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| --- | --- | --- | --- |
| DATE | Traffic | Overall Conversion | Reason |
|  |  |  |  |
| 10/01/2019  Order drop of 45% | Significant drop in traffic especially from Facebook and Youtube. | Conversion rate stayed the same. | This could be due to technical issues or less availability of drivers |
| 17/01/2019  Order hike of 85% | Facebook had the biggest jump compared to the other sources. | Conversion rate stayed the same. | This could be due to almost 4000 more restaurants compared to last week and also lesser packing and delivery charges. |
| 22/01/2019  Order hike of 83% | Facebook and Twitter has doubled compared to same day last week. | Conversion rate stayed the same. | This is due to high traffic on facebook and twitter |
| 29/01/2019  Order drop of 71% | Major drop of traffic from facebook and twitter. | Conversion rate dropped by 52%. There was a drop in L2M from 26% to 12% | This is due to the lesser number of restaurants. Which reduced by 10K. |
| 05/02/2019  Order hike of 115% | No change in traffic. | Conversion rate increased by 115%.  L2M increased from 12% to 26% | This is due to increase in count of restaurants by 12k. |
| 19/02/2019  Order drop of 55% | No change in traffic | M2C reduced from 39% to 17% | Could be due to technical issues on the app |
| 26/02/2019  Order hike of 120% | No change in traffic | M2C increases by 24% | Less out of stock items |
| 02/03/2019  Order drop of 37% | No change in traffic | Conversion rate reduced by 42%.  C2P reduced by half. | This because delivery charges increased significantly from 28 to 56. |
| 09/03/2019  Order hike of 102% | No change in traffic | C2P increased by half. | Delivery charges reduced by half. |
| 19/03/2019  Order drop of 45% | No change in traffic | P2O reduced by half | The success rate of payment went down from 91% to 65% this could be due to UPI app problems or Bank problems. |
| 26/03/2019  Order hike of 77% | No change in traffic | P2O increases by half | P2O doubled this is because same day last week there were problems with banks and UPI apps. |
| 04/04/2019  Order drop of 52% | No change in traffic | M2C reduced by half | Average discount was lesser at 10% |
| 11/04/2019  Order hike of 92% | No change in traffic | M2C increased by half | Due to increase in average discount |
| 18/04/2019  Order hike of 73% | No change in traffic | M2C increased by 30% | Average discount was at 30% compared to 18% last week. Lower average cost for two. |
| 25/04/2001  Order drop of 38% | No change in traffic | M2C decreased by 30% | Average discount went back down to 17% |
| 20/06/2019  Order drop of 54% | All 4 sources traffic went down significantly | Conversion rate is the same | This could be due to internet problems like internet being down/no electricity in some areas. |
| 16/07/2019  Order drop of 63% | No change in traffic | L2M reduced by 15%. | Average cost of 2 was very high at Rs 458 |
| 23/07/2019  Order hike 135% | No change in traffic | L2M increased by 14% | Average cost for 2 reduced compared to same day last week |
| 11/08/2019  Order drop of 54% | No change in traffic | C2P dropped by almost 40% | Average packing charge increased to 29 |
| 14/09/2019  Order drop of 53% | No change in traffic | M2C reduced by half | Number of Out of stock items was 64. Double that of last week. |
| 09/10/2019  Order hike of 21% | No change in traffic | C2P increased by 7% | Average cost for two reduced |
| 17/11/2019  Order hike of 57% | No change in traffic | M2C reduced by more than half | Due to Huge number of out of stock items which was the largest amount this year at 112 out of stock items. |

INSIGHTS

According to this graph L2M is the least fluctuating and M2C, C2P, P2O all fluctuate almost the same and more than L2M.

Order change wrt same day last week had highest hike on 11/08/2019 and 24/11/2019 and dropped the most on 29/01/2019

Traffic fluctuation was the highest for facebook compared to the other sources. November saw the highest increase of traffic fluctuations compared to same day last week.

The overall conversion fluctuated the most on 23/07/2019 and 24/11/2019.