

The background features a solid purple vertical bar on the left. The rest of the background is light gray with faint, large-scale geometric patterns. In the top right corner, there is a decorative element consisting of a grid of small gray dots, with some dots missing to form a triangular shape.

# **FRESHCO** **HYPERMARKET** **CAPSTONE PROJECT**

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# INTRODUCTION TO FRESHCO HYPERMARKET ANALYSIS

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## Objective:

To analyze order, customer, and delivery data, uncover patterns, and suggest strategies to improve efficiency and customer satisfaction.

## Scope:

1. Order trends by time slots and areas.
2. Completion rates and delivery performance.
3. Customer acquisition, revenue, and satisfaction.

## Dataset:

Covers orders, deliveries, and customer data from 01-01-2021 to 30-09-2021.



## KEY AREAS COVERED

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- Order Analysis
- Completion Rates
- Customer Insights
- Delivery Efficiency

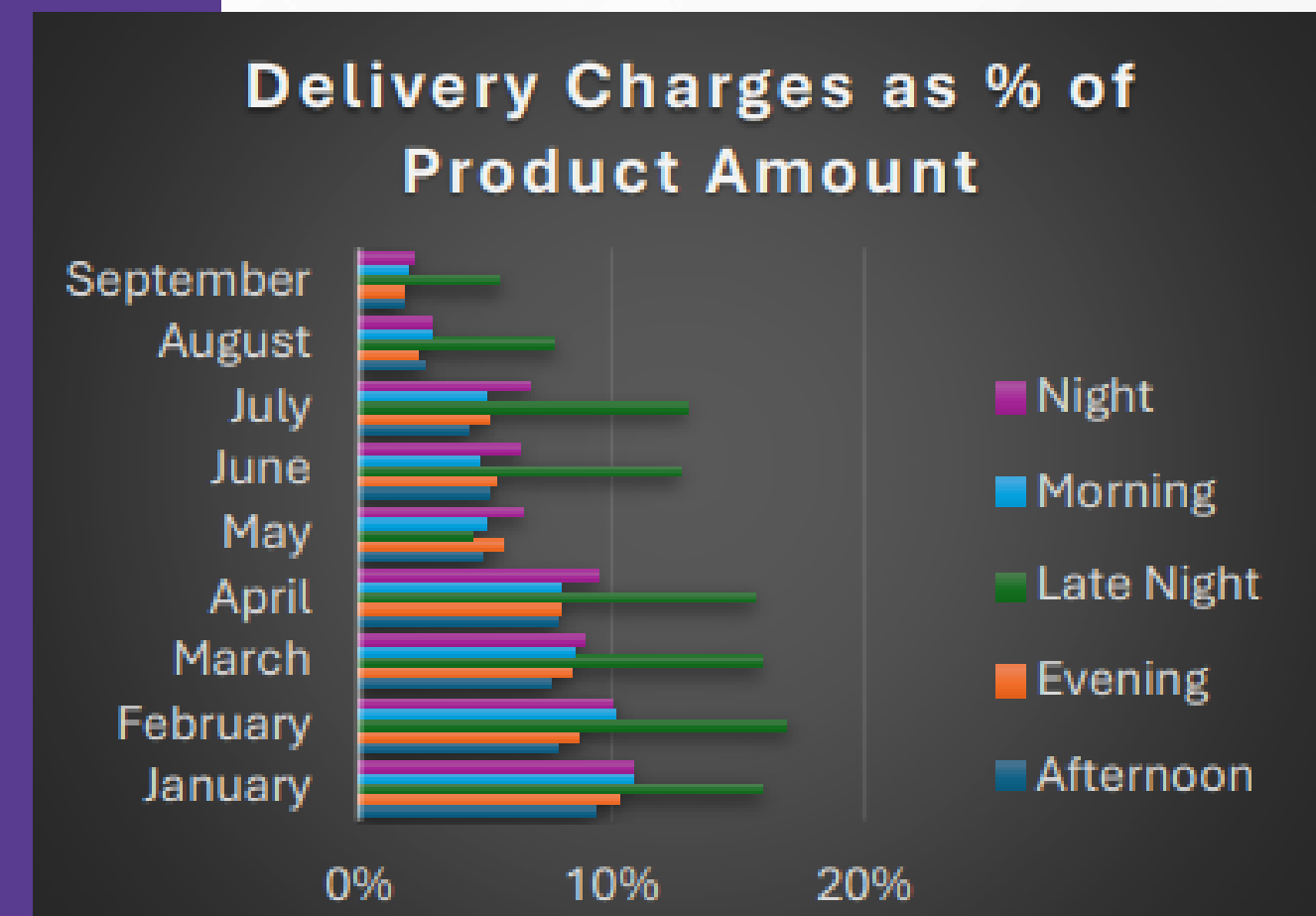
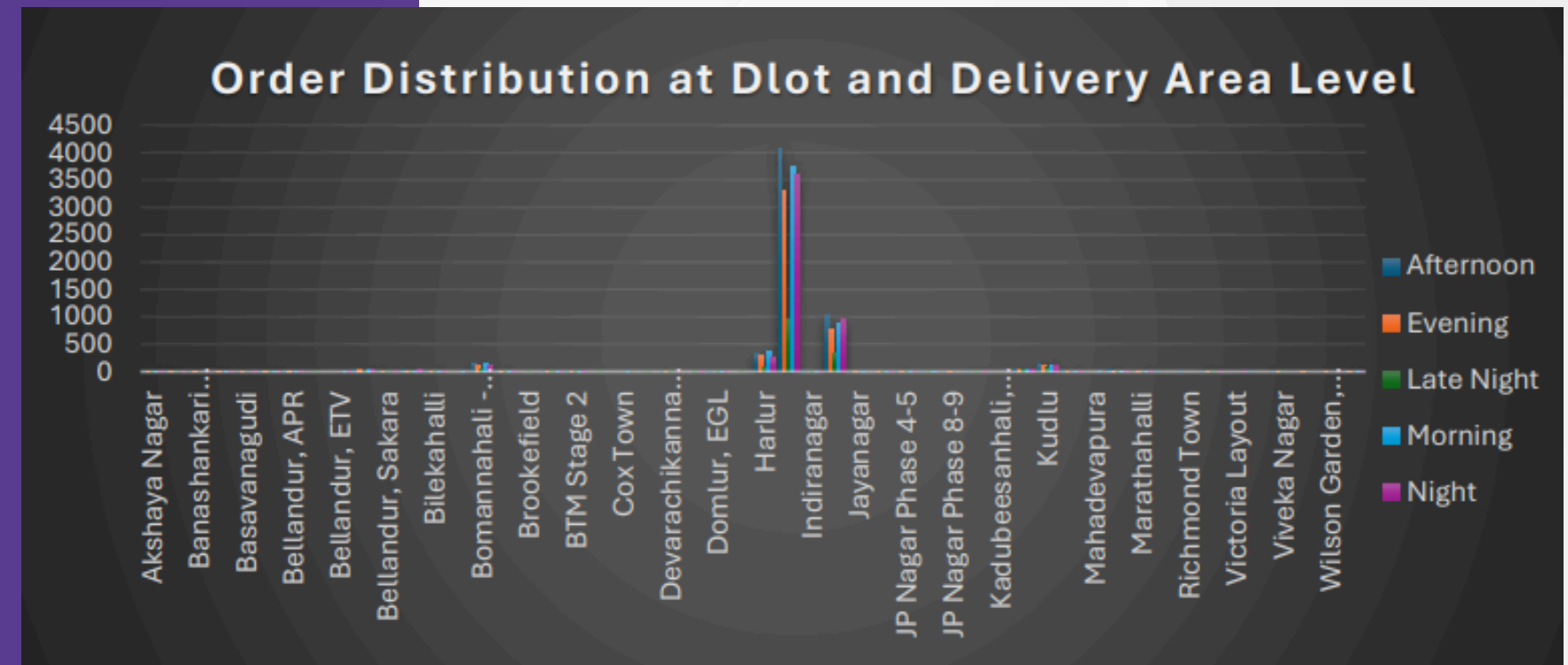
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**HYPERMARKET**



# ORDER LEVEL ANALYSIS

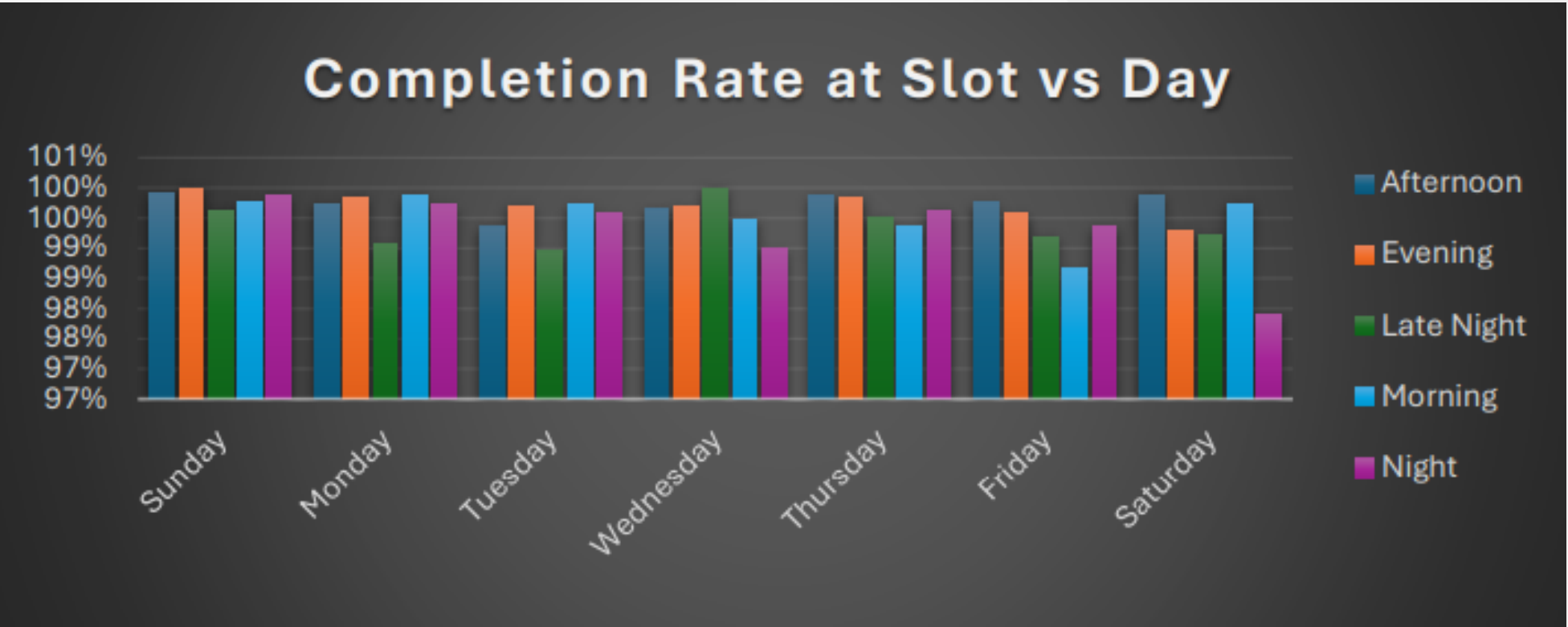
- **Maximum orders:** Afternoon slot (working professionals).
- **Top areas by orders:** HSR Layout, ITI Layout, Harlur.
- **Delivery charges:** Highest for late-night orders (up to 17% in February).
- **Discounts:** August saw the highest discounts (>20%) due to the festive season.



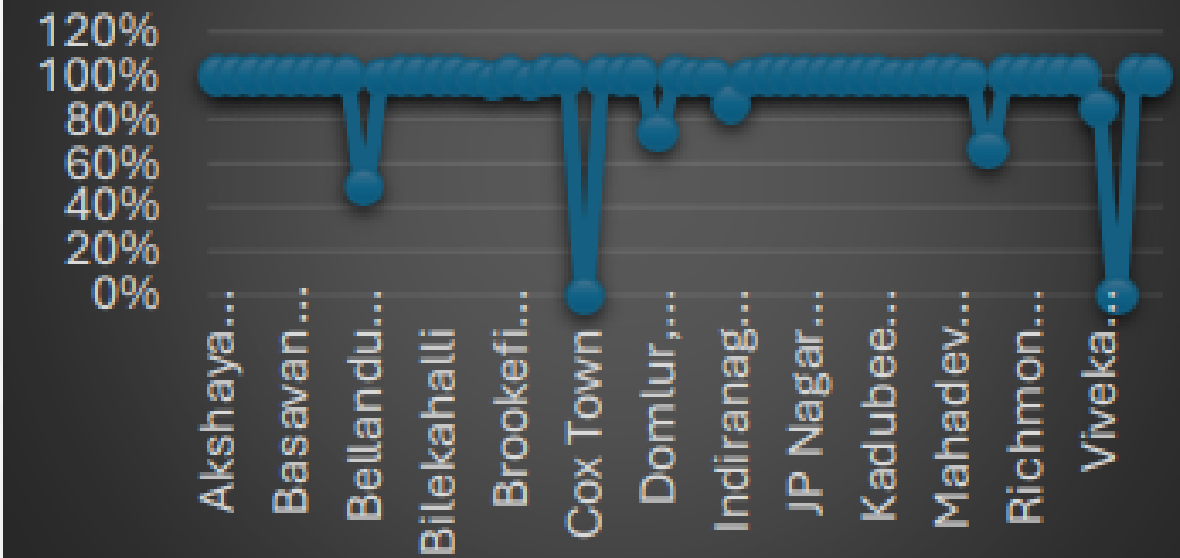
# COMPLETION RATE ANALYSIS

## Highest Completion Rates:

- Sunday evenings and Wednesday late-night slots (100%).
- Orders with >21 products (100% completion rate).



## Completion Rate at Area Level



## Lowest Completion Rates:

- Areas: Cox Town and Whitefield (0% completion rate).
- Weekends take longer for deliveries compared to weekdays.



# CUSTOMER LEVEL ANALYSIS

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## 1. Customer Acquisitions:

- Highest: Organic channels (consistent conversions and revenue).
- Lowest: Instagram and offline campaigns (due to trial behavior).

## 2. Revenue and LTV:

- Highest LTV: Snapchat acquisitions.
- Monthly Peak: January (highest acquisitions and revenue).

## 3. Cancellation Patterns:

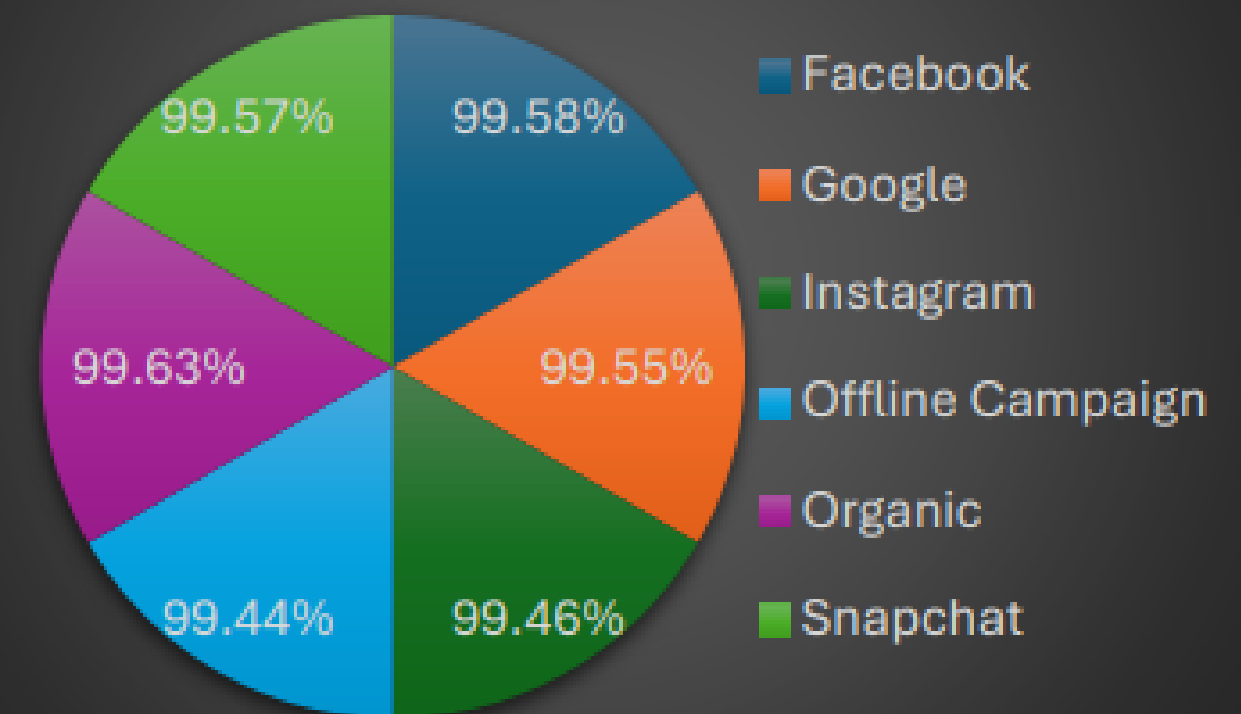
- Instagram and offline campaigns face higher cancellations.



## LTV for Every Customer

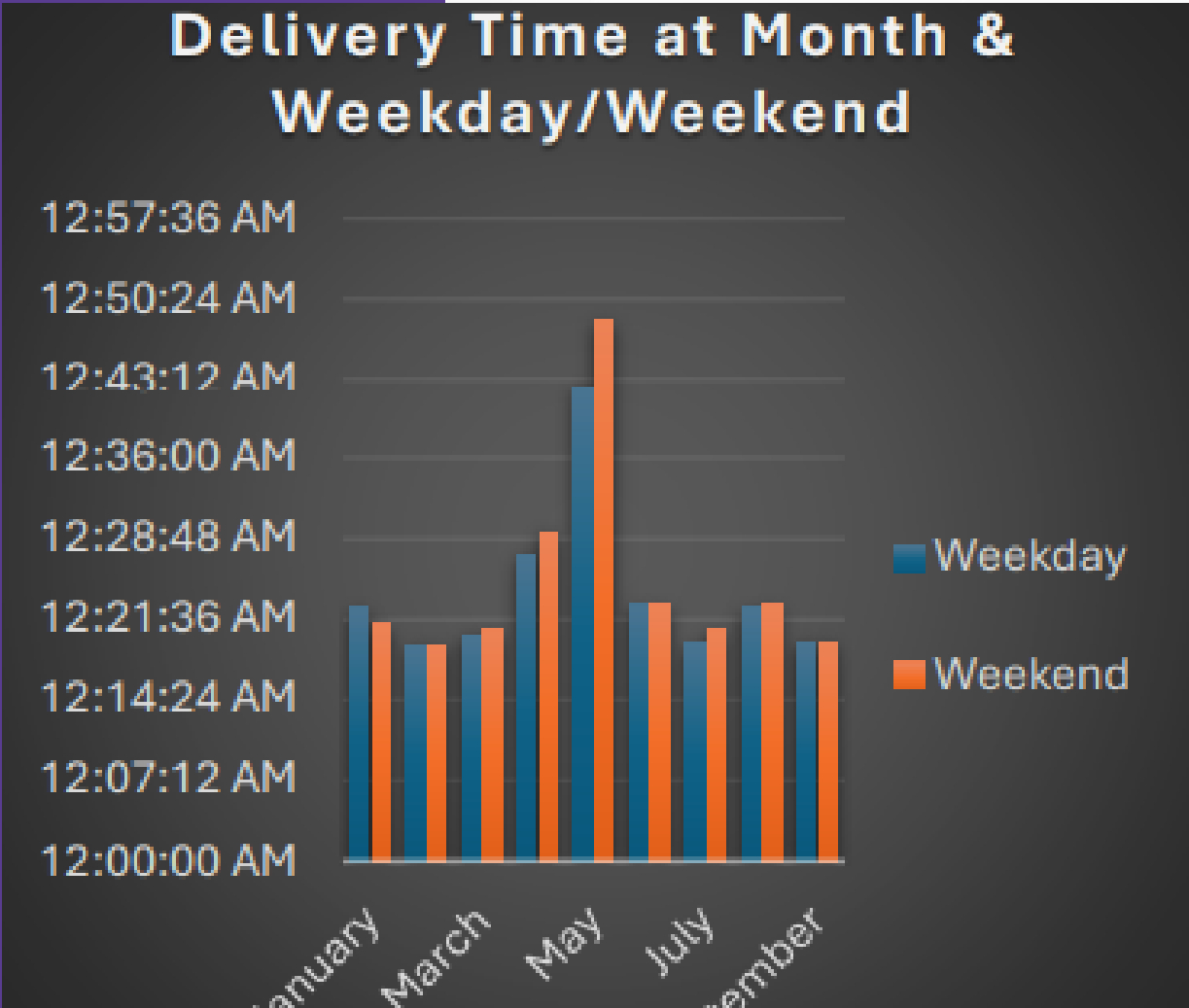
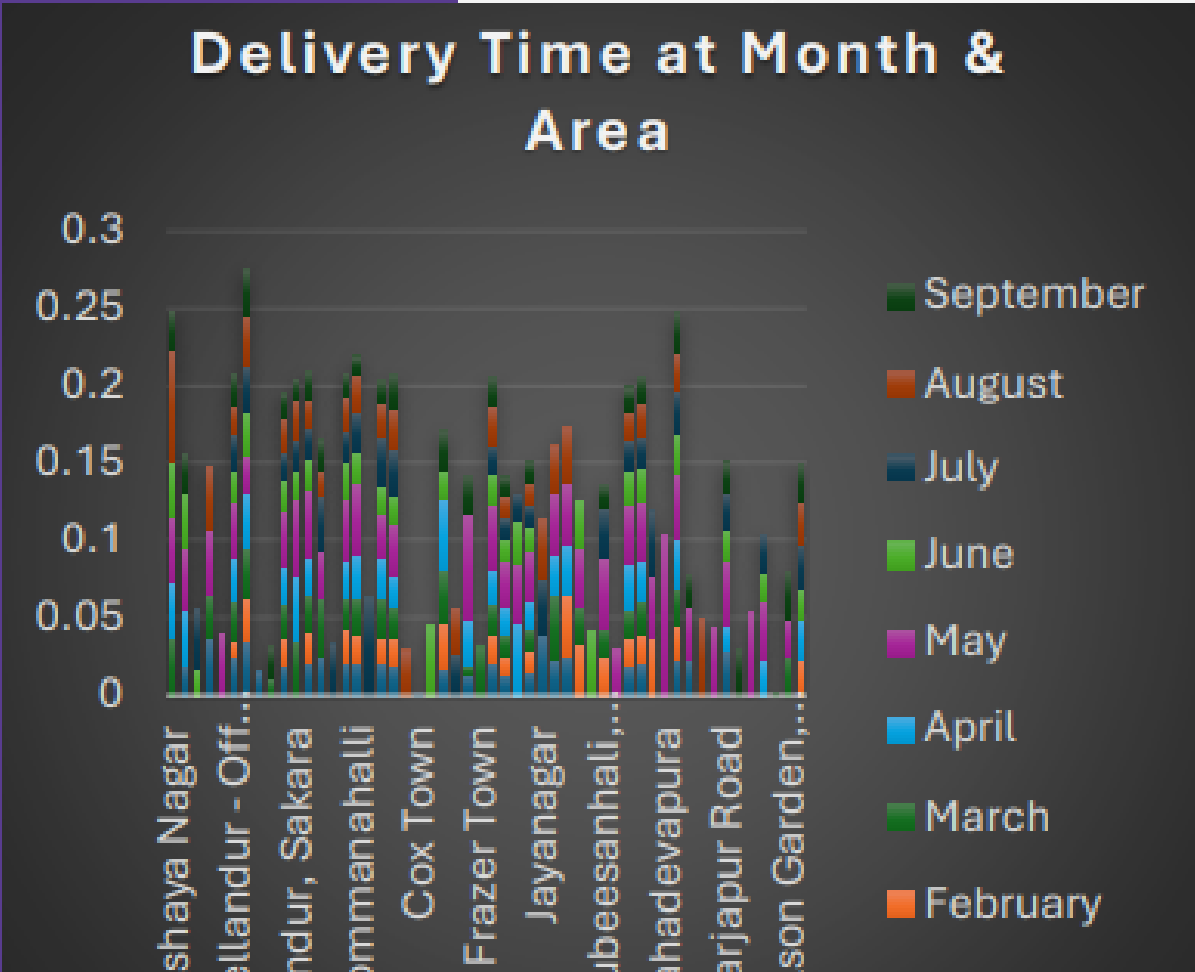


## Completion Rate at Source Level





# DELIVERY LEVEL ANALYSIS



- Delivery Time Trends:**
  - Quickest: February (low traffic and demand).
  - Slowest: May (seasonal traffic and heavy demand).
- Delivery Charges:**
  - High: Brookfield, CV Raman Nagar, Frazer Town (all late-night orders).
  - Low: ITI Layout.
- Patterns by Slot:**
  - Late-night orders delivered fastest due to low traffic.
  - Afternoon orders delayed due to peak traffic and demand.

# CHALLENGES AND RECOMMENDATIONS

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## Challenges:

- High delivery charges in late-night slots.
- Low completion rates in Cox Town and Whitefield.
- Operational delays in Brookfield and Mahadevapura.



## Recommendations:

- Optimize Delivery Routes: Use AI and route optimization tools.
- Enhance Campaigns: Focus on Instagram and offline channels to improve completion rates.
- Boost Customer Engagement: Introduce loyalty programs, clear tracking, and proactive updates.



# KEY TAKEAWAYS AND FUTURE ACTIONS



## VIEWS

- Afternoon slots and HSR Layout dominate in order volume.
- Organic sources generate the highest revenue and LTV.
- Delivery inefficiencies in certain areas need immediate attention.



## GROWTH

- Reduce delivery charges and delays in key areas.
- Strengthen Instagram and offline campaigns to reduce cancellations.
- Implement customer-centric policies for better satisfaction.



# THANK YOU



Payal Rajgire