



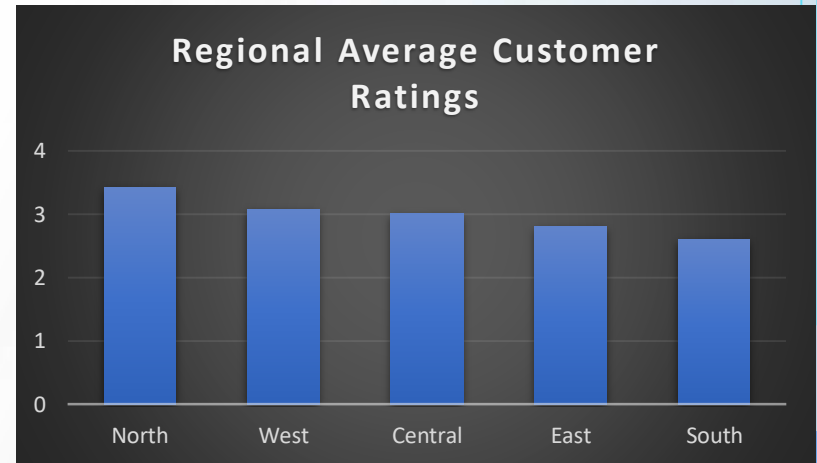
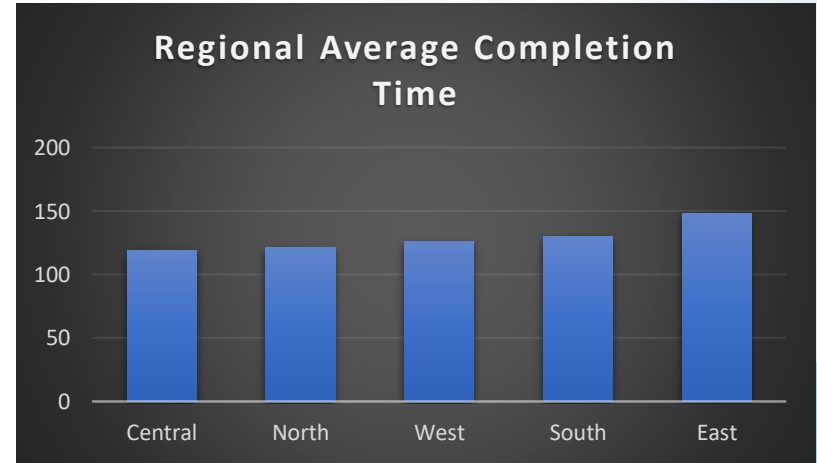
CraftMyPlate

Analysis Report

Data Analysis, Competitor Benchmarking, and
Actionable Strategies

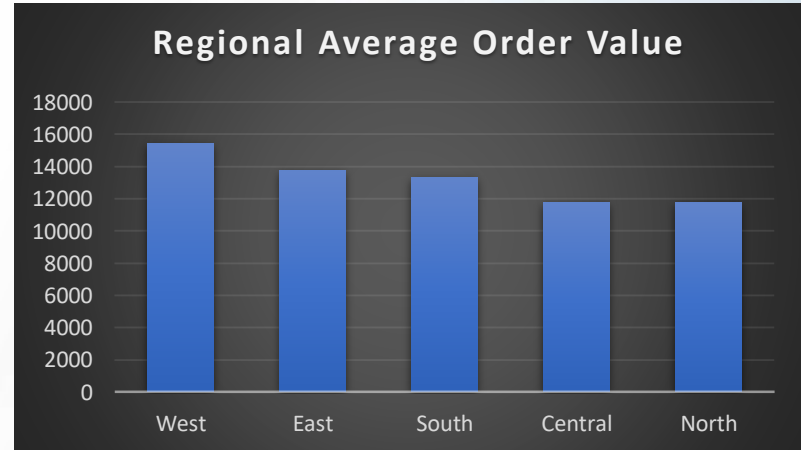
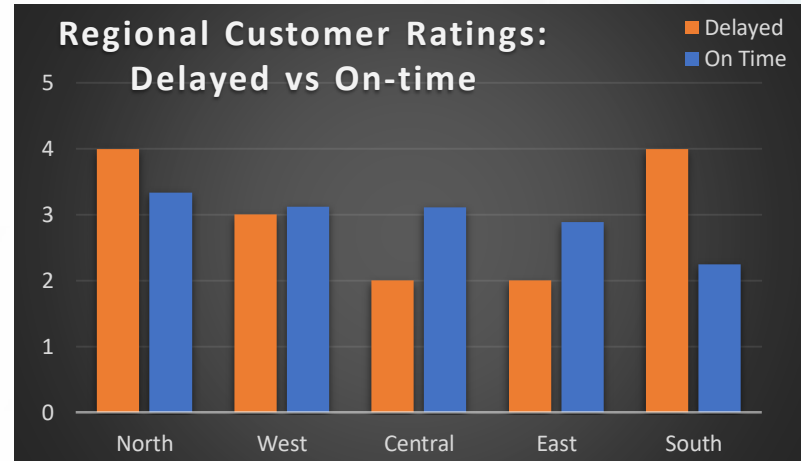
Data Analysis Highlights

- **Completion Time:** Central region performs best with the lowest average completion time of 119 minutes while East region needs to be focused upon.
- **Customer Ratings:** North region excels with an average rating of 3.4, while South lags at 2.6



Data Analysis Highlights

- **Delays:** North and South regions have the highest percentage of delayed orders.
- **Revenue Contribution:** East and West regions account for 44% of total order value.



Root Cause Analysis

Key Issues

High Delays:

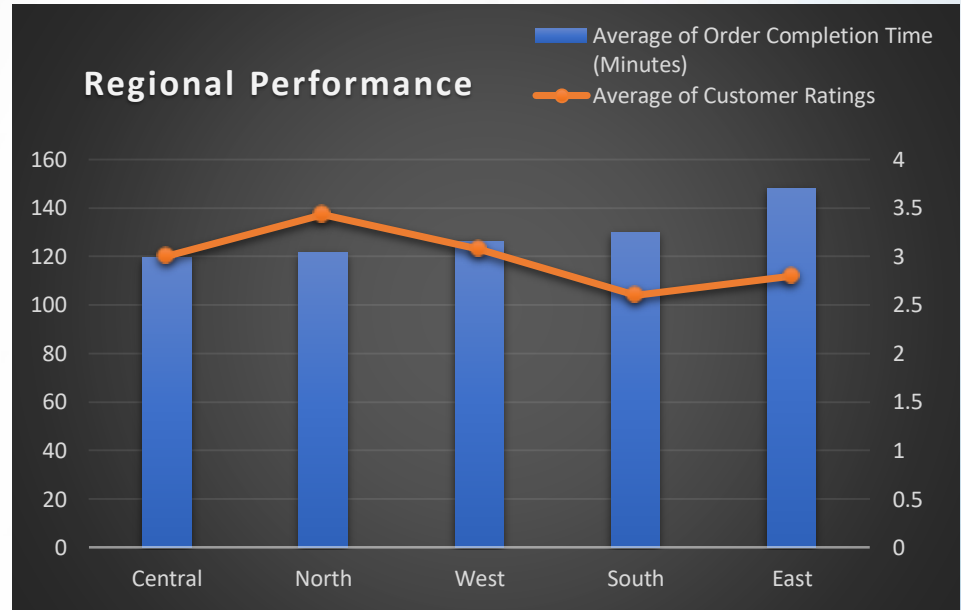
Root Cause: Inefficient logistics and lack of optimized delivery in the North and South regions.

Low Customer Ratings:

Root Cause: Delayed deliveries and Inconsistent customer experiences.

High Completion Time in some regions:

Root Cause: Operational delays, possibility of Staff shortages in South and East regions.



Actionable Strategies

Minimize Order Completion Time and Improve Delivery Accuracy :

Optimize delivery operations and make sure to deliver on-time by real-time tracking, selecting efficient routes and increasing staffs during peak hours.

Enhance Food Quality and Services :

Quality checks before departure and after arrival of the delivery (ensuring customer satisfaction), proper guidance and training to the staffs.

Enhance Customer Experience and Engagement:

Taking customer's post-meal feedback through quick questions (giving us ways to improve and making customer feel valued) and introducing loyalty program.

Competitor Analysis

(CraftMyPlate vs. Swiggy Bulk Orders, Zomato Catering, yumEATS)

Ease of Ordering and Reach:

Swiggy and Zomato lead with their existing technology and network. CraftMyPlate needs to expand its technology integration and network.

Customization:

Zomato offers superior customization options. CraftMyPlate is also doing good but can expand its offerings.

Regional Coverage:

CraftMyPlate has limited area coverage compared to Swiggy and Zomato. yumEATS competes with CraftMyPlate in the same region with similar offerings.

Customer Ratings:

CraftMyPlate competes well with the three but needs consistent quality and timely deliveries to match Zomato's higher ratings.

Areas of Improvement

Logistics and Network Expansion:

Improve the existing logistics and network to reduce delayed deliveries in certain regions like North and South region.

Regional Coverage Expansion:

Expand to more tier-1 and tier-2 cities by partnering with local vendors.

Customer loyalty programs and marketing & Branding:

- In-app offers and discounts (like festive and combo)
- Coupons by partnering with e-commerce platforms
- Exclusive deals to loyal customers
- Referral schemes
- Increase digital marketing through social media and influencers (like discount on their gatherings in exchange of promotion)