# Freshco Hypermarket Capstone

Order Level Analysis

Order-level analysis provides insights into order trends across time slots and areas, enabling identification of patterns and improvement opportunities based on data from **01-01-2021 to 30-09-2021**.

Key Observations:

1. The **afternoon slot** records the maximum number of orders, driven by high activity among working professionals.

2. **HSR Layout** leads in order volume due to the high number of pickup points.

3. Delivery charges are highest for **late-night orders**, while **discounts** peak during **August** (festive season).
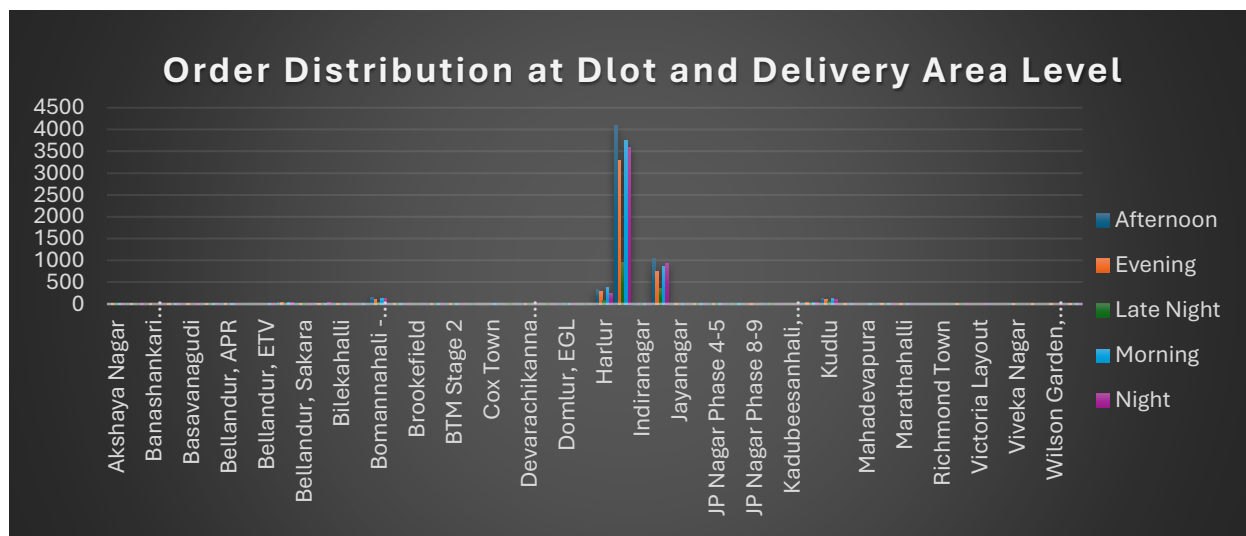
Analysis Highlights:

- **Slot & Area-Level Distribution:**

  - Top areas by monthly order growth: **HSR Layout (15,657 orders)**, followed by **ITI Layout, Harlur, Bommanahalli-Mico Layout, and Kudlu**.

○ Late-night slots consistently attract higher delivery charges, peaking at **17% in February**.
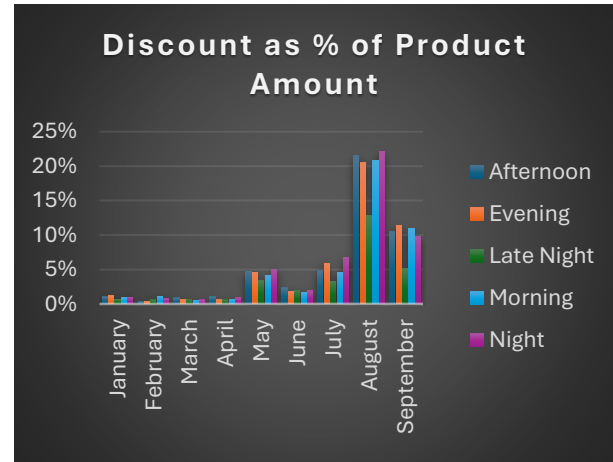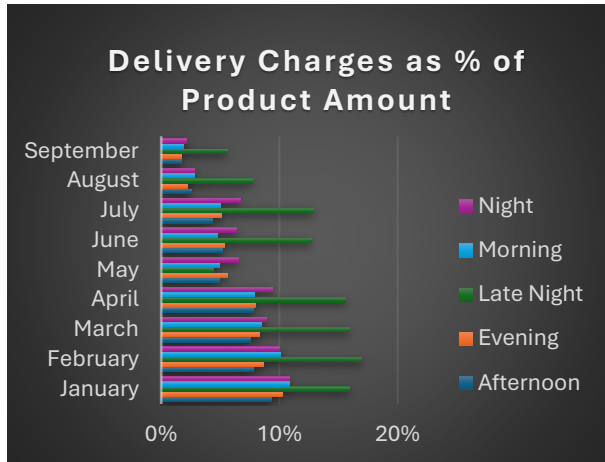
- **Discount Trends:**

    ○ Maximum discounts: August (>20%).

    ○ Minimal discounts: January–April (1%).

    ○ High discounts (>5%) in some areas may affect revenue; careful strategizing is needed.

Recommendations for Improving Orders:

1. Adopt **targeted marketing campaigns** (email, social media, and SEO).

2. Optimize delivery for late-night slots to reduce charges and attract more orders.

3. Introduce **referral programs** and **special offers** to enhance customer retention.

Completion Rate Analysis

Completion rate analysis identifies factors influencing successful or failed orders based on the same dataset.

Key Observations:

1. Completion rates are **highest on Sundays** (evening) and **Wednesday late-night** slots.

2. Areas like **Cox Town and Whitefield** report **0% completion rates**, indicating significant operational issues.

3. Orders with more than **21 products** achieve **100% completion rates**, showcasing efficiency for bulk orders.
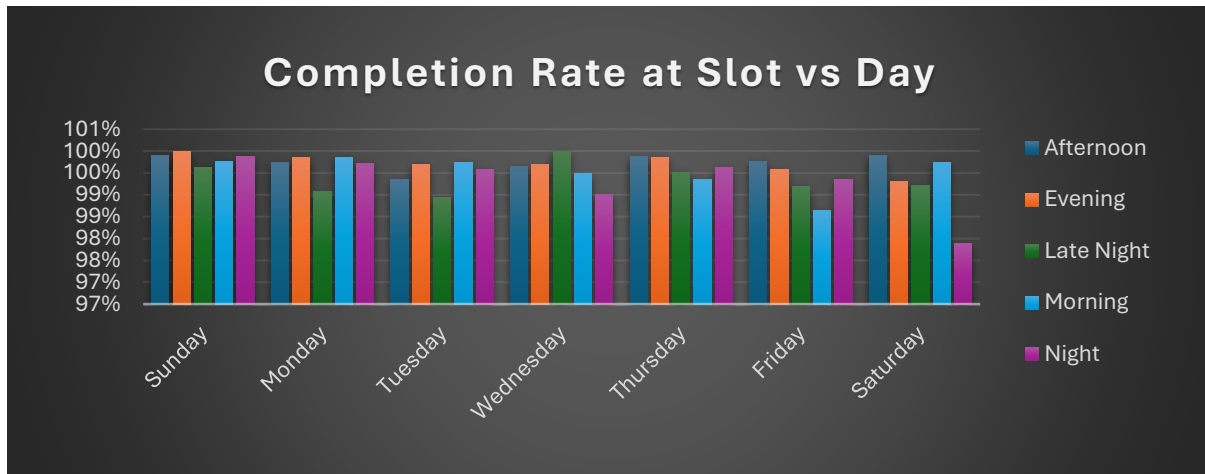
Analysis Highlights:

- **Slot & Day-Level Completion Patterns:**

  o **Average completion rate**: 99.55%.

  o **Devarachikkanahalli** achieved 100% completion in September.

- **Area-Level Completion Patterns:**

  o Poor performance in **Cox Town and Whitefield** due to operational inefficiencies.

  o **Bellandur ETV** shows a low completion rate (50%).
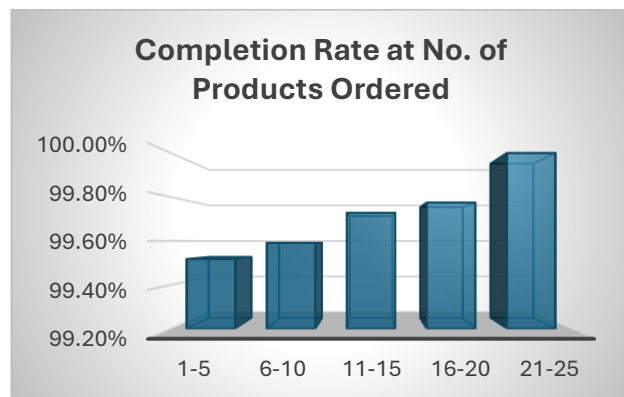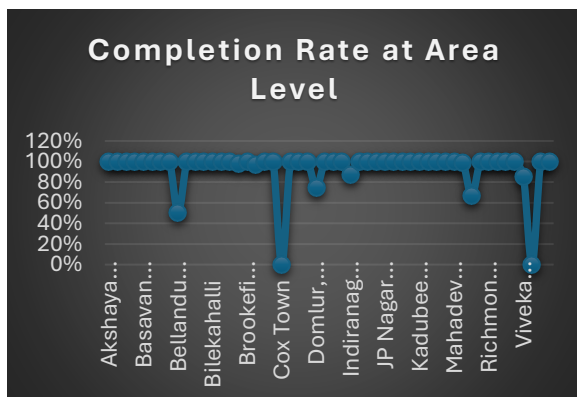
Recommendations for Improving Completion Rates:

1. Address operational challenges in low-performing areas using **route optimization** and better personnel training.

2. Enhance transparency and communication through **real-time tracking** and **proactive updates**.

3. Focus on improving offline campaigns to boost completion rates.

Customer Level Analysis

Customer-level analysis evaluates revenue generation and trends in customer acquisitions across platforms.

Key Observations:

1. **Organic traffic** accounts for the highest customer acquisitions and revenue.

2. **Instagram** and **offline campaigns** show low completion rates due to trial-based behaviors.

3. **January** had the highest acquisitions and **LTV**, while September had the lowest.
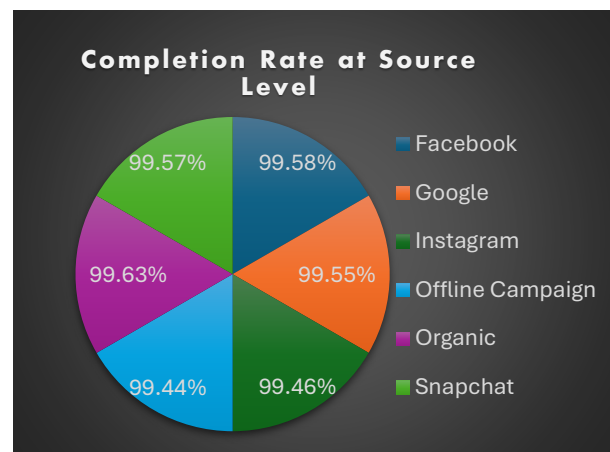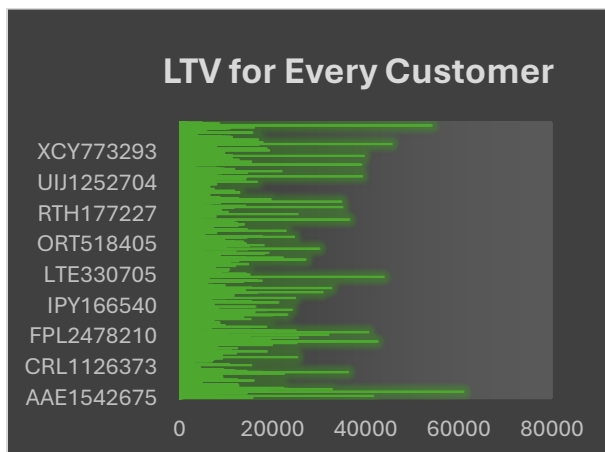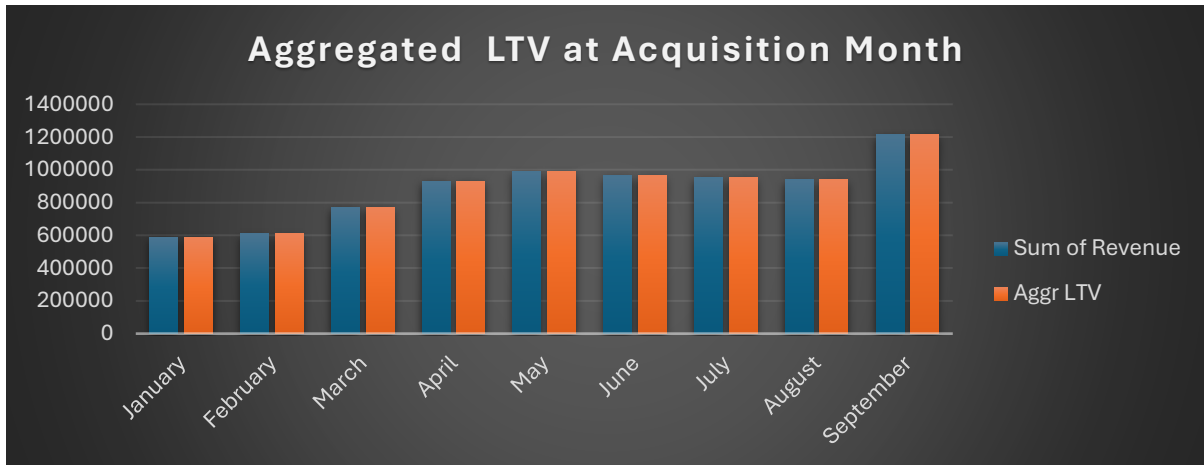

Analysis Highlights:

- **LTV Trends:**

    o High LTV customers: User IDs **GIA238253 (5065)** and **KNA1340278 (4072.375)**.

    o **Snapchat** has the highest aggregate LTV, while Instagram ranks lowest.

- **Revenue Patterns:**
  - Average revenue per order is highest for **organic sources** and **January** acquisitions.

Aggregated LTV at Acquisition Month

Recommendations for Enhancing Customer Experience:

1. Invest in **user-friendly platforms** with clear product information and pricing.

2. Offer **cashbacks, loyalty programs, and surprise vouchers** to retain high-value customers.

3. Improve targeting strategies for **Instagram and offline campaigns** to reduce cancellations.


Delivery Level Analysis

Introduction:
Delivery-level analysis evaluates delivery times, charges, and regional efficiencies.

Key Observations:

1. Orders in **February** are delivered fastest, while **May** experiences delays due to seasonal traffic and demand.

2. Areas like **Brookfield** and **Mahadevapura** show the highest delivery delays due to route and supply chain challenges.

3. Delivery charges peak in **Brookfield, CV Raman Nagar, and Frazer Town**, especially during late-night slots.

Delivery Time at Month & Area

Delivery Time at Month & Weekday/Weekend
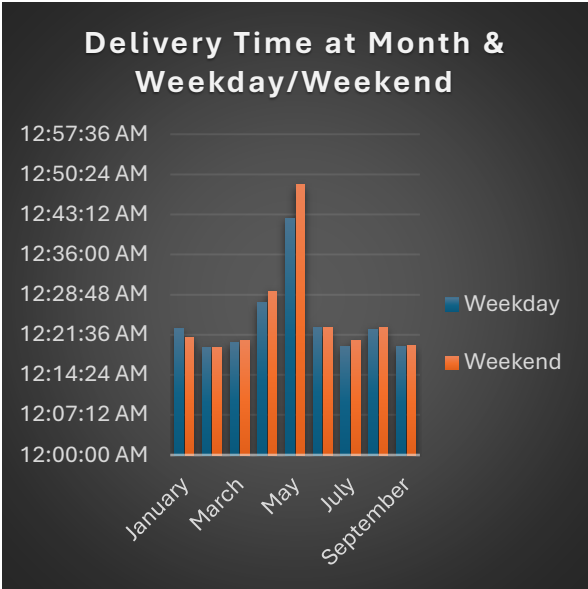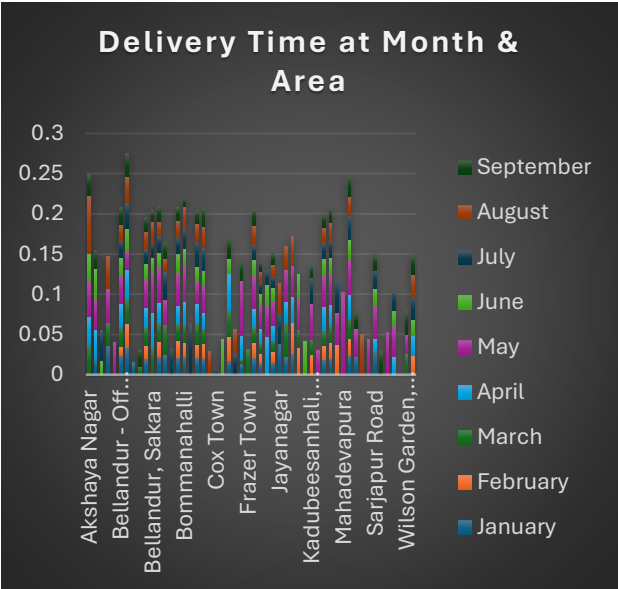
Analysis Highlights:

- **Time Patterns:**

    - Late-night orders are delivered quickest due to low traffic.

    - Afternoon deliveries are slowest due to peak customer demand.

- **Charge Patterns:**

    - **HSR Layout** incurs the highest average delivery charges due to high order density.

    - Areas like **Bellandur ETV** report zero charges, indicating promotional strategies.

Delivery Charges with Slot or Area
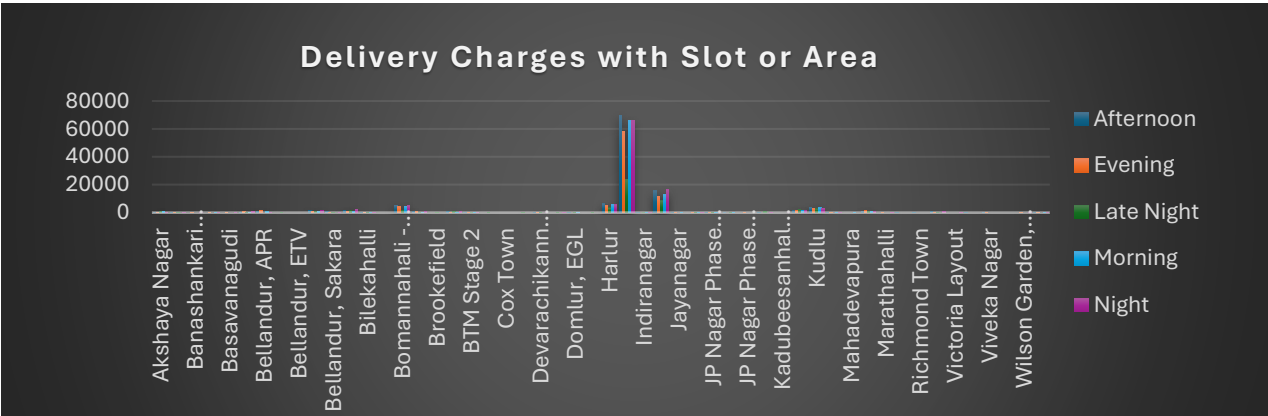
Recommendations for Optimizing Delivery:

1. Implement **advanced route optimization tools** to reduce delays.

2. Train delivery personnel to handle high-demand periods efficiently.

3. Expand partnerships with reliable logistics providers for seamless operations.

General Strategies to Drive Growth

1. Leverage **technology and data analytics** for operational efficiency and customer insights.

2. Enhance **engagement** through social media collaborations and attractive loyalty programs.

3. Focus on **educational content, transparent policies, and responsive support** to build trust.

4. Optimize discounts and delivery charges to balance customer satisfaction with profitability.

This comprehensive analysis provides actionable strategies to improve operational efficiency, customer satisfaction, and revenue growth.

Thank You!!

Payal Rajgire