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.