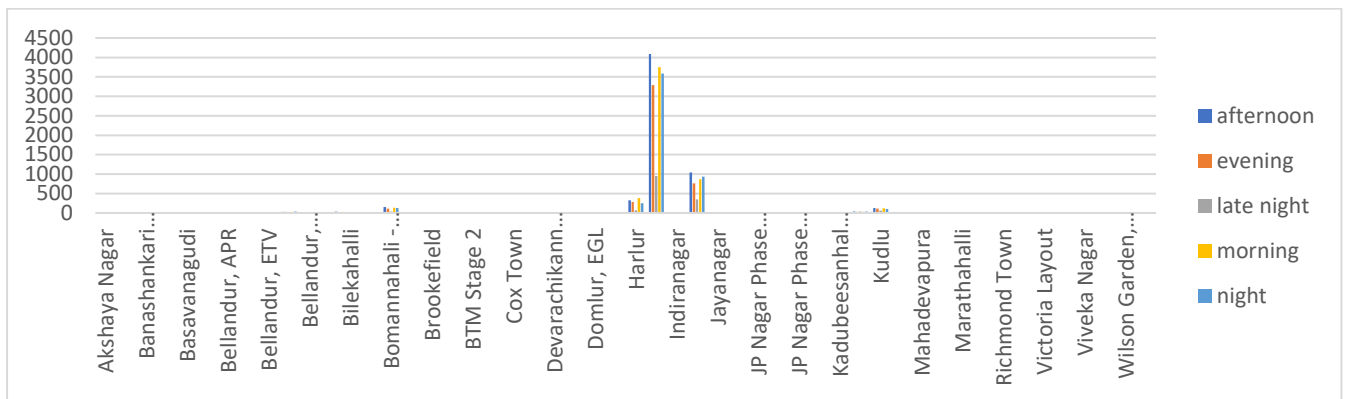# ORDER LEVEL ANALYSIS

order distribution at slot and delivery area level

1. HSR Layout has the significantly highest number of orders at 15,657 orders. Followed by harlur and ITL layout. This because the pickup location is also in hsr layout, hence due to the proximity, lesser delivery time, Tech area and high population density HSR has highest number of orders. However several areas like whitefield, belandur, Bommanahalli etc have only 1 order. HSR also has the highest increase in monthly orders from jan to sept with an increase of 1534 orders.
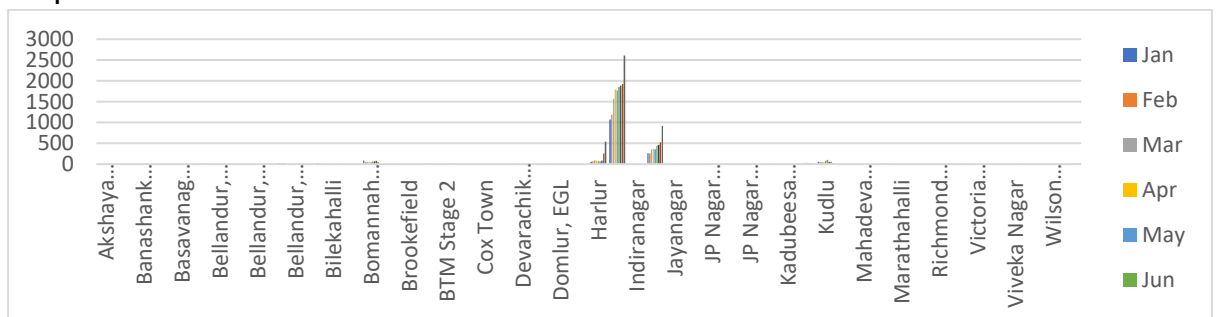

areas having highest increase in monthly orders

2. Afternoon slot has the highest number of orders followed by morning and then night. This is because at these times is usually when people have breakfast/lunch/dinner. Whereas evening and late night aren't usually when people eat their daily meals. Hence Late night has the fewest number of orders.
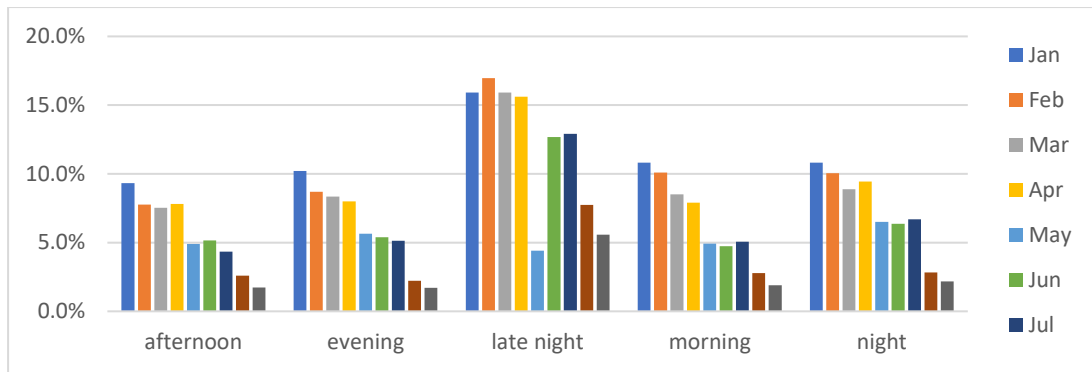
delivery charges as a percentage of product amount at slot and month level.

3. Late night has the highest delivery charges as a percentage of product amount, maybe due to lesser drivers during this time. While sept has the lowest and jan has the highest delivery charge as a percent of product amount.
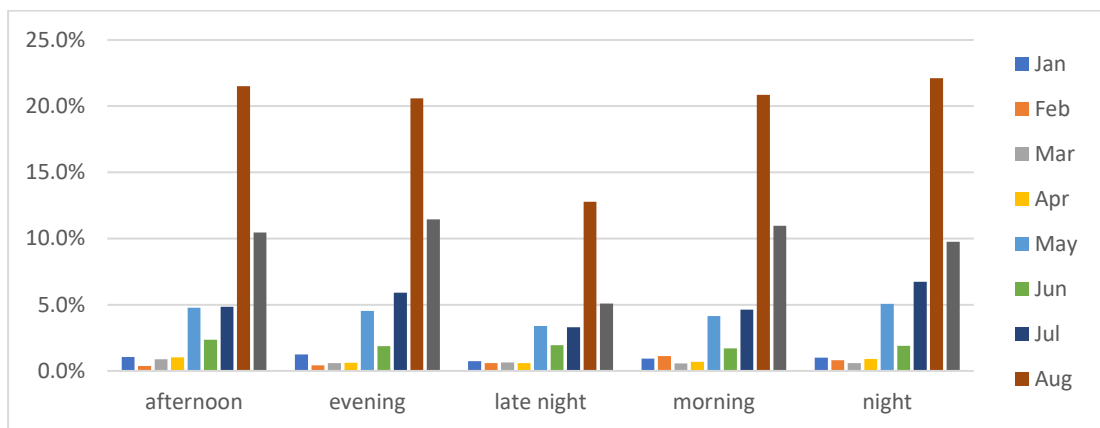
discount as a percentage of product amount at slot and month level.

4. Late night has the lowest discount as a percentage of product amount, the rest of the slots have almost the same values which is twice of that of late night. Feb, March and April have the lowest discount as a percentage of product amount with less than 1%. August shows the highest with 20.8% this could be due to independence day as many companies usually have a sale. Sept also has high discount this could also be due to many festivals in this month.
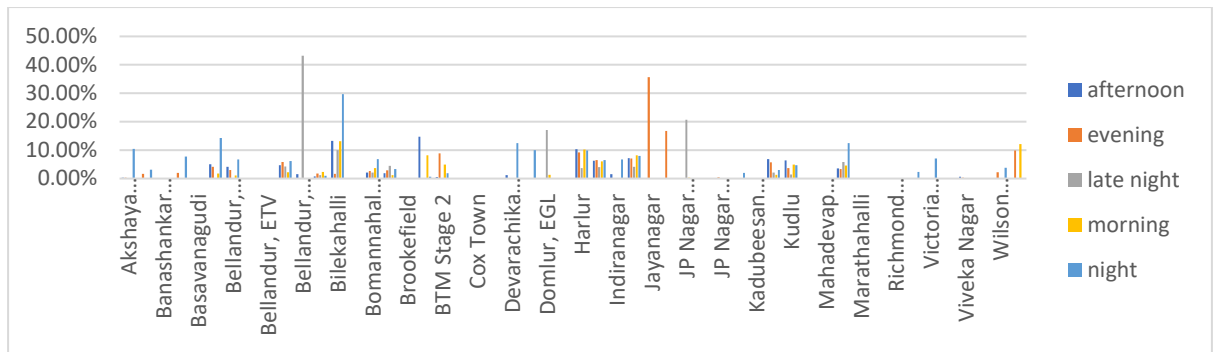
discount as a percentage of product amount at drop area and slot level

5. Majority of areas have 0% discount as a percentage of product amount. Harlur has the highest at 9.7%. Late night slot has the lowest discount compared to the other slots at around 6%.

COMPLETION RATE LEVEL ANALYSIS

1. On analysis of completion rate, It is seen that on all days during all slots there is above 99% completion rate showing that almost all orders are successfully delivered. Except on Saturday night and Friday morning which have 97% and 98%.
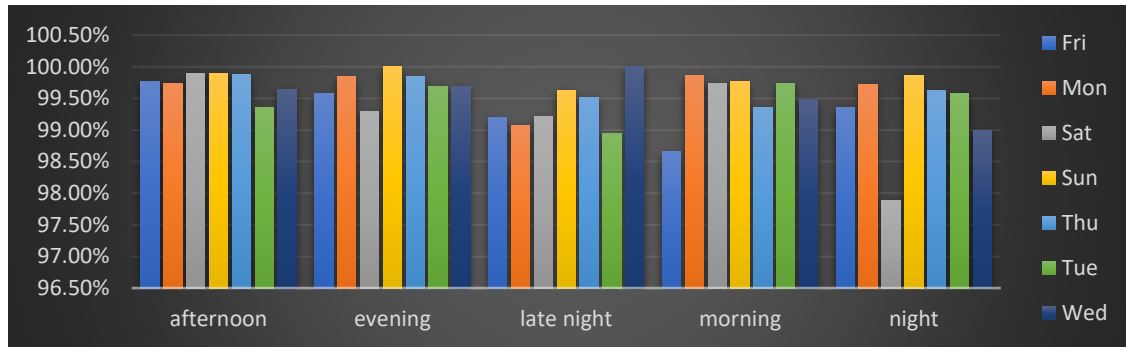

Completion rate at slot vs day of the week

2. Afternoon slot has the highest completion rate with 99.75% and night slot has the lowest completion rate with 99.29%. This could be due to lesser number of available drivers during night and late night time. Patterns also show that Sundays have the highest completion rate and Saturdays have the lowest. Sunday evening and Wednesday late night have 100% completion rate.

3. Most drop areas have 100% completion rate however cox town and whitefield have 0% completion rate meaning none of the orders were successfully fulfilled. This could be due to the far distance from pickup area. It will be very unlikely that you will receive new orders from these areas.
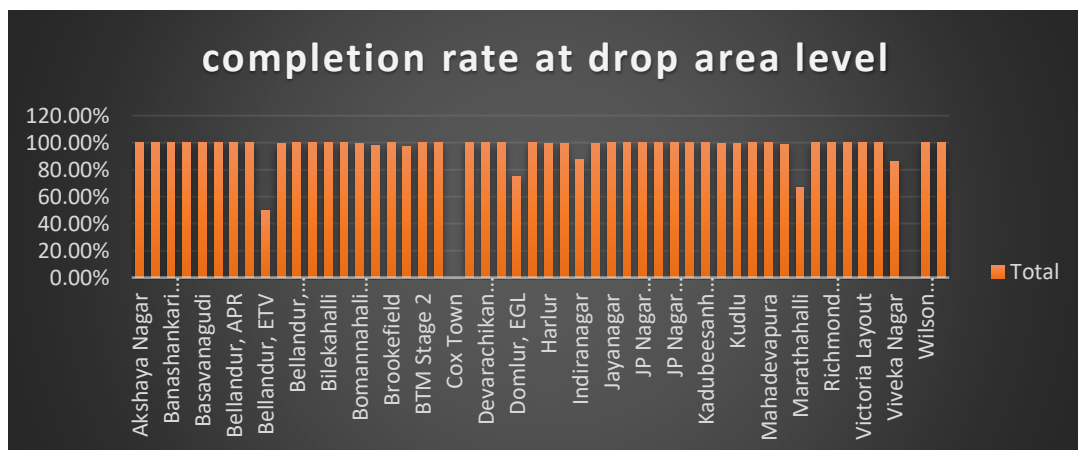
4. It is observed that when the product amount is bigger (12-25 products) the completion rate is almost always 100%. However when number of products is lesser than 12 none of the order have 100% completion rate instead they all have 99% completion rate. Meaning only all big orders are being successfully delivered.

COMP RATE AT PDT AMT LEVEL
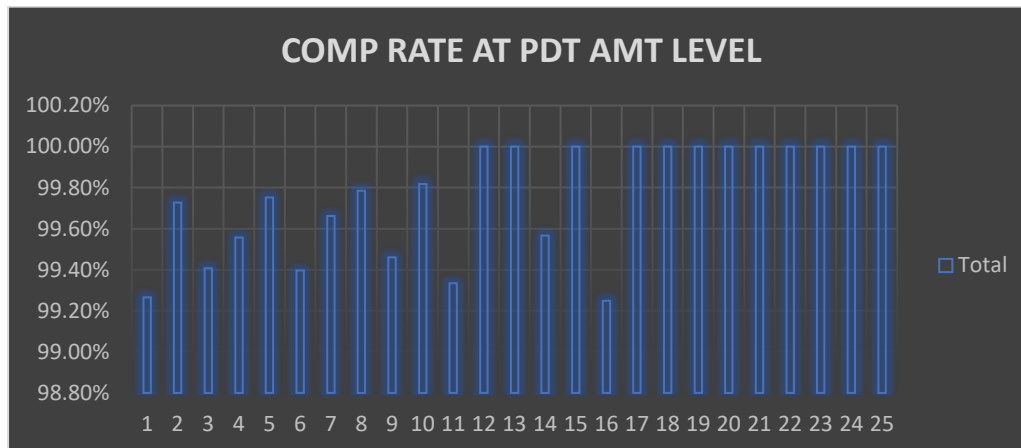
5. The overall completion rate is above 99% meaning most of the orders are completed successfully. Majority of incomplete orders are in HSR and ITI layout but these areas also have the highest number of orders and majority of them have been successfully delivered.

CUSTOMER LEVEL ANALYSIS

1. LTV is highest for customers that are sourced organically compares to those sourced from social media platforms and offline campaigns. However there is also a significant amount of LTV by customers sourced from google.
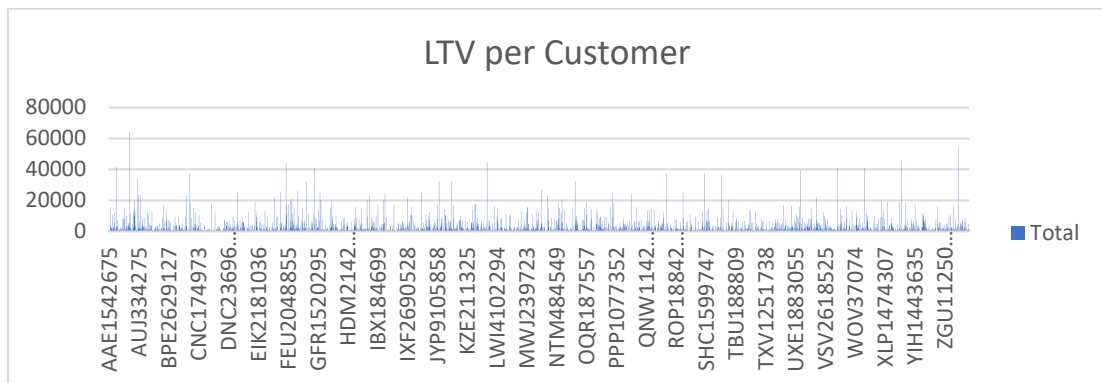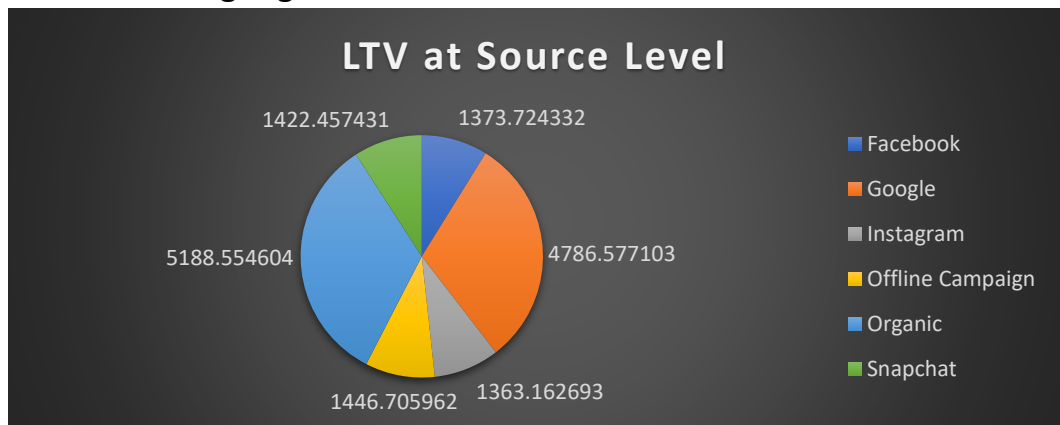

2. February, March, July, August and September are the best months for sourcing new customers because these months source above 1000 customers. However June sources the least amount of people that month with only 881 customers sourced that month.
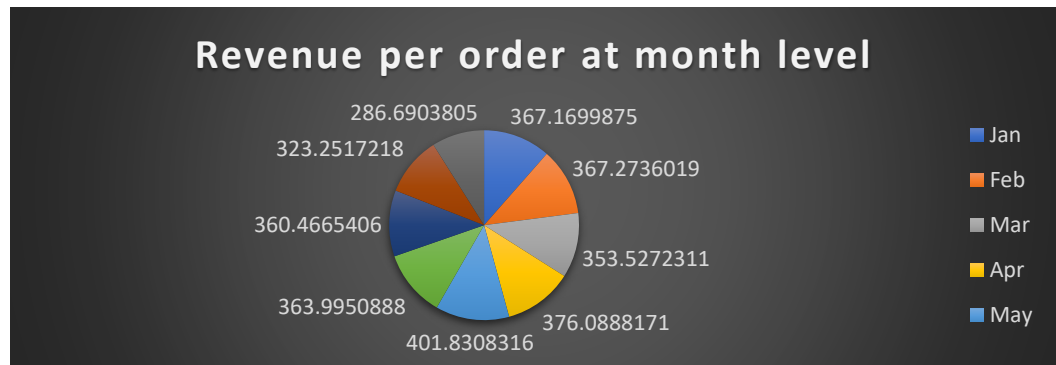
LTV at Month Level
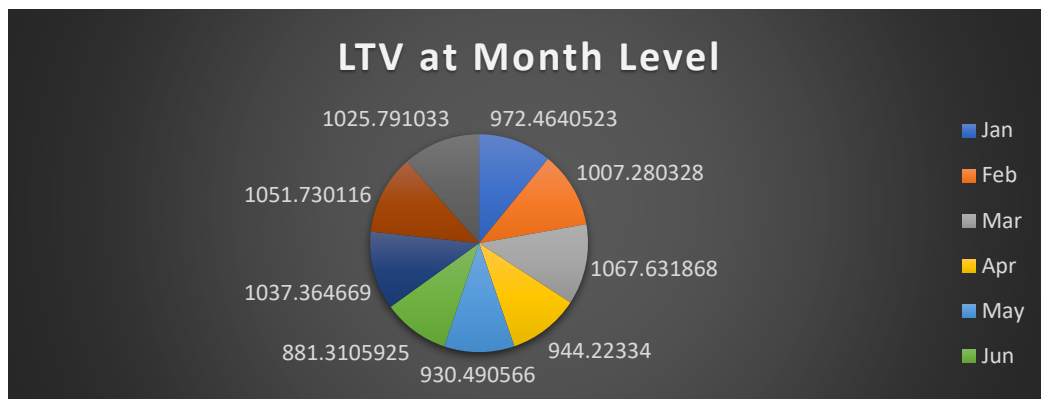
3. The sources don't have much impact on completion rate as all sources have almost the same completion rate.

Comp rate at source level
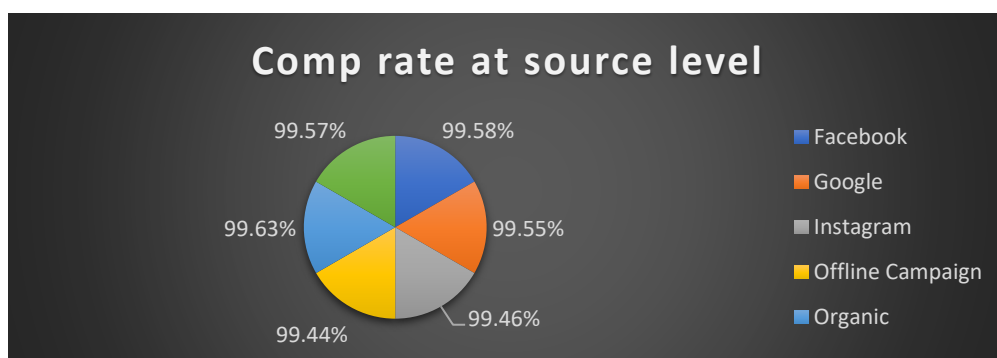
4. The source level also doesn't have much impact in revenue as almost all sources have the same average revenue. Google and snapchat however have a small increase in revenue compared to other sources.

Revenue per Order at Source Level
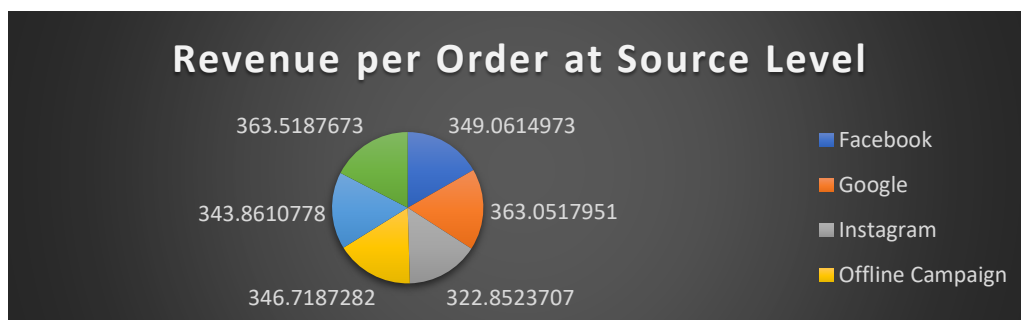
5. May has the highest average revenue per order at almost 400/- per order whereas September has the least amount of revenue at 286/- per order.

Revenue per order at month level

286.6903805
367.1699875
323.2517218
367.2736019
360.4665406
353.5272311
363.9950888
401.8308316
376.0888171

Jan
Feb
Mar
Apr
May

6. Usually orders with more number of products have higher ratings than those with lesser number of products

DELIVERY LEVEL ANALYSIS

1. The delivery time over jan to sept it is seen that Mahadevapura has a very high average delivery time of about 146 mins. This could lead to a loss of customers and must be reduced. The month of May shows the highest average delivery time of 44 mins probably due to increased demand,while the rest of the months its at around 20 mins.
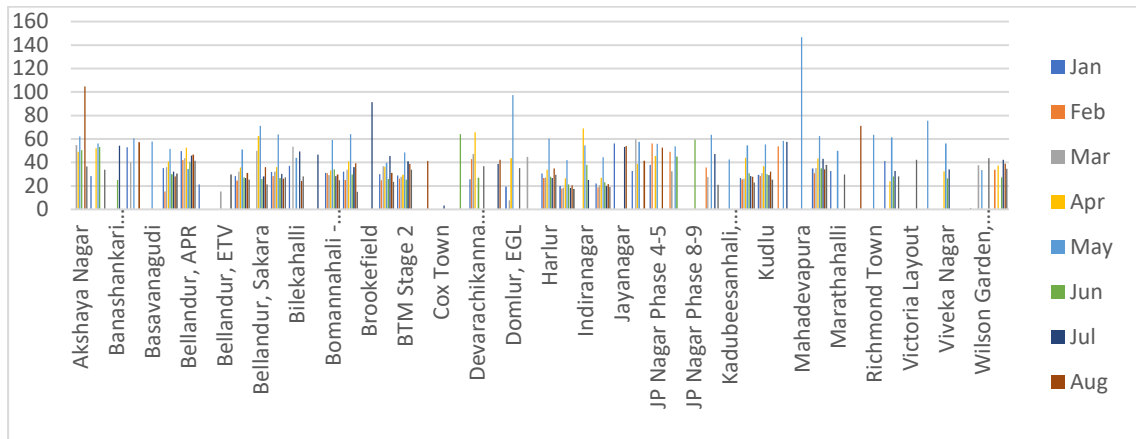
2. The average delivery time is slightly more on the weekends compared to weekdays. But with only a difference of 2 mins.
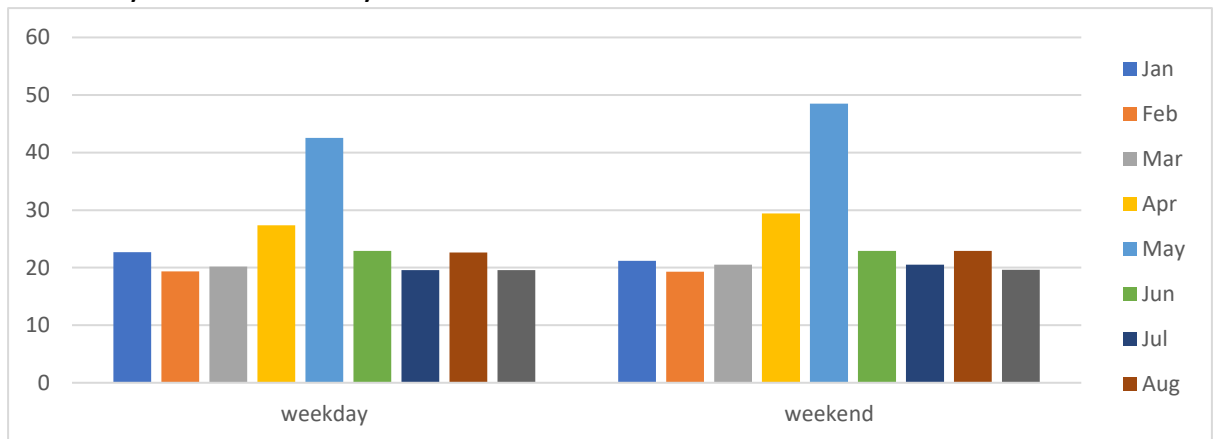
3. Late night slot has the least average delivery time, probably due to lesser orders placed during that time. Afternoon and evening have the longest average times.
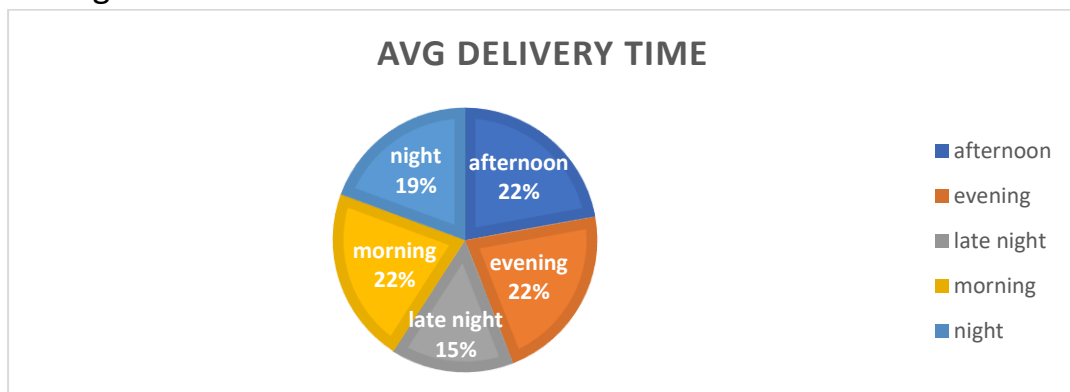
4. Delivery charges are higher in the late night and then followed by night and it is lowest during morning or afternoon.

5. It is observed that hsr layout has the least average delivery time this is because the pickup time is also at hsr layout. There are several factors that impact the delivery time such as distance from pickup location, the time at which they've ordered, traffic. Like, late night has very less traffic compared to morning and evening. It also depends on the number of products being delivered.

Conclusion

To conclude,

- Since late night and night have fewer orders we can increase the number of drivers at these times
- Completion rate overall is good but should look into improving completion rate and number of orders in cox town and whitefield.
- Should continue sourcing people organically and from google as these sources provide loyal customers who have higher LTV. However to improve social media sourcing, we can start doing paid promotions by people who post cooking content to hopefully source more customers.
- To increase LTV, we can start giving discounts to loyal customers that spend above a certain value in the store to incentivize customers to buy more.
- To increase reveue across all months we can start giving discounts in the months where revenue is low.