**Swiggy's Funnel Business Case**

**1.a. list of dates having order HIKE as compared to last same day last week (Top 10 dates):**

|  |  |
| --- | --- |
| **date** | **Order Change with respect to same day last week** |
| 24-11-2019 | 135% |
| 23-07-2019 | 135% |
| 26-02-2019 | 120% |
| 05-02-2019 | 115% |
| 27-06-2019 | 115% |
| 21-09-2019 | 112% |
| 18-08-2019 | 107% |
| 17-01-2019 | 106% |
| 09-03-2019 | 102% |
| 11-04-2019 | 92% |

**1. 24-11-2019 (135%):**

Reason for Hike:

* The order change percentage might have increased due to a higher number of restaurants
* and a **slight decrease in out-of-stock items** and **packaging charges.**
* However, the **decrease in the success rate of payments** might have had a negative impact.

**2. 23-07-2019 (135%):**

Reason for Hike:

* The order change percentage might have increased due to a **decrease in the number of restaurants** and **a slight improvement in the success rate of payments.**

However, the increase in out-of-stock items and the drop in the number of images per restaurant might have partially offset this increase.

**3. 26-02-2019 (120%):**

Reason for Hike:

* The order change percentage might have increased due to a decrease in the number of restaurants,
* **a decrease in average discount**,
* and a **decrease in packaging charges**.

However, the reduction in the success rate of payments might have partially offset this increase.

The analysis shows that various factors such as the number of restaurants, discounts, out-of-stock items, pricing, and success rate of payments contribute to the order change percentages on different dates. The reasons for the hike or decrease vary from date to date based on these factors.

**b. List of dates having order DROP as compared to last same day last week:**

|  |  |
| --- | --- |
| **date** | **Order Change with respect to same day last week** |
| 29-01-2019 | -72% |
| 16-07-2019 | -63% |
| 17-11-2019 | -57% |
| 19-02-2019 | -56% |
| 20-06-2019 | -54% |
| 11-08-2019 | -54% |
| 14-09-2019 | -54% |
| 04-04-2019 | -52% |
| 19-03-2019 | -46% |
| 10-01-2019 | -45% |

1. **29-01-2019(-72%):**

Reason for Drop:

Possible reasons for the drop could be the **relatively high out of stock items** and **lower success rate of payments compared to the other dates.**

1. **16-07-2019( -63%):**

Reason for Drop:

The drop in orders might be due to a higher number of out-of-stock items and slightly increased delivery charges.

1. **17-11-2019(-57%):**

Reason for Drop:

The significant drop in orders could be attributed to the **substantial increase in out-of-stock items** and a high average discount rate.

In general, it seems that **out-of-stock items and high discount rates have a negative impact on order change**. **Higher delivery charges** and **lower success rates of payments** could also contribute to order drops. Analysing and improving inventory management and discount strategies might help mitigate these issues on these specific dates.

2. Identify if traffic fluctuated as compared to the same day last week:

Traffic increase:

|  |  |
| --- | --- |
| **Date** | **Traffic Change with respect to same day last week** |
| 10-11-2019 | 119% |
| 16-11-2019 | 119% |
| 19-10-2019 | 115% |
| 30-11-2019 | 119% |
| 09-11-2019 | 113% |
| 23-11-2019 | 113% |
| 03-11-2019 | 113% |
| 01-12-2019 | 117% |
| 21-12-2019 | 115% |
| 14-12-2019 | 113% |

**1. 10-11-2019 (Traffic Change: 119%):**

Possible Reasons:

* High traffic could be due to a **significant number of restaurants available with competitive pricing** and a variety of images for customers to choose from. The **high success rate of payments** might also indicate a seamless ordering experience.

**2. 16-11-2019(Traffic Change: 119%):**

Possible Reasons:

* Similar to the previous date**, a large number of restaurants and competitive pricing might have attracted more customers**. The availability of images and a **good success rate of payments** could also contribute to higher traffic.

**3. 19-10-2019(Traffic Change: 115%):**

Possible Reasons:

* The **increased number of restaurants** and **attractive discounts** might have led to a higher customer influx. Additionally, **lower packaging** and **delivery charges** could have encouraged more orders.

Based on the supporting data, it's evident that the availability of a larger number of restaurants, competitive pricing (discounts), and the overall user experience (payment success rate) play a significant role in driving high traffic on these dates.

Traffic decrease:

|  |  |
| --- | --- |
| **Date** | **Traffic Change with respect to same day last week** |
| 20-06-2019 | -77% |
| 23-04-2019 | -56% |
| 29-04-2019 | -56% |
| 22-04-2019 | -55% |
| 03-05-2019 | -55% |
| 17-05-2019 | -53% |
| 29-05-2019 | -53% |

Reason for fluctuation using support data(major reasons):

**1. Traffic Change on 20-06-2019 (-77%): major fluctuation**

- Traffic dropped significantly compared to the same day the previous week. There could be various reasons for this drop, such as special events, holidays, weather conditions, or local issues.

* **Using Supporting Data:**

a. Count of Restaurants:

On 20-06-2019, the **number of restaurants (381,025) is lower than the previous week's average**, which was around 394,000. This drop in the number of restaurants might have contributed to reduced traffic.

b. Average Discount:

The **average discount on 20-06-2019 (17%) is consistent with the previous week's discounts**. So, it is less likely to be a major factor in the traffic drop.

c. Out of Stock Items per Restaurant:

The **number of out-of-stock items on 20-06-2019 (34) is higher than the previous week's average**, which was around 32. This may have led to a less satisfactory user experience and contributed to the traffic drop.

d. Average Packaging Charges and Average Delivery Charges:

The average packaging and delivery charges on 20-06-2019 are similar to the previous week's averages, so they are less likely to be a significant factor in the traffic drop.

e. Success Rate of Payments:

- The **success rate of payments on 20-06-2019 (91%) is lower than the previous week's average of 94%**. This could lead to a less favourable user experience and may have contributed to the traffic drop.

**2. Date: 03-05-2019(-55%):**

* **Supporting Data:** On this date, the number of restaurants was 400,375, and the average discount was 18%. The success rate of payments was 93%.

Possible Reason: The drop in traffic could be **due to a decrease in the number of restaurants compared to the previous week**, which might have reduced the variety available to customers. The 18% discount and 93% payment success rate seem reasonable, so the **number of restaurants might be the primary factor**.

**3. Date: 17-05-2019(-53%):**

* **Supporting Data:** On this date, there were 391,140 restaurants with an 18% average discount and a 91% success rate of payments.

Possible Reason: The **decrease in traffic could be due to a drop in the number of restaurants compared to the previous week**. The average discount and success rate of payments were reasonable. However, the drop in the number of restaurants might have affected the overall appeal.

**3.Overall conversion fluctuated as compared to same day last week:**

**Conversion top 10 dates(positive):**

|  |  |
| --- | --- |
| **dates** | **Conversion change with respect to same day last week** |
| 23-07-2019 | 128% |
| 24-11-2019 | 124% |
| 26-02-2019 | 116% |
| 05-02-2019 | 115% |
| 21-09-2019 | 114% |
| 11-04-2019 | 107% |
| 09-03-2019 | 102% |
| 18-08-2019 | 100% |
| 26-03-2019 | 87% |
| 18-04-2019 | 57% |

**Conversion top 10 dates(negative):**

|  |  |
| --- | --- |
| **dates** | **Conversion change with respect to same day last week** |
| 25-04-2019 | -39% |
| 02-03-2019 | -42% |
| 19-03-2019 | -47% |
| 14-09-2019 | -51% |
| 29-01-2019 | -52% |
| 04-04-2019 | -53% |
| 19-02-2019 | -54% |
| 11-08-2019 | -54% |
| 17-11-2019 | -54% |
| 16-07-2019 | -59% |

**Graph shows fluctuation with respect to same day last week:**

**Reason for fluctuation using supporting data:**

**1.Increase in Average Discount:** An increase in the average discount offered by restaurants may lead to more orders. Customers are likely to be attracted by the prospect of saving money, resulting in increased order volumes.

**2.Decrease in Out-of-Stock Items:** A reduction in the number of out-of-stock items per restaurant can significantly improve customer satisfaction. Fewer out-of-stock items mean customers can order their preferred dishes, leading to an increase in orders.

**3.Decrease in Average Packaging Charges and Delivery Charges:** Lowering packaging and delivery charges can make ordering more affordable, which may encourage more customers to place orders, thus increasing the order volume.

**4.Decrease in Average Cost for Two:** If the average cost for two people dining at a restaurant decreases, it could attract budget-conscious customers, leading to an increase in orders.

**5.Increase in the Number of Images per Restaurant:** Restaurants with a higher number of images can provide more information about their dishes and ambiance. This can attract more customers and increase orders due to the enhanced visual appeal.

**6. Increase in Success Rate of Payments:** A higher success rate of payments ensures a smoother ordering process. This can lead to an increase in orders, as customers are more likely to complete their transactions.

**7. Increase in the Count of Restaurants:** An increase in the number of restaurants on the platform can lead to more choices for customers, potentially resulting in increased orders as they explore new options.

**8. Weekend Ordering Patterns:** If the data indicates that orders increase significantly on weekends, this could be due to customers preferring to dine out or order in during their leisure time.

**9. Special Promotions and Events:** Special promotions, such as "buy one, get one free" or holiday discounts, can lead to temporary spikes in orders during the promotional period.

**10. Local Competition:** The entry of new restaurants or increased marketing efforts by competitors in a specific area can impact orders. If a popular competitor opens nearby, it could divert some orders.