



Freshco Hypermarket

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Introduction

Welcome to the FreshCo Hypermarket Analysis Report. In this presentation, we delve into the performance of FreshCo Hypermarket by examining sales data collected over the past year. The aim is to offer actionable recommendations to drive growth and profitability. Through the analysis of sales orders, delivery performance, customer demographics, and seasonal fluctuations, we seek to provide FreshCo with valuable insights for informed decision-making.



Methodology

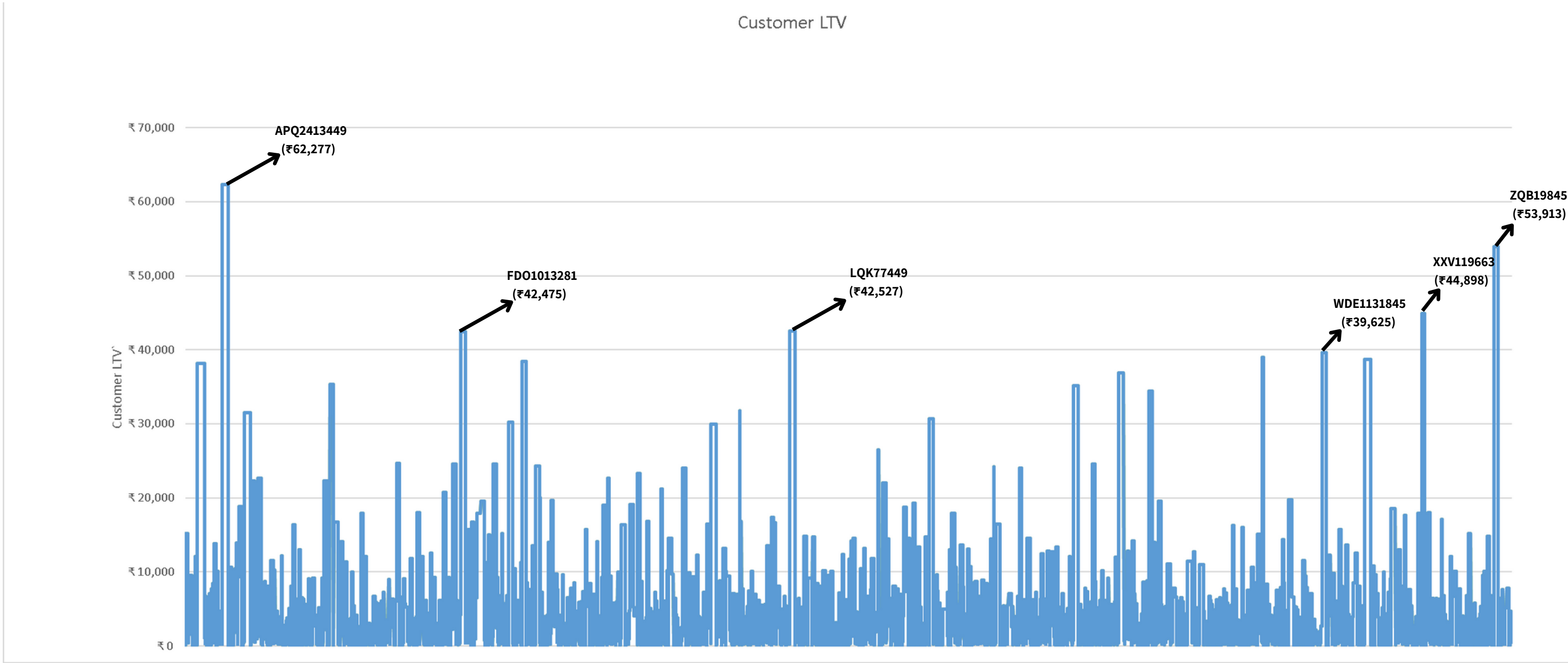
Using Microsoft Excel's pivot tables, conditional formatting, and Power Pivot, we can delve into the figures of FreshCo Hypermarket and extract important sales insights. By utilizing these tools, along with the ability to analyze large amounts of data and identify interesting trends, a competitive advantage can be provided to FreshCo.

Performance Overview

Metric	Values
Total Number of orders	22,727
Total number of products ordered	1,04,572
Average Number of products ordered per order	4
Total Revenue after discounts excluding delivery charges	₹ 74,72,558
Most Ordering Customer (ID)	APQ2413449
Customer LTV	₹ 62,277



Customer LTV :






Insights from looking at Customer LTV:

Highest LTV values

In the chart, we notice that the top 6 customers with the highest LTV are indicated along with their User IDs. This information can be used to cater to these customers in an exclusive manner, thereby increasing customer loyalty as well as chances of higher LTV in the future.

Mid level LTV

Customers having LTV below ₹ 25,000 but higher than ₹ 15,000 should be focused on as well since these customers have potential. Their customer experience can be re-evaluated as well as product assortment to fill the gaps between the customers needs and its unavailability.

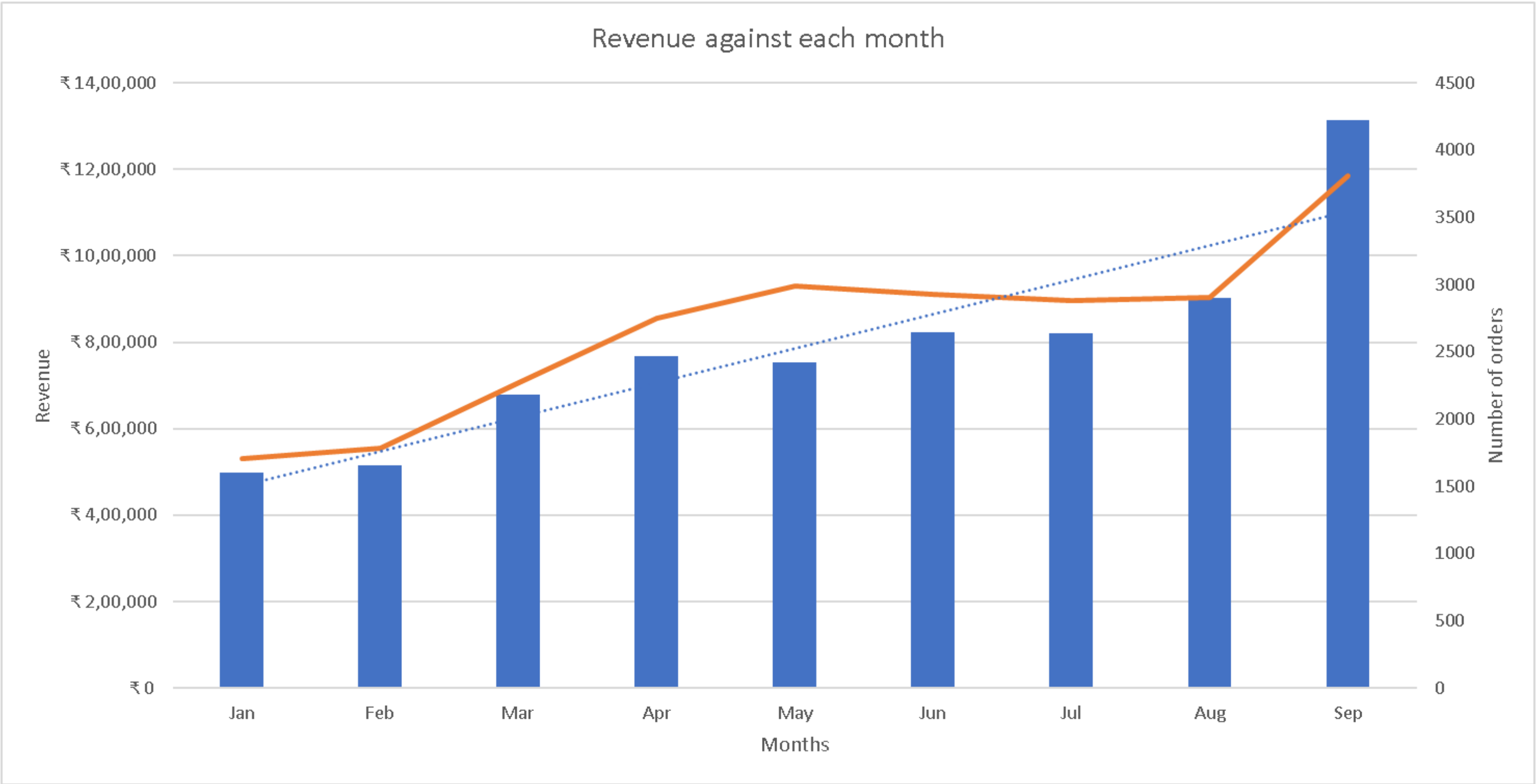


Overall Monthly Performance

Metric	Values
Least Ordered Month	January
Most Ordered Month	September
Revenue of September after discount	₹ 11,84,242
Total number of products sold in September	16,583
Total number of orders	4223

Total Revenue/Orders

Chart depicting the total revenue per month along with sum of total orders via the line graph:







Insights from looking at Total Revenue:

Growth in Revenue

The largest growth in revenue appears to be from February to March and again from August to September, based on the bar graph. This could be because of the increase in the number of orders. The increase in orders could be due to a lot of reasons such as -

- **Competitive discounts :** Prices or discounts compared to competitors can attract price-sensitive customers and drive higher sales volume, ultimately increasing revenue over time.
 - **Festive Seasons :** Major festivals and celebrations throughout the year, such as Diwali, Eid, Holi, and Dussehra. The period from August to September includes the festive season, during which consumer spending typically rises, leading to an increase in orders and revenue.
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Trends and Patterns

The background is a solid blue color. It features abstract white wavy lines that flow from the left and right edges towards the center, creating a sense of movement and depth. The lines are of varying thickness and curve, resembling stylized waves or topographical contours.

After cleaning the data thoroughly, i.e. removal of blank data or logically incorrect data such as timestamps of the delivery partner reaching a certain point throughout the delivery timeline, I've found certain trends and observations worth mentioning alongside answering the questions from the project:



Patterns spotted in the data of completion rate at slot time level and day of the week level



Evening and Night Slot

Completion rates are higher in the evenings and at night compared to late nights and mornings throughout the week.

Weekend Increase

Completion rates slightly rise during the weekend (Friday evening to Saturday).

Afternoon Stability

Completion rates remain relatively stable in the afternoon throughout the week

Midweek Decline

Wednesday shows a noticeable drop in completion rates across most times, especially late night.



Analysis on the patterns observed in the completion rate

Peak Fulfillment Times


Analysis indicates that the majority of orders have been fulfilled during the afternoon hours, potentially attributed to this time slot's heightened user activity.

Success in Delivery

A noteworthy highlight is the exceptional success rate in product delivery, with an impressive 99.56% of ordered items successfully reaching their intended destinations.

Proximity Matters

The locations closest to the hypermarket have the highest completion rates, and the same also holds true for orders that are canceled or not fulfilled.





Patterns in delivery charges with slot or delivery area

Peak Performance

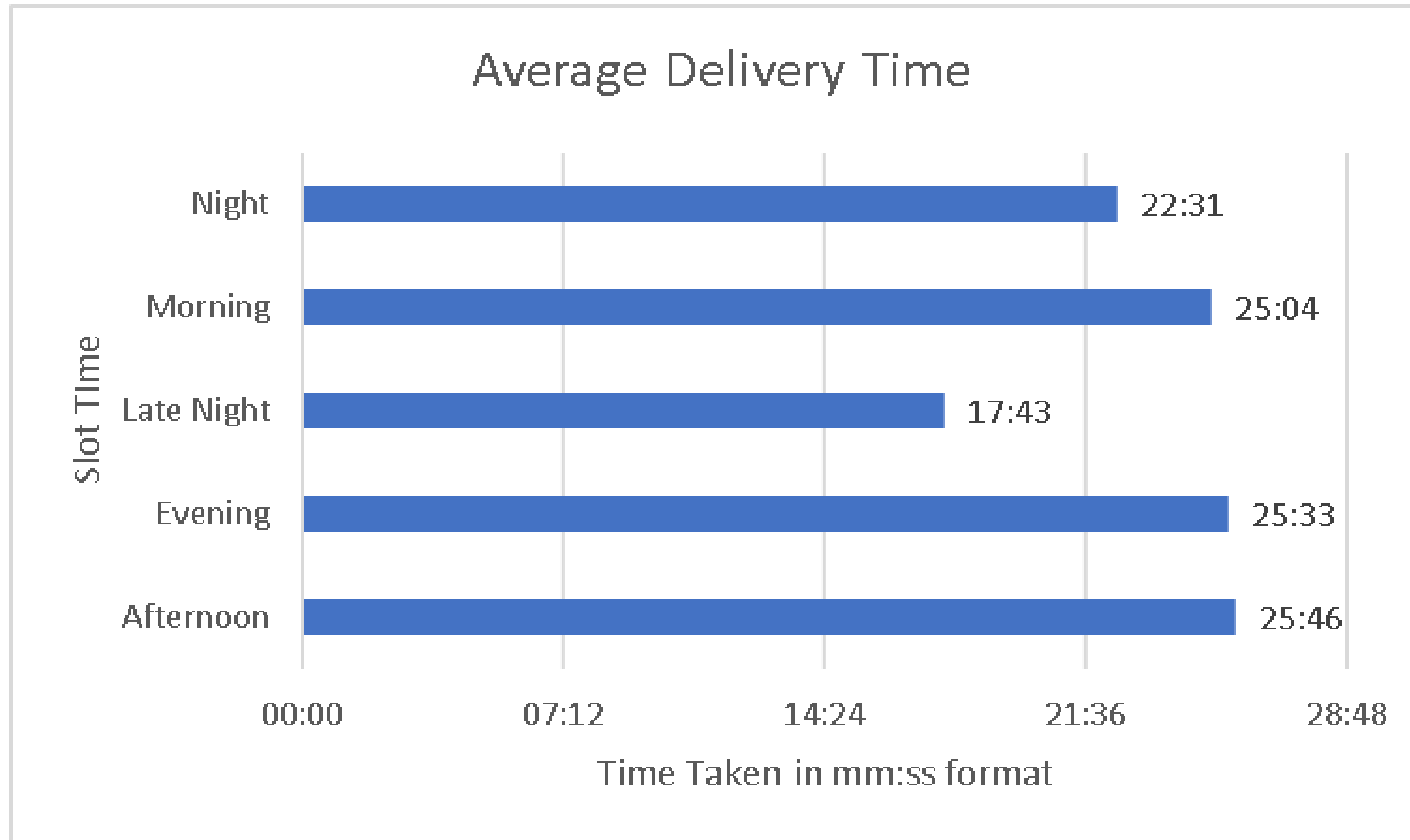
The highest delivery charges are linked to the 'Evening' slot, indicating it may be the busiest or most profitable time for deliveries.



Night performance

Despite its unconventional timing, the 'Late Night' and 'Night' slots accumulate significant delivery charges, almost the same as 'Morning' and 'Afternoon'.

Average Delivery time across various time slots:






Insights from looking at the Average Delivery Time:

Delivery Time

There isn't a substantial variance in delivery times across morning, evening, and night slots. This consistency may stem from factors like rush hours, increased traffic, and a surge in orders. However, notably, the late-night deliveries stand out for their swifter service. The impact of traffic on delays is evident or the lack of quantity in terms of delivery partners also could be linking to the hypermarket's delivery partner availability, indicating room for enhancement.





Patterns in delivery time and delivery area along with logical reasoning

Efficiency Indicators

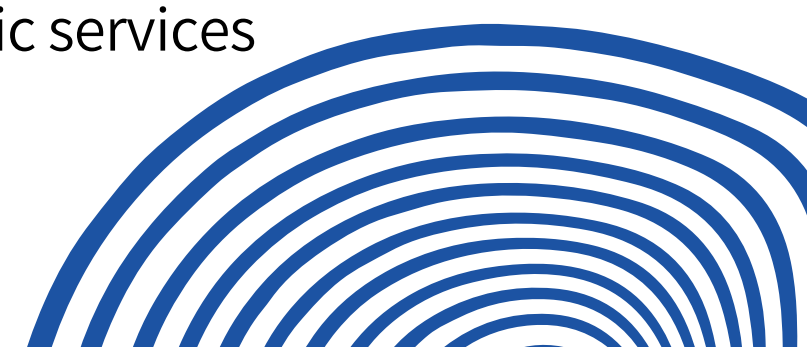
Analysis indicates that the majority of orders have been fulfilled during the afternoon hours, potentially attributed to this time slot's heightened user activity.

High Variability

Delivery times vary even within areas. In Koramangala, Ejipura, the fastest delivery was 19 minutes, while the total delivery time was only 1 hour and 57 minutes. This suggests significant variation even within a small area.

Logistic Difficulties

Despite HSR Layout being in the vicinity of the hypermarket, we can see that the maximum delivery time is close to 3 hours which could indicate the lack of satisfactory logistic services






Patterns in delivery time and delivery area along with logical reasoning


Areas for improvement

By pinpointing areas with the longest delivery times, the delivery service can focus on enhancements like adding more staff, optimizing routes, or exploring alternative transport options.

Outlier's Impact

Maximum delivery times highlight worst-case scenarios, significantly impacting customer satisfaction and necessitating focused efforts to enhance service quality.





Patterns in order rating across slots, number of items placed, delivery charges, discount



Low Delivery Fees

In the delivery fee range of 0-25 rupees, a significant portion of orders has garnered ratings of 3 or higher, indicating a positive correlation between this fee range and customer satisfaction levels.

Challenges despite low delivery fee

Conversely, within the same 0-25 rupees delivery fee range, there is a notable lack of effectiveness leading to achieving 1-star ratings. This trend may be attributed to factors such as dissatisfaction with service quality or product standards.

Different Slots

Orders in the suboptimal delivery fee range receive higher ratings during morning and afternoon slots, potentially due to increased online activity influencing customer perceptions positively.



Conclusion

FreshCo Hypermarket can boost customer satisfaction and attract more customers by addressing low-rated areas and investing in high-potential revenue-generating activities. Strengthening its market position and fostering customer loyalty can be achieved through strategic resource allocation and targeted improvements.