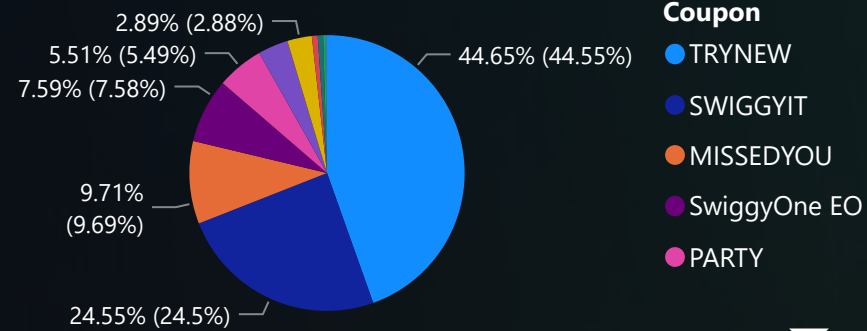
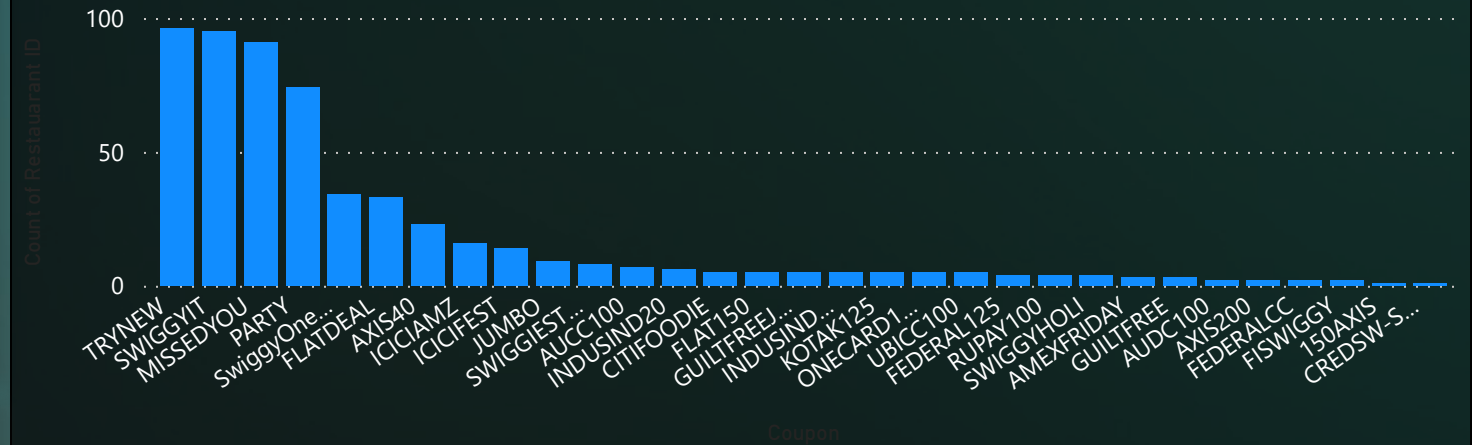


RESTAURANT ANALYSIS

%GT Sum of Discount Spend by Coupon



Count of Restaurant ID by Coupon



Count of Discount Spend by Restaurant ID



March

Restaurant 4780 has the highest total revenue

January

- In January with an average order value of Rs. 475, the "SwiggyOne EO" coupon produced a total of 656 orders and Rs. 312,104 in income. The fact that this offer generated 227 orders from new users shows that it was successful in luring new users to the platform.
- "TRYNEW" coupon only led to 1,038 orders and a total income of Rs. 221,447, with an average purchase value of Rs. 213. Additionally, this coupon only generated 310 orders from new users, showing that it had less success luring in new clients.
- The "SwiggyOne EO" coupon appears to have done the best based on these parameters, while the "TRYNEW" coupon appears to have underperformed.