Swiggy**

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#### Overview

## Objective

This project aims to analyse the Swiggy dataset and conduct an in-depth analysis using funnel analysis. The goal is to understand the reasons behind the rise and fall in orders.

This project demonstrates how funnel analysis can help to optimize processes, enhance user experience, and make data-driven decisions.

### **Key Metrices**

• Key metrics such as total orders, listings, restaurant availability, out of stock items, payment success rate, average discount, delivery and packaging charges has been analysed using Advanced-Excel.

#### **Introduction**

Swiggy is one of the largest food eCommerce platform in the country. Every day more than 1 million users are transacting on the platform. As a growth and strategy analyst of swiggy its one's responsibility to generate insight on the company's performance for the given year.

Here as we've been provided with three sheets;

- <u>Session Details</u> sheet has date wise session count. Where we can find listing sessions, menu sessions, cart sessions, payment sessions and order sessions day over day.
- <u>Channel wise traffic</u> sheet has traffic (listing sessions) breakup at the date level.
- <u>Supporting Data</u> sheet has other information at the date level.

This specific project is focused to achieve the organisational goals while collecting insights from the data so provided. The objective for the same is to identify the increase or decrease in the number of orders, to Check if there is change in traffic as compared to same day last week and to Check if there is change in Overall Conversion as compared to previous dates.

#### Methodology

The data so provided has been collected primarily, although for the author of this project this is "Secondary Data Collection Method".

Further, the author has scrutinised the data and created related dashboards to make the understanding clearer.

Funnel Analysis: Customer Journey Of Swiggy



#### **Key Metrices**

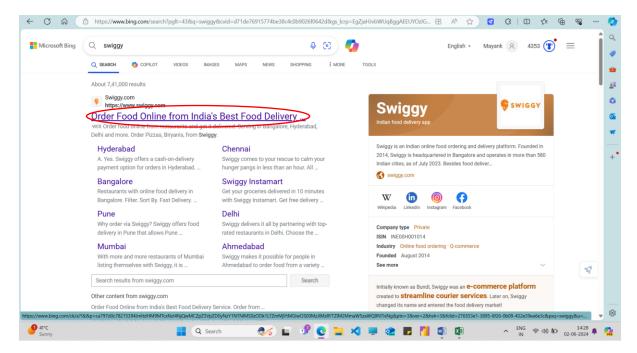
- Overall conversion = Order/Listings
- Order Change with respect to same day last week = Order of current date/ Orders of same day last week -1
- Traffic Change with respect to same day last week = Traffic of current date/ Traffic of same day last week -1
- Conversion change with respect to same day last week = Overall Conversion of current date/ Overall Conversion
  of same day last week -1
- L2M = Menu/Listings
- M2C = Cart/Menu
- C2P = Payment/Cart
- P2O = Order/Payment

#### **Analysis**

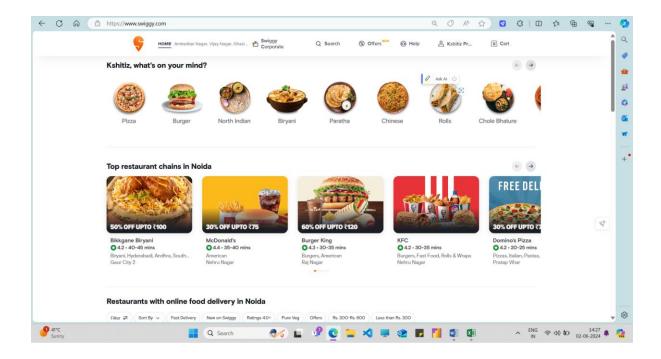
Let us first understand how funnel actually works.

1. Session ID is an unique Id that defines every new visit on the app/website.

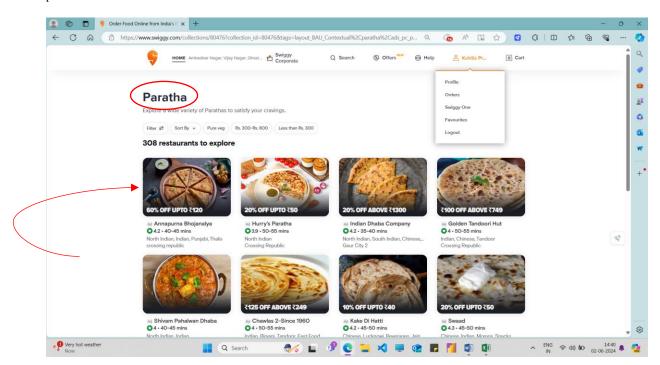
As soon as we click on the link shown in the image, a new session id would be recognised. Using these session ids we build the basis of our analysis.



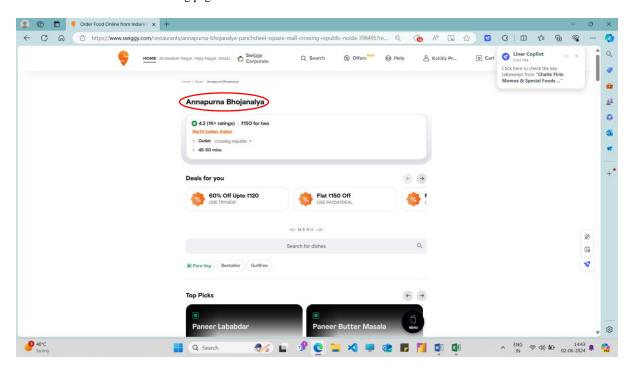
Home Page (Listings): The first page is homepage, customer searches their preference from here only. One can continue either by clicking out of so many categories and land on the Menu Page, or search for their tastes directly and may land on the add to cart page.



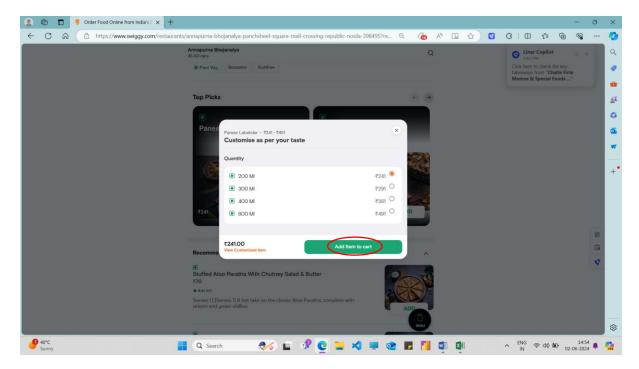
3. Category Page (Listing 2 Menu): One can be here after making their mind for some specific category, example paratha.



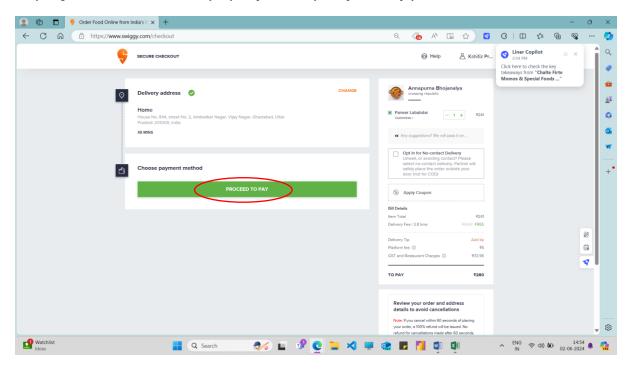
Further the customer can select any specific item from any store as per their wish. And hence after clicking on that particular item they land on product description page. For example we clicked on "Ananapurna bhojanalya". Then we will reach on the following page.



4. Add to cart Page (Menu 2 Cart): here the customer goes for the add the item to their cart if the like some the product they clicked on, they view ratings, offers, images, etc.., and decide either to add it to the cart or back off. As shown in fig below.

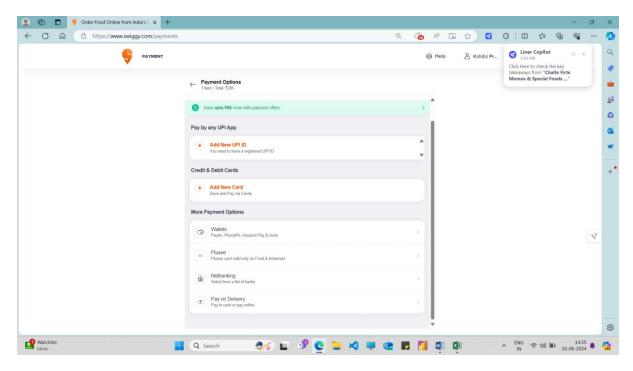


5. Payment Gateway (Cart 2 Payment): On this page when the customer is satisfied by the product description and everything and made their mind to finally buy the product, they then proceed to pay.



After selectin proceed to pay customer reaches to the actual payment gateway where they witness different modes of payment available, and choose one out of many.

As shown in the below image.



6. Order Placed (Payment to Order): if the payment is successful then the order is placed and hence this Journey to order the item of the customer ends here. But if the payment fails for any reason the customer may either if willing try again or may leave the platform and hence the order is not considered as placed.

Now as we've seen the entire journey of the customer that visit the swiggy platform now we can deduce our deductions as per the insights we had from the data so provided.

The approach or the methodology we have used here is, we compare current scenario with respect to the scenario was at the same day last week.

But first we shall make a few points clear as follows:

- Order change value would decrease if today's orders are less than on the same day of last week and vice versa.
- Traffic change value would decrease if today's Traffic is less than on the same day of last week and vice versa.
- Conversion change value would decrease if today's orders are less than on the same day of last week and vice versa.
- When analyzing funnels, it's essential to keep certain assumptions in mind to ensure that your analysis is accurate and meaningful. These assumptions help set the context for the data and guide the interpretation of the results. Here are some key assumptions to consider:
  - ✓ The data provided is Complete and accurate.
  - ✓ Tracking mechanisms have been consistently implemented across all funnel steps.
  - ✓ The users' behaviour during the analysis period is representative of typical behaviour.
  - ✓ External factors influencing user behaviour (e.g., market trends, seasonality) are consistent throughout the analysis period.
  - ✓ Drop-offs at each step are due to user behaviour and not technical issues (e.g., page load errors, broken links).

Date	Order Change	Traffic Change	Conversion change
10-01-2019	-45.23%	-48.96%	7.31%
17-01-2019	105.95%	110.20%	-2.02%
21-01-2019	23.35%	5.15%	17.31%
22-01-2019	85.43%	76.53%	5.04%
29-01-2019	-71.71%	-40.46%	-52.48%
31-01-2019	20.06%	1.05%	18.81%
05-02-2019	114.77%	0.00%	114.77%
19-02-2019	-55.84%	-3.81%	-54.09%
26-02-2019	120.04%	1.98%	115.77%
28-02-2019	22.32%	8.33%	12.92%
02-03-2019	-37.59%	8.33%	-42.39%
09-03-2019	102.02%	0.00%	102.02%
19-03-2019	-45.55%	2.02%	-46.63%
24-03-2019	22.26%	6.32%	15.00%
26-03-2019	77.96%	-4.95%	87.23%
04-04-2019	-52.09%	3.03%	-53.50%
11-04-2019	92.39%	-6.86%	106.57%
12-04-2019	-27.31%	-8.65%	-20.43%
14-04-2019	28.38%	8.33%	18.50%
18-04-2019	73.02%	10.53%	56.54%
19-04-2019	24.72%	7.37%	16.17%
25-04-2019	-38.69%	0.00%	-38.69%
20-06-2019	-54.37%	-53.00%	-2.92%
27-06-2019	114.72%	119.15%	-2.02%
16-07-2019	-63.08%	-9.52%	-59.20%
23-07-2019	135.03%	3.16%	127.84%
11-08-2019	-54.35%	0.00%	-54.35%
18-08-2019	106.62%	3.06%	100.48%
14-09-2019	-53.59%	-4.81%	-51.25%
21-09-2019	111.53%	-1.01%	113.69%
09-10-2019	21.87%	-4.04%	27.00%
21-10-2019	32.38%	9.38%	21.04%
22-10-2019	19.87%	-0.99%	21.07%
09-11-2019	26.26%	7.37%	17.60%
17-11-2019	-57.00%	-6.67%	-53.93%
24-11-2019	135.48%	5.10%	124.05%
01-12-2019	20.75%	0.97%	19.59%
22-12-2019	21.03%	0.00%	21.03%
28-12-2019	17.70%	-1.94%	20.03%

	Traffic		Order		Conversion	
Date	Change	Reasoning	Change	Reasoning	Change	Reasoning
		Reduction		Ö		
		In traffic				
		from FB (-				
		95%),				
		lowest				
		customer				
		base				
		experienced,				
		Youtube (-				
		49%) and				
		Twitter				
		(49%),				
		although				
		other				
		sources				
		gathered				
		traffic				
		14.57%				
		more.				
		Further we				
		can see,		It can be seen as		
		although		traffic has reduced		
		count of		so does orders, as		
		restraunts		they both are directly		
		increased by		proportionate to each		
		only 0.21%		other. But somehow		
		but		we can see that		
		unavailbility		orders were		
		of items incresed by		completed more today than on the		
		6.67% and		same day last week,		
		averagefor		this is because of the		
		two has also		increase in discounts		
		been		and reduced delivery		
10-01-2019	-48.96%	increased.	-45.23%	charges.	7.31%	
10 01 2017	10.5070	Massive	18.2370	enarges.	7.3170	
		increase can		Traffic increases, so		
		be seen		does the orders but		
		majorly		not in same		
		because of		proportion, this is		
		increase		because many of the		
		traffic from		customers who could		
		FB		have converted		
		(1980%),		didn't proceeded		
		yet		further because		
		YouTube		discounts were		
		(110.20%)		reduced by 10.5%,		
		and Twitter		but on the other hand		
		(110.2%)		packaging charges,		
		did better to		delivery charges and		
48.04.0040	110.22	gain better	10707	average cost for two	2 22-	
17-01-2019	110.20%	traffic.	105.95%	were all decreased.	-2.02%	

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21-01-2019 5.15%							
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impact has been fallen because of the massive traffic so occurred increased, but orders increased more as Twitter (747%) customers visited from Listings to maximmum number of customers from twitter were attracted on this date. Secondaly, the availability of stocks	21-01-2019	5.15%		23.35%	same.	17.31%	
been fallen because of the massive traffic so occurred increased, but orders increased more as Twitter (747%) customers visited maximmum number of customers from twitter were attracted on this date. Secondaly, the availability of stocks  Orders were increased as traffic increased, but orders increased, but orders increased, but orders increased, but orders increased more as Twitter g.4.7% more (747%) customers visited from Listings to Menu. Customers This is clearly because there were more stocks available on the thome page, More discount was available, packaging available, packaging charges and delivery of stocks							
because of the massive traffic so occurred from Twitter (747%) maximmum number of customers from twitter were attracted on this date. Secondaly, the availability of stocks  Orders were increased as traffic increased, but orders increased more as 9.47% more customers visited from Listings to Menu. This is clearly because there were more stocks available on the Home page, More discount was available, packaging charges and delivery charges were also							
the massive traffic so occurred increased, but orders from increased more as Twitter 9.47% more (747%) customers visited from Listings to maximmum number of customers from twitter because there were more stocks attracted on this date. Secondaly, the available, packaging availability of stocks  Orders were increased more as 9.47% more (ustomers visited from Listings to Menu. This is clearly because there were more stocks available on the Home page, More discount was available, packaging charges and delivery of stocks			been fallen				
traffic so occurred from Twitter (747%) maximmum number of customers from twitter were attracted on this date. Secondaly, the availability of stocks  increased as traffic increased, but orders increased, but orders increased more as 9.47% more customers visited from Listings to Menu. This is clearly because there were more stocks available on the Home page, More discount was available, packaging charges and delivery charges were also							
occurred from Twitter (747%) maximmum number of customers from twitter were attracted on this date. Secondaly, the availability of stocks  increased, but orders increased, more as 9.47% more customers visited from Listings to Menu. This is clearly because there were more stocks available on the Home page, More discount was available, packaging charges and delivery charges were also							
from Twitter (747%) maximmum number of customers from twitter were attracted on this date. Secondaly, the availability of stocks  increased more as 9.47% more customers visited from Listings to Menu. This is clearly because there were more stocks available on the Home page, More discount was available, packaging charges and delivery charges were also			traffic so		increased as traffic		
Twitter (747%) customers visited from Listings to Menu. This is clearly because there were more stocks attracted on this date. Secondaly, the availability of stocks  Twitter (9.47% more customers visited from Listings to Menu. This is clearly because there were more stocks available on the Home page, More discount was available, packaging charges and delivery charges were also			occurred		increased, but orders		
(747%) maximmum number of customers from Listings to Menu. This is clearly because there were were were attracted on this date. Secondaly, the availability of stocks  customers visited from Listings to Menu. This is clearly because there were were available on the Home page, More discount was available, packaging charges and delivery of stocks  customers visited from Listings to Menu.  All the available on the available on the discount was available, packaging charges and delivery of stocks			from		increased more as		
maximmum number of customers from twitter were attracted on this date. Secondaly, the availability of stocks  from Listings to Menu. This is clearly because there were more stocks available on the Home page, More discount was available, packaging charges and delivery charges were also			Twitter		9.47% more		
maximmum number of customers from twitter were attracted on this date. Secondaly, the availability of stocks  from Listings to Menu. This is clearly because there were more stocks available on the Home page, More discount was available, packaging charges and delivery charges were also			(747%)		customers visited		
number of customers from twitter because there were were attracted on this date.  Secondaly, the available, packaging availability of stocks  Nenu.  This is clearly because there were were available on the Home page, More discount was available, packaging charges and delivery of stocks  Menu.  This is clearly because there were were available on the Home page, More discount was available, packaging charges and delivery charges were also							
customers from twitter were attracted on this date. Secondaly, the availability of stocks  This is clearly because there were more stocks available on the Home page, More discount was available, packaging charges and delivery of stocks  This is clearly because there were available on the available on the thome page, More discount was available, packaging charges were also			number of				
from twitter were attracted on this date. Secondaly, the availability of stocks  seconds because there were more stocks available on the Home page, More discount was available, packaging charges and delivery of stocks charges were also							
were attracted on this date. Secondaly, the availability of stocks  more stocks available on the Home page, More discount was available, packaging charges and delivery of stocks charges were also							
attracted on this date. Secondaly, the available, packaging availability of stocks  available on the Home page, More discount was available, packaging charges and delivery charges were also							
this date. Secondaly, the availability of stocks  Home page, More discount was available, packaging charges and delivery charges were also							
Secondaly, the available, packaging charges and delivery of stocks charges were also							
the available, packaging charges and delivery of stocks charges were also							
availability charges and delivery charges were also			_				
of stocks charges were also							
22-01-2019 /0.33% also 83.43% reduced. 5.04%	22 01 2010	76.520/		05 420/		5 040/	
	22-01-2019	70.55%	aiso	83.43%	reduced.	5.04%	

		1. ,,		1	ı	1
ļ		increased by		<i>!</i>		1
!		3%.		<b>/</b>	'	
!		<b>/</b> '		<i>l</i> '	'	
		<u> </u>				
ļ		Traffic		orders were		1
I		decreased		decreased as first of		1
I		because of		all traffic itself		1
I		decrement		decreased, further as		1
ļ		of a lot of		we can see Listing to		1
ļ		restraunts		Menu hits the second		1
ļ		28.26%. On		lowest conversion		1
I		this day		i.e. 54.81% because		1
I		count of		discounts were		1
ļ		restraunts		reduced by 5.56% as		1
!		were lowest,		well, and Packing		1
20.01.2010		i.e. 0.27 Mn		Charges were hicked		Conversion decreased as decremen
29-01-2019	-40.46%	only.	-71.71%	by 29.41%.	-52.48%	decrement of Orders.
ļ	'	'		Orders were		1
ļ	1	'		increased as L2M,		1
ļ	1	'		M2Cand P2O all		1
ļ	'	'		three of them		1
ļ	1	'		incresed positiviely,		1
ļ	1	'		Furthermore,		1
ļ	'	'		Discount were		1
ļ	'	'		increased, pakeing		1
ļ	'	'		charges decreased,		1
ļ	1	'		so did delivery charges and average		1
31-01-2019	1.05%	'	20.06%	cost for two as well.	18.81%	1
J1-01 2017	1.0570	<del> </del>	20.0070	orders inreased as	10.01/0	i
ļ	1	'		L2M change w.r.t		1
ļ	1	'		same day last week		1
ļ	'	'		had an explosive		1
ļ	1	'		convession rate of		1
ļ	1	'		123.40%. Similarly		1
ļ		'		as on same day		1
ļ	1	'		previous week the		1
ļ	'	'		count of restraunts		1
ļ		'		were the lowest but		1
ļ		'		as of today they are		1
ļ	1	'		good hence the		1
ļ	1	'		cahnge in restraunts		1
ļ	'	'		has also impacted		1
ļ		'		the increase. in		1
ļ	1	'		addition to, discount		1
ļ	'	'		has increased,		1
ļ	1	'		packing charges has		~ · · · · · · · · · · · · · · · · · · ·
05 02 2010	0.000%	'	114770/	been decreased as	114.770/	Conversions increased as traffic di
05-02-2019	0.00%	<del> </del> '	114.77%	well.	114.77%	were increased by 114.77%.
ļ	1	'		Orders were		1
ļ	'	'		decreased as Carts		1
ļ	1	'		and Payments witnessed the lowest		C decreased because and
19-02-2019	-3.81%	'	-55.84%	customer base, due	-54.09%	Conversion decreased because orders also decreased yet, orders fall with
17-04-4017	-3.01/0		-33.0470	Customer base, que	<b>-34.</b> 07/0	also decreased yet, orders rail with

			to which M2C has		
			also suffered a		
			decrease of almost		
			57%. Furthermore,		
			Packaging		
			charges(11.76%) and		
			Delivery		
			charges(16.00%)		
			were also increased		
			Orders Increased as		
			M2C change has		
			increased		
			phenomenly by		
			145.24%, payment		
			mode are safer and		
			more reliable now,		
			both delivery		
			charges and packing		
26.02.2010		4.00.04	charges have been		Conversions increased as traffic in
26-02-2019	1.98%	120.04%	decreased.	115.77%	orders were increased by 120.04%.
			increment at all level		
			other than C2P is		
			one of the main		
			cause for the		
			increase of orders,		
			further restraunts		
			have been increased,		
			discounts increased,		
			availability of stocks		
28-02-2019	0.220/	22.220/	increased, delivery	12.020/	
26-02-2019	8.33%	22.32%	charges decreased.  Massive decrease in	12.92%	
			C2P level caused the		
			decrement of Orders		
			on this date, as the		
			items were out of		
			stock, delivery		
			charges were twice		Conversion decreased because order
02-03-2019	8.33%	-37.59%	than previous week.	-42.39%	also decreased yet, orders fall with
02 03 201)	0.5570	31.3770	Massive increase in	42.3770	also decreased yet, orders fair with
			C2P Level caused		
			the increment of		
			Orders on this day,		
			this had been		
			happened because of		
			high availablity of		
			items in stocks,		
			delivery charges		Conversions increased as traffic di
09-03-2019	0.00%	102.02%	being halved.	102.02%	were increased by 102.02%.
	<u> </u>		Decrease has been		,
			happened because of		
			the last moment of		
			the final order that is		Conversion decreased because ord
19-03-2019	2.02%	-45.55%	P2O level, as	-46.63%	also decreased yet, orders fall with
			•		

İ	Ì	i <b>r</b>		Ī		•
				payment payment		
				successful rate fallen		
				by 28.57% which is		
				consdered as a huge		
				loss, as it is very		
				sensitive case.		
				At all levels we can		
				see the postive		
				increase hence lead		
				to the overall		
				increase in the		
				orders, this majorly		
				happened as packing		
				charges were		
				reduced, and so were		
				the delivery cahrges,		
				and for the average		
				cost for two items as		
24-03-2019	6.32%		22.26%	well.	15.00%	
				Exceptional Increase		
				in P2O Level caused		
				the increase of		
				Orders today, this		
				happened because		
				rate of successful		
				payments increased		
				w.r.t. to same day of		
				the previous week.		
				Further we can see		
				decrease in packing		
				charges, and average		Conversions increased as traffic in
26 02 2010	4.050/		77.060/	cost for two items as well.	97.220/	
26-03-2019	-4.95%		77.96%	decrease in M2C	87.23%	but orders were increased by 77.96
				level caused the		
				decrement of orders, this has been done		
				as, discount offered		Conversion decreased because order
04-04-2019	3.03%		-52.09%	are decreased.	-53.50%	also decreased yet, orders fall with
04-04-2019	3.0370		-32.09%	increase In M2C	-55.50%	also decreased yet, orders fall with
				level by 94% caused		
				the increment of		
				orders as, discounts		
				has been offered at		
				80% more than same		
				day of the previous		
				week. Furthermore,		
				pakcaging charges		
				and delivery charges		
				are also been		Conversions increased although tra
11-04-2019	-6.86%		92.39%	decreased.	106.57%	percents but orders were increased
11 01 2017	0.0070		72.3770	decreased.	100.5770	percents out orders were mercused

ı		1		•		1
				decrease at all level		
				caused the orders to		
				be decreased as well,		
				everything seem to		
				be constant but		
10 04 2010	0.4			discount seems to be		Conversion decreased because ord
12-04-2019	-8.65%		-27.31%	decreased.	-20.43%	also decreased yet, orders fall with
				Increase at all level		
4.4.0.4.00.4.0				casued the orders to		
14-04-2019	8.33%		28.38%	be increased as well.	18.50%	
				increase In M2C		
				level by 73.20%		
				caused the increment		
				of orders as,		
				discounts has been		
				offered at 61.11%		
				more than same day		
				of the previous		
				week. Furthermore,		
				pakcaging charges		
10.04.2010	10.500/		<b>72</b> 020/	has also been	7 C 7 40/	Conversions increased as traffic in
18-04-2019	10.53%		73.02%	decreased.	56.54%	but orders were increased by 73.02
				Increase at all level		
10.04.2010	<b>5.05</b> 0/		0.4.700/	casued the orders to	1 < 150	
19-04-2019	7.37%		24.72%	be increased as well.	16.17%	
				Highly decreased at		
				M2C level casued		
				the orders to be		
				declined, this might		
				be happened because		
25.04.2010	0.0004		20. 500/	of less discount	20.5004	Conversion decreased because ord
25-04-2019	0.00%	0 11 1	-38.69%	offered than before.	-38.69%	also decreased yet, orders fall with
		On this date				
		traffic fell				
		the most, as				
		clear be				
		seen all the				
		channels				
		were at their				
		lowest w.r.t.				
		same day				
		previous				
		week, either				
		it be Fb,				
		YouTube, Twitter or				
		even other				
		channles.		The main cause of		
		Twitter		decrement of orders		
				is decrement of		
		attracted least				
		amount of		traffic it self, as the		
		customers		listings were low hence the orders		
20-06-2019	-53.00%		-54.37%		-2.92%	
20-00-2019	-33.00%	on today.	-34.37%	were.	-2.92%	

		All of the				
		channels				
		increased				
		the traffic				
		by 119.15%				
		indicidually.				
		Moreover,				
		the				
		restraunts				
		also		The main cause of		
		increased by		Increment of orders		
		almost 5%		is increment of		
		w.r.t		traffic it self, as the		
		previous		listings were high		
		day of the		hence the orders		
27-06-2019	119.15%	same week.	114.72%	were.	-2.02%	
				Clearly the problem		
				lies at the very first		
				step that is L2M		
				level, this is because		
				the average cost of		
				two items has been		
				increased by		
				18.04%.		
				Furthermore, delivery		
				charges has been		Conversion decreased because order
16-07-2019	-9.52%		-63.08%	increased as well.	-59.20%	also decreased yet, orders fall with
				Clearly the L2M		
				level is responsible		
				for such a hike in the		
				orders, this has		
				happened as		
				restraunts increased,		
				discounts offered		
				more, items were		
				more in stock,		
				packing charges and		
				delivery charges		Conversions increased as traffic in
23-07-2019	3.16%		135.03%	were low as well.	127.84%	but orders were increased by 135.0
				The problem lies in		
				the 3rd level i.e. C2P		
				level, as packing		
				charges and cost for		
				two items have been		
				increased so much		
				that the users are		
44.00.0040				backing off from the		Conversion decreased because order
11-08-2019	0.00%		-54.35%	product.	-54.35%	also decreased yet, orders fall with
				At level C2P the		
				increase of 97.92%		
				casued the increase		
				in orders, as packing		
40.00.00	_			cahrges have been		Conversions increased as traffic in
18-08-2019	3.06%		106.62%	decreased by 32.1%	100.48%	but orders were increased by 106.6

I	1	<b> </b>		1		1
				fading off all other		
				increased in delviery		
	 			charges and decerase in discount rates.		l
	 			On this day the		
				major reason for the		l
				order decrease is,		l
		1		unavailibility of		1
		1		stocks as 64 items		l
		1		were not in		l
		1		inventory, thus M2C		ı
		1		is fall down by 56%		ı
		1		almost.		ı
				Moreover, Packing		
		1		Charges were also		
		1		increased and so		
				were delivery		Conversion decreased because order
14-09-2019	-4.81%	<u> </u>	-53.59%	charges.	-51.25%	also decreased yet, orders fall with
		1		At M2C level		
		1		customers used to		
				stuck more and		
		1		procedded further		
				and hence caused		
				orders to increase, as		l
				customers could see		l
				that items were in		
	 	1		stock and hence		ı
		1		motivated them to		
21 00 2010	1.010/	1	111 520/	purchase the	112 (00)	Conversions increased although tra
21-09-2019	-1.01%	<del></del>	111.53%	product.	113.69%	percents but orders were increased
				1		
				Increase at all level		
	 	1		casued the orders to		Conversions increased although tra
09-10-2019	-4.04%		21.87%	be increased as well.	27.00%	percents but orders were increased
		<u> </u>		<u>'</u>		
				Increase at all level		
				casued the orders to		Conversions increased as traffic in
21-10-2019	9.38%		32.38%	be increased as well.	21.04%	but orders were increased by 32.38
<u></u>	7.50,5		32.307	be mercused as	21.01,0	but orders were increased by bear
	 		1	1		
			1	1		
22 10 2010	2.2004		10.050/	1	21.050/	Conversions increased although tra
22-10-2019	-0.99%	<del>                                     </del>	19.87%	- 111 1	21.07%	percents but orders were increased
	 	1		Increase at all level	!	ı
00 11 2010	7.270	1	26.260/	casued the orders to	17.600/	ı
09-11-2019	7.37%	<del>                                     </del>	26.26%	be increased as well.	17.60%	
				On this day the		ı
				major reason for the		1
		1		order decrease is,		ı
		1		unavailibility of		ı
		1		stocks as 112 items were not in		Conversion decreased because order
		1		were noun		Conversion decreased decause of un
17-11-2019	-6.67%	l	-57.00%	inventory the most	-53.93%	also decreased yet, orders fall with

		anytime, thus M2C		
		is fall down by 58%		
		almost. Restraunts		
		were decreased by		
		4%. Packing charges		
		were increased,		
		although delivery		
		charges were		
		reduced yet it		
		couldn't helped a lot.		
		Moreover, Packing		
		Charges were also		
		increased and so		
		were delivery		
		charges.		
		Increase at M2C		
		level by 150% is		
		responsible for such		
		increment in orders,		
		but M2C increased		
		as availability of		
		stocks were		
		increased by almost		Conversions increased as traffic in
24-11-2019 5.10%	135.48%	70%.	124.05%	but orders were increased by 135.4
		Increase at all level		_
		casued the orders to		
01-12-2019 0.97%	20.75%	be increased as well.	19.59%	
		Increase at all level		
		casued the orders to		
		be increased as well,		
		other than at c2P		
		level which was		
		recovered at M2c		Conversions increased as trafficdid
22-12-2019 0.00%	21.03%	Level.	21.03%	but orders were increased by 21.03
				•
20, 12, 2010	17.700/		20.020/	Conversions increased although tra
28-12-2019 -1.94%	17.70%		20.03%	percents but orders were increased

## **Findings**

## Insights from the data;

- Highest monthly sales observed in January, 2019, where count of running restraunts were also the highest.
- Lowest monthly sales observed in February, 2019 and the count of operating restraunts were also the lowest.
- Primary Source of Traffic is Facebook(36%), followed by Youtube(27%), Twitter and others.



Thank You...