Report on

Hypermarket

And Delivery Services

SkilloVilla’s

Capstone

Table of Contents

[**Introduction:** 1](#_Toc162825403)

[**Methodology:** 2](#_Toc162825404)

[**Data View:** 2](#_Toc162825405)

[**Summary Interface** 3](#_Toc162825406)

[**Recommendations:** 3](#_Toc162825407)

# **Introduction:**

At Hypermarket in HSR, Bangalore, we pride ourselves on being a go-to destination for a diverse range of customers. To better serve our valued patrons and adapt to their changing needs, we introduced home delivery services back in 2021.

Our goal is to ensure a smooth and convenient shopping experience for all. To achieve this, we're conducting an analysis to delve into customer ordering patterns, understand how delivery charges and discounts influence their behaviour, and identify areas where demand is steadily growing.

By gaining insights into these aspects, we aim to make informed decisions regarding resource allocation, pricing strategies, and targeted marketing efforts. Ultimately, our aim is to enhance customer satisfaction and continue providing top-notch service to the community.

Your feedback and suggestions are always welcomed as we strive to improve and tailor our services to meet your needs effectively.

# **Methodology:**

I had a unformatted and uncleaned data set in an excel file where i had to do few things to analysis data in order to make informed decisions regarding resource allocation, pricing strategies, and targeted marketing efforts.

Steps are as followed:

* First, I had to make a new copy of a “Raw” sheet so that I can perform the operations on new sheet.
* After that I cleaned the sheet and formatted it so that it will be more readable and clearer for avoiding the errors.
* There were some values are missing so I had to fill the missing value by the help of **Mean, Median and Mode**.
* After the values are filled and sheet is formatted in readable manner, I had to extract the data that is combined in single cell by the help of different-different formulas.

Example as followed:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Order Timestamp** | Date of order | month | slots | Time |
| 2021-09-30 T23:02:14.984 | 2021-09-30 | September | Night | 11:02 PM |
| 2021-09-30 T22:55:37.716 | 2021-09-30 | September | Night | 10:55 PM |
| 2021-09-30 T21:07:43.491 | 2021-09-30 | September | Evening | 09:07 PM |
| 2021-09-30 T17:57:29.239 | 2021-09-30 | September | Afternoon | 05:57 PM |
| 2021-09-30 T16:23:36.923 | 2021-09-30 | September | Afternoon | 04:23 PM |
| 2021-09-30 T12:31:41.579 | 2021-09-30 | September | Morning | 12:31 PM |

Here you can see in column “Order Timestamp” Date and time is combined so I had to extract the date and time and with that managed to extract the other things like months and slots for perform further operations or calculations as per the given instructions.

* After all these things I made new sheets for different analysis performed the calculations and answering the questions.

# **Data View:**

After all these calculations I made data view by pivot table, pivot chart and charts

Some of data views are:

# **Summary Interface**

* **Order Level Analysis:** The distribution of orders across different time slots and delivery areas helps in understanding peak demand periods and popular delivery locations. Identifying areas with the highest increase in monthly orders allows for targeted marketing and resource allocation. Calculating delivery charges and discounts as a percentage of product amount provides insights into pricing strategies and customer behaviour.
* **Completion Rate Analysis:** Analysing completion rates at different time slots and days of the week can reveal patterns in customer behaviour and delivery efficiency. Understanding completion rates at the drop area and based on the number of products ordered helps in optimizing delivery operations and customer satisfaction.
* **Customer Level Analysis:** Completion rates at the source level and calculating LTV for every customer provide insights into customer acquisition channels and long-term customer value. Aggregated LTV at different levels allows for strategic decision-making regarding marketing investments and customer retention efforts. Analysing average revenue per order by customer acquisition source and acquisition month aids in understanding revenue generation patterns.
* **Delivery Analysis:** Average overall delivery time at different levels helps in assessing delivery efficiency and identifying areas for improvement. Analysing delivery charges and patterns in delivery time across different slots and areas enables optimization of delivery operations and resource allocation.

# **Recommendations:**

1. **Customer Loyalty Programs**: Implement a loyalty program where customers can earn points for every purchase, which can be redeemed for discounts on delivery charges or free deliveries after reaching a certain threshold.
2. **Promotional Bundles**: Create attractive bundles of products that are frequently purchased together and offer them at a discounted price, especially for online orders. Highlight the savings customers can get by opting for these bundles.
3. **Partnerships and Collaborations**: Collaborate with local businesses or popular brands to offer joint promotions. For example, offer free delivery for orders placed at partnering restaurants or cafes within the hypermarket's delivery radius.
4. **Customer Feedback and Reviews**: Encourage satisfied customers to leave positive reviews and ratings on your website or social media pages. Positive feedback can help build trust and attract new customers who are considering using your delivery services.
5. **Incentivize Referrals**: Launch a referral program where existing customers can earn rewards or discounts on delivery charges for referring friends or family members who make a purchase.
6. **Transparent Pricing and Communication**: Clearly communicate your delivery charges upfront and be transparent about any additional fees or surcharges. Avoid hidden costs to build trust with customers and encourage repeat business.

