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Business Case Study: Swiggy

(prepared by Abhijeet Ravindra Mohite)

A) Changes in orders for a day w.r.t same day last week

High Changes in orders places were observed on weekends. This change in orders was above 20% and highest was marked as 135%

On the other hand, low changes in orders were observed in mid-weekdays like Tuesday and Thursday. These lower changes were below -20% and went to its bottom till -76%.

B) Check if there is change in traffic as compared to same day last week.

High Traffic Change was observed on few days because of increase in traffic on 'other' platforms.

Date	Facebook	Youtube	Twitter	Others	total traffic	Last week date	trafffic of last week	Traffic Change with respect to same day last week (of same day last week -1)	change in traffic as compared to same day last week
10-01-2019	387156	2873204	1170564	6210572	10641496	03-01-2019	20848645	-49%	High Traffic in last week day compared today
29-01-2019	8052789	6039592	2460574	5815903	22368858	22-01-2019	37570997	-40%	High Traffic in last week day compared today
20-06-2019	3674574	2755930	1122786	2653859	10207149	13-06-2019	21717338	-53%	High Traffic in last week day compared today

Low Traffic Change was observed on few days because of decrease in traffic on 'other' platforms.

Date	Facebook	Youtube	Twitter	Others	total traffic	Last week date	trafffic of last week	Traffic Change with respect to same day last week (of same day last week -1)	change in traffic as compared to same day last week
17-01-2019	8052789	6039592	2460574	5815903	22368858	10-01-2019	10641496	110%	Low Traffic in last week day compared today
22-01-2019	13525559	2028833	19827367	2189238	37570997	15-01-2019	21282992	77%	Low Traffic in last week day compared today
27-06-2019	8052789	6039592	2460574	5815903	22368858	20-06-2019	10207149	119%	Low Traffic in last week day compared today

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C) Change in Overall Conversion as compared to previous dates

High changes in overall conversion was observed for overall conversion above 50%, primarily due to highest conversion in Payment to Orders.

Date	Overall conversion	Conversion change with respect to same day last week	L2M	M2C	C2P	P2O
05-02-2019	6%	115%	26%	40%	71%	80%
26-02-2019	6%	116%	24%	41%	74%	81%
09-03-2019	4%	102%	21%	34%	71%	79%
26-03-2019	6%	87%	24%	40%	72%	85%
11-04-2019	6%	107%	25%	39%	76%	80%
18-04-2019	9%	57%	24%	67%	73%	79%
23-07-2019	6%	128%	24%	40%	75%	78%
18-08-2019	3%	100%	21%	33%	65%	78%
21-09-2019	3%	114%	20%	34%	65%	75%
24-11-2019	4%	124%	21%	34%	66%	76%

Low changes in overall conversion were observed for overall conversion below -20%, primarily due to lowest conversion in Listing to Menu and Menu to Cart.

Date	Overall conversion	Conversion change with respect to same day last week	L2M	M2C	C2P	P2O
29-01-2019	3%	-52%	12%	42%	72%	80%
19-02-2019	3%	-54%	26%	17%	77%	85%
02-03-2019	2%	-42%	21%	34%	33%	81%
19-03-2019	3%	-47%	26%	42%	76%	39%
04-04-2019	3%	-53%	26%	20%	69%	78%
12-04-2019	6%	-20%	24%	38%	73%	81%
25-04-2019	6%	-39%	25%	38%	69%	84%
16-07-2019	2%	-59%	10%	40%	73%	84%
11-08-2019	2%	-54%	22%	33%	33%	74%
14-09-2019	2%	-51%	21%	15%	67%	74%
17-11-2019	2%	-54%	21%	14%	71%	77%

Over entire data there was maximum fluctuations in Listing to Menu and Menu to Cart.

D) Hypothesis:-

1) **Restaurant availability** – **Count of restaurants on Swiggy will enable users to select from more restaurants and thereby diversifying shopping access. It has been seen that more no of restaurants impacted overall conversion changes positively.**

Date	Count of restaurants	Conversion change with respect to same day last week
05-02-2019	408982	115%
26-02-2019	400671	116%
09-03-2019	404097	102%
26-03-2019	395869	87%
11-04-2019	394581	107%
18-04-2019	389107	57%
23-07-2019	390237	128%
18-08-2019	390612	100%
21-09-2019	388449	114%
24-11-2019	388049	124%

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2) **Menu to item Listsing – Just menu list is not enough to attract customers. Ingredients, nutritional values,etc attracts customers to make into listing option and move ahead for order placement.**

Date	Listing	Menu	Carts	Payments	Orders	Overall conversion	L2M
01-01-2019	20848646	5107918	2104462	1505532	1271573	6%	24%
02-01-2019	21934513	5428792	2171516	1569355	1261133	6%	25%
03-01-2019	20848646	5212161	2001470	1402630	1138655	5%	25%
04-01-2019	21717340	5700801	2303123	1597216	1296620	6%	26%
05-01-2019	42645263	8776395	2924294	2087946	1596026	4%	21%
06-01-2019	43543058	8778280	3014461	2049833	1582881	4%	20%
07-01-2019	22803207	5415761	2079652	1442239	1123504	5%	24%
08-01-2019	21717340	5320748	2085733	1583488	1311445	6%	24%
09-01-2019	22586034	5872368	2372437	1766516	1506485	7%	26%
10-01-2019	10641496	2740185	1063191	760607	623698	6%	26%
11-01-2019	20631473	4951553	2000427	1431105	1126566	5%	24%
12-01-2019	42645263	9045060	3075320	2133042	1680410	4%	21%
13-01-2019	46236443	9806749	3300951	2199754	1630017	4%	21%
14-01-2019	21065820	5371784	2084252	1445428	1197104	6%	25%
15-01-2019	21282993	5054710	2042103	1475828	1198077	6%	24%

3) <u>**Discounts**</u> **– 17% to 19% discounts could be better enough to attract low conversion customers as well as high conversion customers.**

Date	Count of restaurants	Average Discount	Overall conversion	Conversion change with respect to same day last week
29-01-2019	274777	17%	3%	-52%
19-02-2019	400903	18%	3%	-54%
02-03-2019	386616	18%	2%	-42%
19-03-2019	380462	19%	3%	-47%
04-04-2019	406272	10%	3%	-53%
12-04-2019	406144	17%	6%	-20%
25-04-2019	393483	17%	6%	-39%
16-07-2019	387617	17%	2%	-59%
11-08-2019	383675	19%	2%	-54%
14-09-2019	406604	17%	2%	-51%
17-11-2019	380987	19%	2%	-54%

Date	Count of restaurants	Average Discount	Overall conversion	Conversion change with respect to same day last week
05-02-2019	408982	18%	6%	115%
26-02-2019	400671	18%	6%	116%
09-03-2019	404097	17%	4%	102%
26-03-2019	395869	17%	6%	87%
11-04-2019	394581	18%	6%	107%
18-04-2019	389107	29%	9%	57%
23-07-2019	390237	19%	6%	128%
18-08-2019	390612	17%	3%	100%
21-09-2019	388449	17%	3%	114%
24-11-2019	388049	19%	4%	124%

4) **Packaging and Delivery Charges – Lower the packaging and Delivery Charges charges , higher conversion rate. As customer is not willing to pay extra apart from ordered item.**

Date	Count of restaurants	Avearge Packaging charges	Conversion change with respect to same day last week
05-02-2019	408982	21	115%
26-02-2019	400671	17	116%
09-03-2019	404097	21	102%
26-03-2019	395869	18	87%
11-04-2019	394581	19	107%
18-04-2019	389107	18	57%
23-07-2019	390237	18	128%
18-08-2019	390612	20	100%
21-09-2019	388449	20	114%
24-11-2019	388049	22	124%

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Date	Count of restaurants	Average Delivery Charges	Conversion change with respect to same day last week
05-02-2019	408982	28	115%
26-02-2019	400671	28	116%
09-03-2019	404097	28	102%
26-03-2019	395869	25	87%
11-04-2019	394581	25	107%
18-04-2019	389107	28	57%
23-07-2019	390237	25	128%
18-08-2019	390612	30	100%
21-09-2019	388449	25	114%
24-11-2019	388049	27	124%

5) **Payment conversion rate – After going through entire process for placing order, customer must make successful payment for final confirmation. But because of some technical issues, payment goes unsuccessful resulting in lower conversion rate.**

Date	Success Rate of payments	Overall conversion	Conversion change with respect to same day last week
29-01-2019	94%	3%	-52%
19-02-2019	92%	3%	-54%
02-03-2019	95%	2%	-42%
19-03-2019	65%	3%	-47%
04-04-2019	92%	3%	-53%
12-04-2019	95%	6%	-20%
25-04-2019	91%	6%	-39%
16-07-2019	95%	2%	-59%
11-08-2019	95%	2%	-54%
14-09-2019	93%	2%	-51%
17-11-2019	95%	2%	-54%

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Date	Success Rate of payments	Overall conversion	Conversion change with respect to same day last week
05-02-2019	91%	6%	115%
26-02-2019	95%	6%	116%
09-03-2019	95%	4%	102%
26-03-2019	94%	6%	87%
11-04-2019	91%	6%	107%
18-04-2019	91%	9%	57%
23-07-2019	93%	6%	128%
18-08-2019	94%	3%	100%
21-09-2019	91%	3%	114%
24-11-2019	95%	4%	124%

Concluding Remarks:

a) **Menu to listing is very crucial for making positive changes in conversion rates. Swiggy needs to attract customers on Menu page through various attractions using discounts, cost for two orders etc.**

b) **It will be better to have lower or NO delivery and packaging charges as it has hug impact on Cart to Payment conversion.**