Scope

A quick running total SQL Query will yield the fact that about xyz% of vendors pull in xyz% of revenue.

Tab 1 – Overall

* Descriptive analytics of “how many vendors” –
  + By Region / Location
  + By Vertical
    - Revenue (?)
    - Cuisine
  + By Revenue (?)
  + By sessions (sub-sessions by Menu) – by CTR and CVR
  + Successful Orders
    - By Vertical
    - By region
    - By Session (CVR) by vertical by region
* Country Comparison Tab for vendor chains
  + Top N Biggest vendors in terms of successful orders by vertical
  + Country consumption statistics in terms of vendor profiles
    - Items type – most common grocery item etc.
* How many vendors in total over the last 30 days + placeholder for rolling trend if possible
* How many order in total over the last 30 days + placeholder for rolling trend if possible
* GMV\_eur trend over last 30 days if possible (daily measure plotted)
  + How can gmv be negative ???
  + How many vendors in gmv\_intervals
  + How many are doing better than avg\_gmv for the last 30 days
  + How many are doing worse than avg\_gmv for last 30 days
  + Average Order Value by intervals
* # sessions in last 30 days - (+ breakdown in resulting in successful orders)
* How many successful orders over the past 30 days
  + Cumulative orders / successful orders over the past year – how many vendors were responsible for how many orders?
* # Failures/Fail rate - have to think about this one
  + Net Failures (%) by intervals?
  + Net failure rate (%) by vendor by class interval
* Search impressions not tracked – focus only on VL

Tab 2 – Details

* How many vendors had more than/equal to <> orders in the last <> days?
* How many vendors contributed <>% total gmv of last <> days?
* How many vendors gained atleast <>% in orders?
* How many vendors lost <>% in orders?

One slide to show Phase 2