**A list of dates having any order drop and hike as compared to last same day last week**

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| Order Change with respect to same day last week | (Multiple Items) |

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| **Date** | **Order Change with respect to same day last week** | **Listing change with respect to same day last week** | **L2M change with respect to same day last week** | **M2C change with respect to same day last week** | **C2P change with respect to same day last week** | **P2O change with respect to same day last week** | **Reasons** |
| 1/10/2019 | -45% | -49% | -47% | -47% | -46% | -45% | Drop -49% in listing, -47% in L2M, -47% in M2C, -46% in C2P, -45% in P2O as compare to same day last week |
| 1/17/2019 | 106% | 110% | 106% | 104% | 102% | 106% | Hike 110% in listing,106% in L2M, 104% in M2C, 102% in C2P, 106% in P2O as compare to same day last week |
| 1/21/2019 | 23% | 5% | 7% | 15% | 26% | 23% | Hike 5% in listing , 7% in L2M, 15% in M2C, 26% in C2P, 23% in P2O as compare to same day last week |
| 1/22/2019 | 85% | 77% | 93% | 84% | 80% | 85% | Hike 77% in listing, 93% in L2M, 84% in M2C, 80% in C2P, 85% in P2O as compare to same day last week |
| 1/29/2019 | -72% | -40% | -73% | -71% | -70% | -72% | Drop -40% in listing, -73% in L2M, -71% in M2C, -70% in C2P, -72% in P2O as compare to same day last week |
| 2/5/2019 | 115% | 0% | 123% | 117% | 113% | 115% | Hike 0% in listing, 123% in L2M, 117% in M2C, 113% in C2P, 115% in P2O as compare to same day last week |
| 2/19/2019 | -56% | -4% | -3% | -58% | -58% | -56% | Drop -4% in listing, -3% in L2M, -58% in M2C, -58% in C2P, -56% in P2O as compare to same day last week |
| 2/26/2019 | 120% | 2% | -3% | 138% | 131% | 120% | Hike 2% in listing, 15% in L2M, 19% in M2C, 14% in C2P, 22% in P2O as compare to same day last week |
| 2/28/2019 | 22% | 8% | 15% | 19% | 14% | 22% | Hike 8% in listing, 15% in L2M, 19% in M2C, 14% in C2P, 22% in P2O as compare to same day last week |
| 3/2/2019 | -38% | 8% | 8% | 14% | -42% | -38% | Drop -42% in C2P, -38% in P2O as compare to same day last week |
| 3/9/2019 | 102% | 0% | -1% | -2% | 108% | 102% | Hike 0% in listing, 108% in C2P, 102% in P2O as compare to same day last week |
| 3/19/2019 | -46% | 2% | 6% | 12% | 15% | -46% | Drop -46% in P2O as compare to same day last week |
| 3/24/2019 | 22% | 6% | 9% | 14% | 16% | 22% | Hike 6% in listing, 9% in L2M, 14% in M2C, 16% in C2P, 22% in P2O as compare to same day last week |
| 3/26/2019 | 78% | -5% | -11% | -16% | -20% | 78% | Hike 78% in P2O as compare to same day last week |
| 4/4/2019 | -52% | 3% | 10% | -44% | -48% | -52% | Drop -44% in M2C, -48% in C2P, -52% in P2O as compare to same day last week |
| 4/11/2019 | 92% | -7% | -12% | 70% | 87% | 92% | Hike 70% in M2C, 87% in C2P, 92% in P2O as compare to same day last week |
| 4/12/2019 | -27% | -9% | -15% | -21% | -24% | -27% | Drop -9% in listing, -15% in L2M, -21% in M2C, -24% in C2P, -27% in P2O as compare to same day last week |
| 4/14/2019 | 28% | 8% | 13% | 16% | 21% | 28% | Hike 8% in listing , 13% in L2M, 16% in M2C, 21% in C2P, 28% in P2O as compare to same day last week |
| 4/18/2019 | 73% | 11% | 6% | 84% | 77% | 73% | Hike 11% in listing , 6% in L2M, 84% in M2C, 77% in C2P, 73% in P2O as compare to same day last week |
| 4/19/2019 | 25% | 7% | 10% | 19% | 25% | 25% | Hike 7% in listing , 10% in L2M, 19% in M2C, 25% in C2P, 25% in P2O as compare to same day last week |
| 4/25/2019 | -39% | 0% | 5% | -40% | -43% | -39% | Drop -40% in M2C, -43% in C2P, -39% in P2O as compare to same day last week |
| 6/20/2019 | -54% | -53% | -54% | -51% | -54% | -54% | Drop -53% in listing, -54% in L2M, -51% in M2C, -54% in C2P, -54% in P2O as compare to same day last week |
| 6/27/2019 | 115% | 119% | 128% | 115% | 130% | 115% | Hike 119% in listing , 128% in L2M, 115% in M2C, 130% in C2P, 115% in P2O as compare to same day last week |
| 7/16/2019 | -63% | -10% | -63% | -63% | -64% | -63% | Drop -10% in listing, -63% in L2M, -63% in M2C, -64% in C2P, -63% in P2O as compare to same day last week |
| 7/23/2019 | 135% | 3% | 145% | 145% | 152% | 135% | Hike 3% in listing , 145% in L2M, 145% in M2C, 152% in C2P, 135% in P2O as compare to same day last week |
| 8/11/2019 | -54% | 0% | 7% | 8% | -50% | -54% | Drop -50% in C2P, -54% in P2O as compare to same day last week |
| 8/18/2019 | 107% | 3% | -2% | -1% | 96% | 107% | Hike 3% in listing, 96% in C2P, 107% in P2O as compare to same day last week |
| 9/14/2019 | -54% | -5% | 0% | -55% | -54% | -54% | Drop -5% in listing, -55% in M2C, -54% in C2P, -54% in P2O as compare to same day last week |
| 9/21/2019 | 112% | -1% | -5% | 118% | 109% | 112% | Hike 118% in M2C, 109% in C2P, 112% in P2O as compare to same day last week |
| 10/9/2019 | 22% | -4% | 3% | 4% | 14% | 22% | Hike 3% in L2M, 4% in M2C, 14% in C2P, 22% in P2O as compare to same day last week |
| 10/21/2019 | 32% | 9% | 12% | 20% | 25% | 32% | Hike 9% in listing , 12% in L2M, 20% in M2C, 25% in C2P, 32% in P2O as compare to same day last week |
| 11/9/2019 | 26% | 7% | 6% | 13% | 19% | 26% | Hike 7% in listing , 6% in L2M, 13% in M2C, 19% in C2P, 26% in P2O as compare to same day last week |
| 11/17/2019 | -57% | -7% | -8% | -61% | -58% | -57% | Drop -7% in listing, -8% in L2M, -61% in M2C, -58% in C2P, -57% in P2O as compare to same day last week |
| 11/24/2019 | 135% | 5% | 4% | 160% | 140% | 135% | Hike 5% in listing , 4% in L2M, 160% in M2C, 40% in C2P, 135% in P2O as compare to same day last week |
| 12/1/2019 | 21% | 1% | 5% | 6% | 13% | 21% | Hike 1% in listing , 5% in L2M, 6% in M2C, 13% in C2P, 21% in P2O as compare to same day last week |
| 12/22/2019 | 21% | 0% | 5% | 16% | 16% | 21% | Hike 0% in listing , 5% in L2M, 16% in M2C, 16% in C2P, 21% in P2O as compare to same day last week |

**Identify if traffic fluctuated as compared to the same day last week**

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| Traffic Change with respect to same day last week | (Multiple Items) |

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| **Row Labels** | **Traffic Changes with respect to same day last week** | **Traffic changes in Facebook** | **Traffic changes in Youtube** | **Traffic changes in Twitter** | **Traffic changes in Others** | **Source of traffic change** |
| 1/10/2019 | -49% | -95% | -49% | -49% | 15% | Drop traffic -95% in Facebook, -49% in Youtube, -49% in Twitter as compare to same day last week |
| 1/17/2019 | 110% | 1980% | 110% | 110% | -6% | Hike traffic 1980% in in Facebook, 110% in Youtube, 110% in Twitter as compare to same day last week |
| 1/22/2019 | 77% | 77% | -65% | 747% | -60% | Hike traffic 77% in Facebook, 747% in Twitter as compare to same day last week |
| 1/29/2019 | -40% | -40% | 198% | -88% | 166% | Drop traffic in Facebook and Twitter as compare to same day last week |
| 6/20/2019 | -53% | -53% | -53% | -53% | -53% | Drop traffic -53% in Facebook, -53% in Youtube, -53% in Twitter and -53% in Others as compare to same day last week |
| 6/27/2019 | 119% | 119% | 119% | 119% | 119% | Hike traffic 119% in Facebook, 119% in Youtube, 119% in Twitter and 119% in Others as compare to same day last week |

**Identify if Overall conversion fluctuated as compared to same day last week**

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| Conversion change with respect to same day last week | (Multiple Items) |

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| **Date** | **Conversion change with respect to same day last week** | **Listing change with respect to same day last week** | **L2M change with respect to same day last week** | **M2C change with respect to same day last week** | **C2P change with respect to same day last week** | **P2O change with respect to same day last week** | **Smaller conversion leading to an increase or decrease in the orders** | **Hypotheses using Supporting data** |
| 1/29/2019 | -52% | -40% | -73% | -71% | -70% | -72% | Drop -40% in listing, -73% in L2M, -71% in M2C, -70% in C2P, -72% in P2O as compare to same day last week | Drop in Count of restaurants and Number of images per restaurant as compare to same day last week. |
| 2/5/2019 | 115% | 0% | 123% | 117% | 113% | 115% | Hike 0% in listing,123% in L2M, 117% in M2C, 113% in C2P, 115% in P2O as compare to same day last week | Hike in count of restaurants and number of images per restaurant as compare to same day last week. |
| 2/19/2019 | -54% | -4% | -3% | -58% | -58% | -56% | Drop -4% in listing, -3% in L2M, -58% in M2C, -58% in C2P, -56% in P2O as compare to same day last week | Hike in avg Cost for two as compare to same day last week. |
| 2/26/2019 | 116% | 2% | -3% | 138% | 131% | 120% | Hike 2% in listing, 138% in M2C, 131% in C2P, 120% in P2O as compare to same day last week | Drop in avg Cost for two as compare to same day last week. |
| 3/2/2019 | -42% | 8% | 8% | 14% | -42% | -38% | Drop -42% in C2P, -38% in P2O as compare to same day last week | Hike in average Delivery Charges as compare to same day last week. |
| 3/9/2019 | 102% | 0% | -1% | -2% | 108% | 102% | Hike 0% in listing, 108% in C2P, 102% in P2O as compare to same day last week | Drop in average Delivery Charges as compare to same day last week. |
| 3/19/2019 | -47% | 2% | 6% | 12% | 15% | -46% | Drop -46% in P2O as compare to same day last week | Drop in success Rate of payments as compare to same day last week. |
| 3/26/2019 | 87% | -5% | -11% | -16% | -20% | 78% | Hike 78% in P2O as compare to same day last week | Hike in success Rate of payments as compare to same day last week. |
| 4/4/2019 | -53% | 3% | 10% | -44% | -48% | -52% | Drop -44% in M2C, -48% in C2P, -52% in P2O as compare to same day last week | Same in out of stock Items per restaurant and hike in avearge Packaging charges, Success Rate of payments as compare to same day last week. |
| 4/11/2019 | 107% | -7% | -12% | 70% | 87% | 92% | Hike 70% in M2C, 87% in C2P, 92% in P2O as compare to same day last week | Drop in avg Cost for two, average Delivery Charges and avearge Packaging charges, hike in average Discount as compare to same day last week. |
| 4/18/2019 | 57% | 11% | 6% | 84% | 77% | 73% | Hike 11% in listing, 6% in L2M, 84% in M2C, 77% in C2P, 73% in P2O as compare to same day last week | Drop in out of stock Items per restaurant and out of stock Items per restaurant as compare to same day last week. |
| 4/25/2019 | -39% | 0% | 5% | -40% | -43% | -39% | Drop -40% in M2C, -43% in C20, -39% in P2O as compare to same day last week | Hike in avg Cost for two and drop in average discount as compare to same day last week. |
| 7/16/2019 | -59% | -10% | -63% | -63% | -64% | -63% | Drop -10% in listing, -63% in L2M, -63% in M2C, -64% in C2P, -63% in P2O as compare to same day last week | Hike in number of images per restaurant and average Delivery Charges as compare to same day last week. |
| 7/23/2019 | 128% | 3% | 145% | 145% | 152% | 135% | Hike 3% in listing,145% in L2M, 145% in M2C, 152% in C2P, 135% in P2O as compare to same day last week | Hike in average Discount and drop in avearge Packaging charges, average Delivery Charges as compare to same day last week. |
| 8/11/2019 | -54% | 0% | 7% | 8% | -50% | -54% | Drop -50% in M2C, -54% in C2P -72% in P2O as compare to same day last week | Hike in avearge Packaging charges as compare to same day last week. |
| 8/18/2019 | 100% | 3% | -2% | -1% | 96% | 107% | Hike 3% in listing, 96% in C2P, 107% in P2O as compare to same day last week | Drop in avearge Packaging charges as compare to same day last week. |
| 9/14/2019 | -51% | -5% | 0% | -55% | -54% | -54% | Drop -5% in listing, 0% in L2M, -55% in M2C, -54% in C2P, -54% in P2O as compare to same day last week | Hike in out of stock Items per restaurant as compare to same day last week. |
| 9/21/2019 | 114% | -1% | -5% | 118% | 109% | 112% | Hike 118% in M2C, 109% in C2P, 112% in P2O as compare to same day last week | Drop in out of stock Items per restaurant, Avg Cost for two as compare to same day last week. |
| 10/9/2019 | 27% | -4% | 3% | 4% | 14% | 22% | Hike 3% in L2M, 4% in M2C, 14% in C2P, 22% in P2O as compare to same day last week | Hike in number of images per restaurant as compare to same day last week. |
| 10/21/2019 | 21% | 9% | 12% | 20% | 25% | 32% | Hike 9% in listing,12% in L2M, 20% in M2C, 25% in C2P, 32% in P2O as compare to same day last week | Hike in Average Discount as compare to same day last week. |
| 10/22/2019 | 21% | -1% | 4% | 5% | 11% | 20% | Hike 110% in listing,106% in L2M, 104% in M2C, 102% in C2P, 106% in P2O as compare to same day last week | Drop in Avg Cost for two and hike in Success Rate of payments as compare to same day last week. |
| 11/17/2019 | -54% | -7% | -8% | -61% | -58% | -57% | Drop -7% in listing, -8% in L2M, -61% in M2C, -58% in C2P, -57% in P2O as compare to same day last week | Hike in Out of stock Items per restaurant as compare to same day last week. |
| 11/24/2019 | 124% | 5% | 4% | 160% | 140% | 135% | Hike 5% in listing,4% in L2M, 160% in M2C, 140% in C2P, 135% in P2O as compare to same day last week | Drop in Out of stock Items per restaurant as compare to same day last week. |
| 12/22/2019 | 21% | 0% | 5% | 16% | 16% | 21% | Hike 0% in listing,5% in L2M, 16% in M2C, 16% in C2P, 21% in P2O as compare to same day last week | Hike in number of images per restaurant and Success Rate of payments as compare to same day last week. |