**Insight and Observations:**

**Order level analysis:**

**1) Identify order distribution at slot and delivery area level?**

1. In order ID vs Slot and drop area we observed that in late night slot order are very less which is only 1589, so in this slot we have to focus to acquire more customers.
2. In evening slot total order count is 4712 which is the second lowest after late night slot so we also focused on evening slot also.
3. In every slot HSR layout have more orders so we also can conclude it in HSR layout customers have more purchasing power so we also focus on HSR layout customers.

**2) Identify the areas having highest increase in monthly orders (from Jan to Sep) in absolute orders?**

1. In this we observed that there are certain area like Bellandur, Green Glen, Harlur, HSR Layout ITI Layout in which order having highest increase from January to September.
2. In this area having highest increase in monthly orders is HSR layout
3. Bellandur, APR Bellandur, ETVChallagatta, Cox Town, CV Raman Nagar, Devarachikanna Halli, Doddanekundi, Domlur, EGL, Jayanagar, JP Nagar Phase 1-3, JP Nagar Phase 4-5, JP Nagar Phase 6-7, Yemalur this are the having lowest increase in monthly orders

**3) Calculate delivery charges as a percentage of product amount at slot and month level?**

1. In delivery charges as a percentage of product amount at slot and month level we observed that delivery charges are going to reducing from January to September at every slot.
2. The lowest delivery charge found September month in every slot.
3. **Calculate discount as a percentage of product amount at slot and month level?**
4. In discount as a percentage of product amount at slot and month level we observed that discount is gradually increasing from January to August.
5. The highest discount we observed in august month in every slot.
6. We observed in September month has sudden decrement in discount from august month.

1. **Calculate discount as a percentage of product amount at drop area and slot level?**
2. In discount as a percentage of product amount at drop area and slot level we observed that mostly discount is given at afternoon, late night and night slot customers.
3. The highest discount is given at late night slot is 43%.

**Completion rate analysis:**

1. **Identify Completion rate at slot vs day of the week (Sunday to Saturday) level. Can you spot some pattern in the data?**
2. In completion rate at slot vs day of the week (Sunday to Saturday) level we observed that completion rate at every slot is 99% which is good.
3. In this Saturday at night slot completion rate is 97%, Need more focus in this day slot.
4. **Calculate completion rate at drop area level?**
5. In completion rate at drop area level we observed some areas have low completion rate like Bellandur, ETV 50%, Domlur, EGL 75%, Indiranagar 87.50%, Marathahalli 60%,Viveka Nagar 85.71%.
6. Lowest completion rate found at ETV 50% need more focus in this area.
7. **Completion rate at number of products ordered level?**
8. In completion rate at number of products ordered level completion rate is good.
9. Completion rate and lowest order product is =1 and completion rate = 99.27%.
10. Completion rate and highest order product =25 and completion rate= 100%.
11. **Give you analysis on the any pattern you observe in the completion rate?**
12. In completion rate at slot vs day of the week (Sunday to Saturday) level we observed that completion rate at every slot is 99% which is good.
13. In completion rate at number of products ordered level completion rate is good.

**Customer level analysis:**

1. **Identify Completion rate at source level.**
2. We observed completion rate at source level is good which is 99%.
3. **Calculate LTV for every customer?**
4. In this we observed customer XXV119663 which is highest LTV is 44898
5. **Calculate aggregated LTV at customer acquisition source level. Refer to aggregated LTV example?**
6. We observed that highest customer is acquired from organic which is 33%.
7. Second highest customer is acquired from google which is 32%
8. Lowest customer is acquired from Facebook, Instagram 8%.
9. **Calculate Aggregated LTV at acquisition month level?**
10. We observed that highest aggregate LTV is in a month of march and February which is 14%.
11. Lowest aggregate LTV is observed at May and June month which is 9%.
12. **What is the average Revenue (Product amount after discount) per order at different customer acquisition source level?**
13. We observed highest average revenue at source level coming from Organic marketing which is 2296992.
14. 2nd highest revenue coming from google which is 1941601
15. Lowest average revenue at source level coming from Instagram which is 898821.

1. **What is the average Revenue (Product amount after discount) per order at acquisition month level?**
2. We found from month January to May sudden increment in revenue from 589675 to 990513.
3. From month May to August there are sudden decrement in revenue which is 990513 to 938723.
4. Highest revenue observed in September month which is 1212987.
5. **Is there any pattern in order rating across slots, number of items placed, delivery charges, discount?**
6. We identified in analysis of slot and rating afternoon slot has more rating and Night slot has less rating so in late Night slot there are some delivery issue
7. We observed that Order rating 1 has less order delivered and order rating 5 has more order delivered.
8. We observed order rating 1 has less delivery charge and order rating 5 has more delivery charge, so we can conclude that more orders are placed in order rating 5 and less order placed in order rating 1.
9. We observed order rating 1 has less discount offered and order rating 5 has more discount offered, so may be rating is low because low discount given to customers and rating is high because high discount given to customers.

**Delivery analysis:**

1. **Calculate average overall delivery time at month and delivery area level?**
2. Average overall delivery we observed is 12 hours
3. We observed some areas has less overall delivery time this is because of less order.
4. **Calculate average overall delivery time at month and weekday/weekend level. You might need to create a column which will tag every date to either weekday or weekend?**
5. In weekend and weekday level we analysis that average overall delivery time is 12 Hours.
6. **Calculate average overall delivery time at slot level?**
7. In this we observed that more delivery time required in late night slot.
8. **Do you see any pattern in delivery charges with slot or delivery area?**
9. We observed that HSR layout has more delivery charge, so in HSR layout has more orders by customers.
10. In late night slot overall delivery charge is less so less order orders by customer in late night slot.
11. **Do you see any pattern in delivery time and delivery area?**
12. We observed areas are Sarjapura road, Pattandur, Vimanapura, CV Raman Nagar, Brookefield, Banashankari Stage 2this areas has less delivery time so we can conclude that less order ordered by customers in this areas so we have more focus in this areas.