

# **Freshco Hypermarket**

## **Data Analysis Report**

### **1.Order Level Analysis:**

Freshco Hypermarket is located in HSR layout and that the majority of orders (4085 orders) are made in the afternoon slot may be the reason why HSR layout receives the most orders (15657 orders).

The average delivery fee was 10.72% of the product amount in January, when it was at its peak. However, as the months passed, the delivery fee dramatically dropped, and by September, it was only 2.08% of the product amount. When it comes to the slots, the late-night slot (12.26%) has the highest delivery charge, while the afternoon slot (5.09%) has the lowest. This could be attributed to the availability of delivery agents during that time; fewer agents may be accessible at night, which would explain the higher delivery charge.

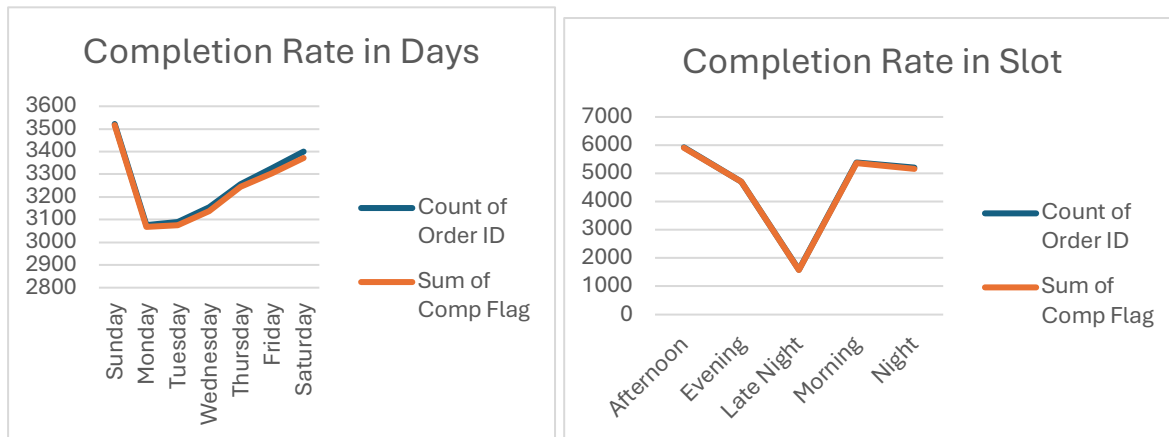
The HSR Layout Area saw the largest growth in monthly orders from January to September, with 1534 more orders in September compared to January's figure. The greatest significant decline in orders was observed in Bommanahalli-MicoLayout, where there was a 40 percent drop from January.

According to the statistics, August had the largest average discount rates (20.82%), while February had the lowest (0.65%). On average, discounts are biggest at night (6.82%) and lowest at late hours (3.73%).The largest proportion of discounts seen was 43.23% in Bellandur, Sakara, but Harlur has the highest average discount rate (9.70%).

### **2.Completion Rate Analysis:**

Sundays have the highest completion rate (99.86%), while Saturdays have the lowest completion rate (99.24%). Orders placed in the afternoon have the highest success rate (99.75%), while orders placed at night have the lowest (99.29%).The majority of the areas have high completion rates, with the exception of Whitefield and Cox Town, which have 0% delivery rate, and Marathahalli, which has 66.67% and Bellandur ETV, which has 50%. These areas may have lower completion rates because

they are farther from the physical store and receive fewer orders than the other areas.

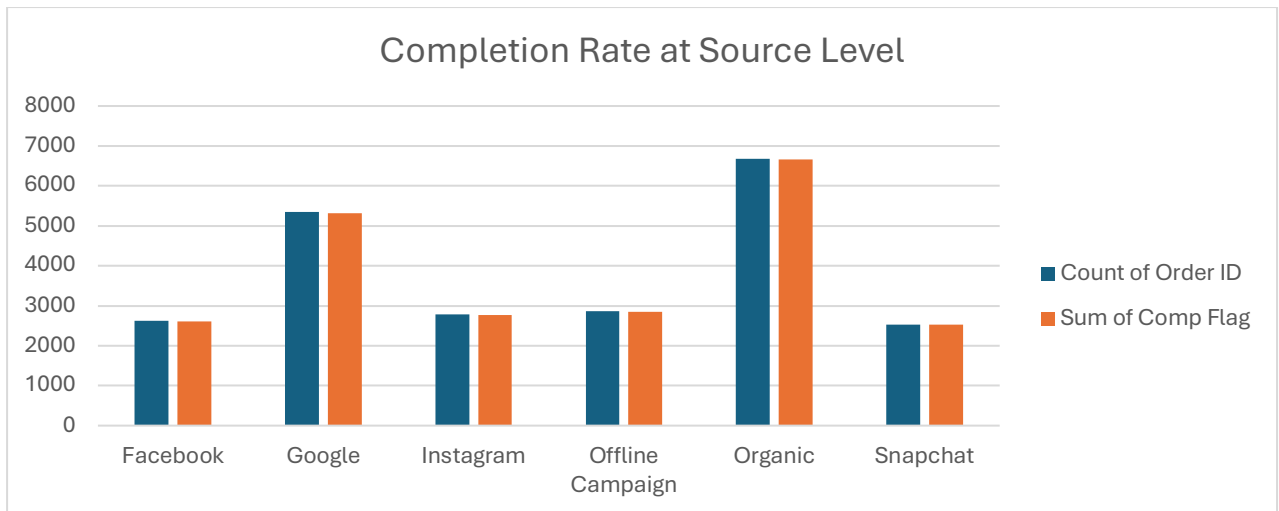


We can observe that the completion rate rises with the number of products in the order; orders with just one product have the lowest completion rate of the group, at 99.27%, while orders with a range of 17 to 25 products all have 100% completion rate.

### 3.Customer Level Analysis:

Customers obtained through offline campaigning have the lowest completion rate (99.44%), while customers acquired through organic means have the highest (99.63%). Similarly, customers acquired through organic means have the highest aggravated LTV (24,23,055), while customers acquired through Instagram have the lowest (9,71,935). The maximum lifetime value (LTV) of new customers is 33,72,652 in January. However, as the months pass, we see a consistent fall in LTV, with the lowest aggregate LTV of 2,81,290 in September. The following drop in the delivery fee throughout the course of the months may also be to blame for this.

The average revenue reaches its peak in the acquisition month of January, when it is 31,58,966.67. After that, it starts to fall, reaching its lowest point in September, when it is 2,77,993.69. This shows us that the customers who were gained earlier generate significantly more revenue than those who are acquired in the later months. This might be attributed to the customers' commitment to the service platform and the income they have amassed over the course of several months. Customers obtained by organic platform yield the greatest average revenue of 22,87,412.13, while customers recruited through Instagram yield the lowest revenue of 9,11,352.74.



#### 4.Delivery Analysis:

The average delivery time is highest in the month of May at 00:44:34 and lowest in the month of February at 00:19:23. Brookfield Area has the highest average delivery time at 01:31:14, while Bellandur ETV has the lowest average delivery time at 00:21:19. Generally speaking, weekday deliveries take an average of somewhat less time than weekend deliveries. The late-night slots have the lowest average delivery time of 00:17:29 when it comes to slot levels; this might be because there is comparatively less traffic during those hours than in the afternoon slot, which has the greatest average delivery time of 00:25:47.

Due to the late working hours and availability of delivery agents, the late-night delivery slot has the highest average delivery price of 32.29. The Brookfield region has the highest delivery fee (332), which may be related to the late hour and greater distance from the business.