## Funnel Analysis Report

Through calculation over the session details excel sheet, we found that the dates mentioned below(month-wise) have experienced highs and lows in the orders with respect to same day last week -

* January 2019

**10/01/2019:** Traffic is less compared to same day last week therefore orders are less

Order change compared to same day last week -> -45%

Since we know orders are directly proportional to traffic, if less traffic is there compared to same day last week orders will also be less and vice versa.

Traffic change compared to same day last week -> -49%

Reason:

By analyzing through channel wise traffic excel sheet we can see that –

Total traffic through facebook, youtube, twitter and others on

03/01/2019 🡪 20848645

10/01/2019 🡪 10641496

Traffic change in %

|  |  |  |  |
| --- | --- | --- | --- |
| facebook | youtube | twitter | others |
| -95% | -49% | -49% | 15% |

So total traffic change is -49% which is a huge stepdown in which facebook had the most low rate of bringing traffic.

Conversion change compared to same day last week -> 7%

03/01/2019

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 25% | 38% | 70% | 81% |

10/01/2019

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 26% | 39% | 72% | 82% |

**17/01/2019:** Traffic is more compared to same day last week therefore orders are more.

Order change compared to same day last week -> 106%

Traffic change compared to same day last week -> 110%

Reason:

By analyzing through channel wise traffic excel sheet we can see that –

Total traffic through facebook, youtube, twitter and others on

10/01/2019 🡪 10641496

17/01/2019 🡪 22368858

Traffic change in %

|  |  |  |  |
| --- | --- | --- | --- |
| facebook | youtube | twitter | others |
| 1980% | 110% | 110% | -6% |

So total traffic change is 110% which is a huge increase in which facebook had the most high rate of bringing traffic and therefore orders increased by 106%

Conversion change compared to same day last week -> -2%

10/01/2019

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 26% | 39% | 72% | 82% |

17/01/2019

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 25% | 38% | 71% | 84% |

**21/01/2019:** Traffic is more compared to same day last week therefore orders are more.

Order change compared to same day last week -> 23%

Traffic change compared to same day last week -> 5%

Reason:

By analyzing through channel wise traffic excel sheet we can see that –

Total traffic through facebook, youtube, twitter and others on

14/01/2019 🡪 21065819

21/01/2019 🡪 22151685

Traffic change in %

|  |  |  |  |
| --- | --- | --- | --- |
| facebook | youtube | twitter | others |
| 5% | 5% | 5% | 5% |

So total traffic change is 5% which means since traffic increased by 5%,

orders increased by 23%

Conversion change compared to same day last week -> 17%

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 26% | 42% | 76% | 81% |

**22/01/2019:** Traffic is more compared to same day last week therefore orders are more.

Order change compared to same day last week -> 85%

Traffic change compared to same day last week -> 77%

Reason:

By analyzing through channel wise traffic excel sheet we can see that-

Total traffic through facebook, youtube, twitter and others on

15/01/2019 🡪 21282992

22/01/2019 🡪 37570997

Traffic change in %

|  |  |  |  |
| --- | --- | --- | --- |
| facebook | youtube | twitter | others |
| 77% | -65% | 747% | -60% |

Total traffic change is 77%

Orders have climbed by 85% over the same day last week, mostly due to a 77% increase in overall traffic and a 747% increase in traffic from Twitter.

Conversion change compared to same day last week -> 5%

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 26% | 38% | 71% | 84% |

**29/01/2019:** Traffic is less compared to same day last week therefore orders are less

Order change compared to same day last week -> -72%

Reason:

By analyzing through channel wise traffic excel sheet we can see that-

Total traffic through facebook, youtube, twitter and others on

22/01/2019 🡪37570997

29/01/2019 🡪 22368858

Traffic change in %

|  |  |  |  |
| --- | --- | --- | --- |
| facebook | youtube | twitter | others |
| -40% | 198% | -88% | 166% |

Total traffic change is -40%

Therefore, change in orders is -72%

Conversion change compared to same day last week -> -52%

On 22/01/2019

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 26% | 38% | 71% | 84% |

On 29/01/2019

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 12% | 42% | 72% | 80% |

L2M has fluctuated by 14%

Hypothesis: Enhancements to the visibility, less number of restaurant listings may have an impact on the fall in L2M by decreasing the conversion rate from listing views to menu views.

Validation: Using supporting data excel sheet we can analyse that count of restaurants delivering is less on 29th Jan

Percentage change = -28%

|  |  |
| --- | --- |
| Count of restaurants | |
| 22/01/2019 | 383015 |
| 29/01/2019 | 274777 |

**31/01/2019:** Traffic is more compared to same day last week therefore orders are more

Order change compared to same day last week -> 20%

Reason:

By analyzing through channel wise traffic excel sheet we can see that-

Total traffic through facebook, youtube, twitter and others on

24/01/2019 🡪20631472

31/01/2019 🡪20848645

Traffic change in %

|  |  |  |  |
| --- | --- | --- | --- |
| facebook | youtube | twitter | others |
| 1% | 1% | 1% | 1% |

Total traffic change is 1%

Conversion change compared to same day last week -> 19%

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 25% | 40% | 71% | 84% |

Therefore, orders are increased due to increase in traffic rate as well as in conversion rate.

**--------------------------------------------------------------------------------------------**

* February 2019

**05/02/2019:** Traffic is same compared to same day last week thus orders would be increased or decreased depending solely on the conversion change.

Order change compared to same day last week -> 115%

Traffic change compared to same day last week -> 0%

Conversion change compared to same day last week -> 115%

On 29/01/2019

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 12% | 42% | 72% | 80% |

On 05/02/2019

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 26% | 40% | 71% | 80% |

L2M has fluctuated by 14%

Hypothesis: Enhancements to the visibility, more number of restaurant listings may have an impact on the rise in L2M by increasing the conversion rate from listing views to menu views.

Validation: Using supporting data excel sheet we can analyse that count of restaurants delivering is more on 5th feb

Percentage change = 49%

|  |  |
| --- | --- |
| Count of restaurants | |
| 29/01/2019 | 274777 |
| 05/02/2019 | 408982 |

Even the number of images per restaurants is also more on 5th feb.

All the above factors are the reason of increase in orders.

**19/02/2019:** Traffic is less compared to same day last week therefore orders are less

Order change compared to same day last week -> -56%

Reason:

By analyzing through channel wise traffic excel sheet we can see that-

Total traffic through facebook, youtube, twitter and others on

12/02/2019 🡪 22803205

19/02/2019 🡪 21934511

Traffic change in %

|  |  |  |  |
| --- | --- | --- | --- |
| facebook | youtube | twitter | others |
| -4% | -4% | -4% | -4% |

Total traffic change is -4%

Conversion change compared to same day last week -> -54%

On 12/02/2019

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 25% | 39% | 76% | 82% |

On 19/02/2019

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 26% | 17% | 77% | 85% |

M2C has fluctuated by 22%

Hypothesis: Extra charges may be more which indirectly have an impact on the fall in M2C by deccreasing the conversion rate from menu views to cart views.

Validation: Using supporting data excel sheet we can analyse that average packing charges are more on 19th feb.

Percentage change = 12%

Therefore, orders are decreased due to decrease in traffic rate as well as in conversion rate.

**26/02/2019:** Traffic is more compared to same day last week therefore orders are more

Order change compared to same day last week -> 120%

Traffic change compared to same day last week -> 2%

Reason:

By analyzing through channel wise traffic excel sheet we can see that-

Total traffic through facebook, youtube, twitter and others on

19/02/2019 🡪 21934511

26/02/2019 🡪 22368858

Traffic change in %

|  |  |  |  |
| --- | --- | --- | --- |
| facebook | youtube | twitter | others |
| 2% | 2% | 2% | 2% |

Total traffic change is 2%

Conversion change compared to same day last week -> 116%

On 19/02/2019

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 26% | 17% | 77% | 85% |

On 26/02/2019

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 24% | 41% | 74% | 81% |

M2C has fluctuated by 24%

Hypothesis: Factors like extra charges, average cost for two, number of images per restaurants and other factors may have been improved compared to last week same day due to which there is an impact on the rise in M2C by increasing the conversion rate from menu views to cart views.

Validation: Using supporting data excel sheet we can analyse that average packing charges are less, out of stocks items per restaurant are less, and number of images per restaurant is more on 26th feb.

Therefore, orders are increased due to increase in traffic rate as well as in conversion rate.

**28/02/2019:** Traffic is more compared to same day last week therefore orders are more

Order change compared to same day last week -> 22%

Traffic change compared to same day last week -> 8%

Reason:

By analyzing through channel wise traffic excel sheet we can see that-

Total traffic through facebook, youtube, twitter and others on

21/02/2019 🡪 20848645

28/02/2019 🡪 22586032

Traffic change in %

|  |  |  |  |
| --- | --- | --- | --- |
| facebook | youtube | twitter | others |
| 8% | 8% | 8% | 8% |

Total traffic change is 8%

Conversion change compared to same day last week -> 13%

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 25% | 40% | 72% | 85% |

Therefore, orders have increased by 22% as a result of a 13% rise in total conversion rate and an 8% increase in traffic.

**--------------------------------------------------------------------------------------------**

* March 2019

**02/03/2019:** Traffic is more compared to same day last week

Order change compared to same day last week -> -38%

Traffic change compared to same day last week -> 8%

Reason:

By analyzing through channel wise traffic excel sheet we can see that-

Total traffic through facebook, youtube, twitter and others on

23/02/2019 🡪 43094158

02/03/2019 🡪 46685339

Traffic change in %

|  |  |  |  |
| --- | --- | --- | --- |
| facebook | youtube | twitter | others |
| 8% | 8% | 8% | 8% |

Total traffic change is 8%

Conversion change compared to same day last week -> -42%

On 23/02/2019

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 21% | 32% | 65% | 76% |

On 02/03/2019

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 21% | 34% | 33% | 81% |

C2P has fluctuated by 32%

Hypothesis: Factors like extra delivery charges, and other factors may have an impact on the fall in C2P by decreasing the conversion rate from cart views to payment views.

Validation: Using supporting data excel sheet we can analyse that average delivery charges are more on 2nd march.

Therefore, orders are less because even if traffic is more the conversion rate is very less.

**09/03/2019:** Traffic is same compared to same day last week thus orders would be increased or decreased depending solely on the conversion change.

Order change compared to same day last week -> 102%

Traffic change compared to same day last week -> 0%

Conversion change compared to same day last week -> 102%

On 02/03/2019

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 21% | 34% | 33% | 81% |

On 09/03/2019

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 21% | 34% | 71% | 79% |

C2P has fluctuated by 38%

Hypothesis: Factors like extra delivery charges, and other factors may have an impact on the rise in C2P by increasing the conversion rate from cart views to payment views.

Validation: Using supporting data excel sheet we can analyse that average delivery charges are less on 9th march.

Avg delivery charges on 2nd march = 56

Avg delivery charges on 9th march = 28

Therefore, due to the average delivery charges of 28 which was 56 on 02/03/2019, the number of orders jumped by 102% on 09/03/2019.

**19/03/2019:** Traffic is more compared to same day last week

Order change compared to same day last week -> -46%

Traffic change compared to same day last week -> 2%

Reason:

By analyzing through channel wise traffic excel sheet we can see that-

Total traffic through facebook, youtube, twitter and others on

12/03/2019 🡪 21500166

19/03/2019 🡪 21934511

Traffic change in %

|  |  |  |  |
| --- | --- | --- | --- |
| facebook | youtube | twitter | others |
| 2% | 2% | 2% | 2% |

Total traffic change is 2%

Conversion change compared to same day last week -> -47%

On 12/03/2019

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 25% | 40% | 74% | 81% |

On 19/03/2019

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 26% | 42% | 76% | 39% |

P2O has fluctuated by 42%

Hypothesis: Factors like success rate of payments, what type of payment modes are available and other factors may have an impact on the fall in C2P by decreasing the conversion rate from payment views to order views.

Validation: Using supporting data excel sheet we can analyse that success rate of payments is very less on 19th march.

Success rate on 12th march 🡪91%

Success rate on 19th march 🡪65%

Therefore, we can see that due to a problem with the payment method, there was a 46% drop in orders on March 19, 2019, with the Payment to Order Conversion (P2O) standing at just 39% and the payment success rate at 65%

**24/03/2019:** Traffic is more compared to same day last week therefore orders are more

Order change compared to same day last week -> 22%

Traffic change compared to same day last week -> 6%

Reason:

By analyzing through channel wise traffic excel sheet we can see that-

Total traffic through facebook, youtube, twitter and others on

17/03/2019 🡪 42645261

24/03/2019 🡪 45338647

Traffic change in %

|  |  |  |  |
| --- | --- | --- | --- |
| facebook | youtube | twitter | others |
| 6% | 6% | 6% | 6% |

Total traffic change is 6%

Conversion change compared to same day last week -> 15%

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 21% | 35% | 69% | 80% |

Therefore, orders are increased because of increased traffic as well as increased conversion change.

**26/03/2019:** Traffic is less compared to same day last week

Order change compared to same day last week -> 78%

Traffic change compared to same day last week -> -5%

Reason:

By analyzing through channel wise traffic excel sheet we can see that-

Total traffic through facebook, youtube, twitter and others on

19/03/2019 🡪 21934511

26/03/2019 🡪 20848645

Traffic change in %

|  |  |  |  |
| --- | --- | --- | --- |
| facebook | youtube | twitter | others |
| -5% | -5% | -5% | -5% |

Total traffic change is -5%

Conversion change compared to same day last week -> 87%

On 19/03/2019

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 26% | 42% | 76% | 39% |

On 26/03/2019

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 24% | 40% | 72% | 85% |

P2O has fluctuated by 46%

Hypothesis: Factors like success rate of payments, what type of payment modes are available and other factors may have an impact on the fall in C2P by increasing the conversion rate from payment views to order views.

Validation: Using supporting data excel sheet we can analyse that success rate of payments is higher on 26th march.

Success rate on 19th march 🡪65%

Success rate on 26th march 🡪94%

Therefore, comparing 26th to the same day last week 19th, there was a 78% increase in orders due to a payment gateway issue that resulted in a P20 conversion rate of only 39%

**--------------------------------------------------------------------------------------------**

* April 2019

**04/04/2019:** Traffic is more compared to same day last week

Order change compared to same day last week -> -52%

Traffic change compared to same day last week -> 3%

Reason:

By analyzing through channel wise traffic excel sheet we can see that-

Total traffic through facebook, youtube, twitter and others on

28/03/2019 🡪 21500166

04/04/2019 🡪 22151685

Traffic change in %

|  |  |  |  |
| --- | --- | --- | --- |
| facebook | youtube | twitter | others |
| 3% | 3% | 3% | 3% |

Total traffic change is 3%

Conversion change compared to same day last week -> -53%

On 28/03/2019

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 24% | 39% | 75% | 84% |

On 04/04/2019

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 26% | 20% | 69% | 78% |

M2C has fluctuated due to an average 10% discount only on 4th april, thus the menu-to-cart (M2C) conversion rate is just 20%, resulting in a decline of orders of -52%.

**11/04/2019:** Traffic is less compared to same day last week

Order change compared to same day last week -> 92%

Traffic change compared to same day last week -> -7%

Reason:

By analyzing through channel wise traffic excel sheet we can see that-

Total traffic through facebook, youtube, twitter and others on

04/04/2019 🡪 22151685

11/04/2019 🡪 20631472

Traffic change in %

|  |  |  |  |
| --- | --- | --- | --- |
| facebook | youtube | twitter | others |
| -7% | -7% | -7% | -7% |

Total traffic change is -7%

Conversion change compared to same day last week -> 107%

On 04/04/2019

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 26% | 20% | 69% | 78% |

On 11/04/2019

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 25% | 39% | 76% | 80% |

Comparing 11/04/2019 to 04/04/2019, there was a 92% increase in orders, since M2C conversion rates increased because of more average discount.

**12/04/2019:** Traffic is less compared to same day last week

Order change compared to same day last week -> -27%

Traffic change compared to same day last week -> -9%

Reason:

By analyzing through channel wise traffic excel sheet we can see that-

Total traffic through facebook, youtube, twitter and others on

05/04/2019 🡪 22586032

12/04/2019 🡪 20631472

Traffic change in %

|  |  |  |  |
| --- | --- | --- | --- |
| facebook | youtube | twitter | others |
| -9% | -9% | -9% | -9% |

Total traffic change is -9%

Conversion change compared to same day last week -> -20%

On 05/04/2019

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 26% | 41% | 77% | 84% |

On 12/04/2019

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 24% | 38% | 73% | 81% |

Therefore, order rate has changed due to decreased conversion change and decreased traffic.

**14/04/2019:** Traffic is more compared to same day last week

Order change compared to same day last week -> 28%

Traffic change compared to same day last week -> 8%

Reason:

By analyzing through channel wise traffic excel sheet we can see that-

Total traffic through facebook, youtube, twitter and others on

07/04/2019 🡪 43094158

14/04/2019 🡪 46685339

Traffic change in %

|  |  |  |  |
| --- | --- | --- | --- |
| facebook | youtube | twitter | others |
| 8% | 8% | 8% | 8% |

Total traffic change is 8%

Conversion change compared to same day last week -> 19%

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 21% | 35% | 68% | 82% |

Therefore, there was a 28% increase in orders as a result of 8% rise in traffic (maybe because its Sunday and traffic tends to be more on weekends) and of 19% rise in conversion.

**18/04/2019:** Traffic is more compared to same day last week

Order change compared to same day last week -> 73%

Traffic change compared to same day last week -> 11%

Reason:

By analyzing through channel wise traffic excel sheet we can see that-

Total traffic through facebook, youtube, twitter and others on

11/04/2019 🡪 20631472

18/04/2019 🡪 22803205

Traffic change in %

|  |  |  |  |
| --- | --- | --- | --- |
| facebook | youtube | twitter | others |
| 11% | 11% | 11% | 11% |

Total traffic change is 11%

Conversion change compared to same day last week -> 57%

On 11/04/2019

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 25% | 39% | 76% | 80% |

On 18/04/2019

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 24% | 67% | 73% | 79% |

M2C has fluctuated by 28%

Hypothesis: Factors like extra charges, average cost for two, number of images per restaurants and other factors may have been improved compared to last week same day due to which there is an impact on the rise in M2C by increasing the conversion rate from menu views to cart views.

Validation: Using supporting data excel sheet we can analyse that average packing charges are less, out of stocks items per restaurant are less, and average discount is high on 18th April.

Avg discount on 18th 🡪 29% while Avg discount on 11th 🡪 18%

Therefore, overall orders increased by 73% due to increased traffic and increased menu-to-cart conversion (M2C) of 67% and an average discount of 29%.

**19/04/2019:** Traffic is more compared to same day last week

Order change compared to same day last week -> 25%

Traffic change compared to same day last week -> 7%

Reason:

By analyzing through channel wise traffic excel sheet we can see that-

Total traffic through facebook, youtube, twitter and others on

12/04/2019 🡪 20631472

19/04/2019 🡪 22151685

Traffic change in %

|  |  |  |  |
| --- | --- | --- | --- |
| facebook | youtube | twitter | others |
| 7% | 7% | 7% | 7% |

Total traffic change is 7%

Conversion change compared to same day last week -> 16%

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 25% | 41% | 77% | 81% |

Therefore, order rate has changed due to increased conversion change and increased traffic.

**25/04/2019:** Traffic is same compared to same day last week thus orders would be increased or decreased depending solely on the conversion change.

Order change compared to same day last week -> -39%

Traffic change compared to same day last week -> 0%

Conversion change compared to same day last week -> -39%

On 18/04/2019

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 24% | 67% | 73% | 79% |

On 25/04/2019

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 25% | 38% | 69% | 84% |

M2C has fluctuated by 29%

Hypothesis: Factors like extra charges, average cost for two, number of images per restaurants and other factors may have been changed compared to last week same day due to which there is an impact on the rise in M2C by decreasing the conversion rate from menu views to cart views.

Validation: Using supporting data excel sheet we can analyse that average discount is less on 25th April.

Therefore, the strong M2C conversion rate on 18th with an average discount of 29%, resulted in a 39% drop in orders on 25th compared to 18th April.

**--------------------------------------------------------------------------------------------**

* June 2019

**20/06/2019:** Traffic is less compared to same day last week therefore orders are less

Order change compared to same day last week -> -54%

Traffic change compared to same day last week -> -53%

Reason:

By analyzing through channel wise traffic excel sheet we can see that-

Total traffic through facebook, youtube, twitter and others on

13/06/2019 🡪 21717338

20/06/2019 🡪 10207149

Traffic change in %

|  |  |  |  |
| --- | --- | --- | --- |
| facebook | youtube | twitter | others |
| -53% | -53% | -53% | -53% |

Total traffic change is -53%

Conversion change compared to same day last week -> -3%

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 25% | 41% | 70% | 84% |

Therefore, orders are decreased as a result of high decreased traffic of -53%

**27/06/2019:** Traffic is less compared to same day last week therefore orders are less

Order change compared to same day last week -> 115%

Traffic change compared to same day last week -> 119%

Reason:

By analyzing through channel wise traffic excel sheet we can see that-

Total traffic through facebook, youtube, twitter and others on

20/06/2019 🡪 10207149

27/06/2019 🡪 22368858

Traffic change in %

|  |  |  |  |
| --- | --- | --- | --- |
| facebook | youtube | twitter | others |
| 119% | 119% | 119% | 119% |

Total traffic change is 119%

Conversion change compared to same day last week -> -2%

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 26% | 39% | 75% | 79% |

Therefore, due to that day's low traffic, orders on June 27, 2019, increased by 115% over June 20, 2019.

**-------------------------------------------------------------------------------------------**

* July 2019

**16/07/2019:** Traffic is less compared to same day last week therefore orders are less

Order change compared to same day last week -> -63%

Traffic change compared to same day last week -> -10%

Reason:

By analyzing through channel wise traffic excel sheet we can see that-

Total traffic through facebook, youtube, twitter and others on

09/07/2019 🡪 22803205

16/07/2019 🡪 20631472

Traffic change in %

|  |  |  |  |
| --- | --- | --- | --- |
| facebook | youtube | twitter | others |
| -10% | -10% | -10% | -10% |

Total traffic change is -10%

Conversion change compared to same day last week -> -59%

On 09/07/2019

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 25% | 40% | 74% | 82% |

On 16/07/2019

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 10% | 40% | 73% | 84% |

Compared to July 9, 2019, there was a 10% drop in traffic and a 63% drop in orders on July 16, 2019. The average cost of two items increased, resulting in a decline in orders and a poor list-to-menu conversion (L2M) of only 10%.

|  |  |  |
| --- | --- | --- |
| Avg Cost for two | 16/07/2019 | 09/07/2019 |
| **458** | 388 |

**23/07/2019:** Traffic is more compared to same day last week

Order change compared to same day last week -> 135%

Traffic change compared to same day last week -> 3%

Reason:

By analyzing through channel wise traffic excel sheet we can see that-

Total traffic through facebook, youtube, twitter and others on

16/07/2019 🡪 20631472

23/07/2019 🡪 22803205

Traffic change in %

|  |  |  |  |
| --- | --- | --- | --- |
| facebook | youtube | twitter | others |
| 3% | 3% | 3% | 3% |

Total traffic change is 3%

Conversion change compared to same day last week -> 128%

On 16/07/2019

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 10% | 40% | 73% | 84% |

On 23/07/2019

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 24% | 40% | 75% | 78% |

Therefore, orders surged by 135% on July 23, 2019, as a result of a poor L2M conversion rate on July 16, 2019.

**--------------------------------------------------------------------------------------------**

* August 2019

**11/08/2019:** Traffic is same compared to same day last week thus orders would be increased or decreased depending solely on the conversion change.

Order change compared to same day last week -> -54%

Traffic change compared to same day last week -> 0%

Conversion change compared to same day last week -> -54%

On 04/08/2019

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 21% | 32% | 71% | 81% |

On 11/08/2019

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 22% | 33% | 33% | 74% |

C2P has fluctuated by 38%

Hypothesis: Factors like extra charges, and other factors may have an impact on the fall in C2P by decreasing the conversion rate from cart views to payment views.

Validation: Using supporting data excel sheet we can analyse that average packaging charges are more on 11th august.

Therefore, due to a relatively low cart-to-payment (C2P) conversion rate (high average packaging charges of 29), there was a -54% decline in orders on August 11, 2019.

**18/08/2019:** Traffic is more compared to same day last week

Order change compared to same day last week -> 107%

Traffic change compared to same day last week -> 3%

Reason:

By analyzing through channel wise traffic excel sheet we can see that-

Total traffic through facebook, youtube, twitter and others on

11/08/2019 🡪 43991955

18/08/2019 🡪 45338647

Traffic change in %

|  |  |  |  |
| --- | --- | --- | --- |
| facebook | youtube | twitter | others |
| 3% | 3% | 3% | 3% |

Total traffic change is 3%

Conversion change compared to same day last week -> 100%

On 11/08/2019

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 22% | 33% | 33% | 74% |

On 18/08/2019

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 21% | 33% | 65% | 78% |

C2P has fluctuated by 32%

Hypothesis: Factors like extra charges, and other factors may have an impact on the rise in C2P by increasing the conversion rate from cart views to payment views.

Validation: Using supporting data excel sheet we can analyse that average packaging charges are less on 18th august.

Therefore, we can analyse that orders increased by 107% on August 18, 2019, as opposed to August 11, 2019, when the C2P conversion rate was lower.

**--------------------------------------------------------------------------------------------**

* September 2019

**14/09/2019:** Traffic is less compared to same day last week therefore orders are less

Order change compared to same day last week -> -54%

Traffic change compared to same day last week -> -5%

Reason:

By analyzing through channel wise traffic excel sheet we can see that-

Total traffic through facebook, youtube, twitter and others on

07/09/2019 🡪 46685339

14/09/2019 🡪 44440851

Traffic change in %

|  |  |  |  |
| --- | --- | --- | --- |
| facebook | youtube | twitter | others |
| -5% | -5% | -5% | -5% |

Total traffic change is -5%

Conversion change compared to same day last week -> -51%

On 07/09/2019

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 20% | 34% | 65% | 74% |

On 14/09/2019

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 21% | 15% | 67% | 74% |

Therefore, we can analyse using supporting data excel sheet that Items each restaurant has out of stock as of September 14, 2019 🡪 64

Menu-to-cart (M2C) conversion rate (15%) and the number of out-of-stock products per restaurant (64) contributed to a 54% decline in orders on September 14, 2019

**21/09/2019:** Traffic is less compared to same day last week

Order change compared to same day last week -> 112%

Traffic change compared to same day last week -> -1%

Reason:

By analyzing through channel wise traffic excel sheet we can see that-

Total traffic through facebook, youtube, twitter and others on

14/09/2019 🡪 44440851

21/09/2019 🡪 43991955

Traffic change in %

|  |  |  |  |
| --- | --- | --- | --- |
| facebook | youtube | twitter | others |
| -1% | -1% | -1% | -1% |

Total traffic change is -1%

Conversion change compared to same day last week -> 114%

On 14/09/2019

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 21% | 15% | 67% | 74% |

On 21/09/2019

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 20% | 34% | 65% | 75% |

Therefore, compared to September 14, 2021, there was a 112% rise in orders on September 21, 2019, because that day had a lower M2C conversion rate.

**--------------------------------------------------------------------------------------------**

* October 2019

**09/10/2019:** Traffic is less compared to same day last week

Order change compared to same day last week -> 22%

Traffic change compared to same day last week -> -4%

Reason:

By analyzing through channel wise traffic excel sheet we can see that-

Total traffic through facebook, youtube, twitter and others on

02/10/2019 🡪 21500166

09/10/2019 🡪 20631472

Traffic change in %

|  |  |  |  |
| --- | --- | --- | --- |
| facebook | youtube | twitter | others |
| -4% | -4% | -4% | -4% |

Total traffic change is -4%

Conversion change compared to same day last week -> 27%

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 26% | 40% | 77% | 84% |

We can analyse that the orders increased by 22% on October 9, 2021, over October 2, 2021, as a result of a 77% C2P conversion. On 09/10/2021 and 02/10/2021 since the average cost for two was 366 and 380, respectively.

|  |  |  |
| --- | --- | --- |
| Avg Cost for two | 09/10/2019 | 02/10/2019 |
| **366** | 380 |

**21/10/2019:** Traffic is more compared to same day last week therefore orders are more

Order change compared to same day last week -> 32%

Traffic change compared to same day last week -> 9%

Reason:

By analyzing through channel wise traffic excel sheet we can see that-

Total traffic through facebook, youtube, twitter and others on

14/10/2019 🡪 20848645

21/10/2019 🡪 22803205

Traffic change in %

|  |  |  |  |
| --- | --- | --- | --- |
| facebook | youtube | twitter | others |
| 9% | 9% | 9% | 9% |

Total traffic change is 9%

Conversion change compared to same day last week -> 21%

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 25% | 42% | 74% | 84% |

Therefore, orders increased since both traffic and conversion rate increased.

**--------------------------------------------------------------------------------------------**

* November 2019

**09/11/2019:** Traffic is more compared to same day last week therefore orders are more

Order change compared to same day last week -> 26%

Traffic change compared to same day last week -> 7%

Reason:

By analyzing through channel wise traffic excel sheet we can see that-

Total traffic through facebook, youtube, twitter and others on

02/11/2019 🡪 42645261

09/11/2019 🡪 45787544

Traffic change in %

|  |  |  |  |
| --- | --- | --- | --- |
| facebook | youtube | twitter | others |
| 7% | 7% | 7% | 7% |

Total traffic change is 7%

Conversion change compared to same day last week -> 18%

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 21% | 35% | 68% | 80% |

Therefore, orders increased since both traffic and conversion rate increased by 7% and 18% respectively.

**17/11/2019:** Traffic is less compared to same day last week therefore orders are less

Order change compared to same day last week -> -57%

Traffic change compared to same day last week -> -7%

Reason:

By analyzing through channel wise traffic excel sheet we can see that-

Total traffic through facebook, youtube, twitter and others on

10/11/2019 🡪 47134236

17/11/2019 🡪 43991955

Traffic change in %

|  |  |  |  |
| --- | --- | --- | --- |
| facebook | youtube | twitter | others |
| -7% | -7% | -7% | -7% |

Total traffic change is -7%

Conversion change compared to same day last week -> -54%

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 21% | 14% | 71% | 77% |

The low menu-to-cart conversion (M2C) of 14% on November 17, 2019 resulted in a 57% decrease in the number of orders.

**24/11/2019:** Traffic is more compared to same day last week therefore orders are more

Order change compared to same day last week -> 135%

Traffic change compared to same day last week -> 5%

Reason:

By analyzing through channel wise traffic excel sheet we can see that-

Total traffic through facebook, youtube, twitter and others on

17/11/2019 🡪 43991955

24/11/2019 🡪 46236441

Traffic change in %

|  |  |  |  |
| --- | --- | --- | --- |
| facebook | youtube | twitter | others |
| 5% | 5% | 5% | 5% |

Total traffic change is 5%

Conversion change compared to same day last week -> 124%

On 17/11/2019

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 21% | 14% | 71% | 77% |

On 24/11/2019

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 21% | 34% | 66% | 76% |

M2C has fluctuated by 20%

Hypothesis: Factors like extra charges, average cost for two, number of images per restaurants, out of stock items and other factors may have been changed compared to last week same day due to which there is an impact on the rise in M2C by increasing the conversion rate from menu views to cart views.

Validation: Using supporting data excel sheet we can analyse that

out of stock items are very less on 24th November therefore M2C is more.

Out of stocks items per restaurant :

On 17/11/2019 🡪 112

On 24/11/2019 🡪 34

Therefore, increased orders are a result of increased conversion and increased traffic.

**--------------------------------------------------------------------------------------------**

* December 2019

**01/12/2019:** Traffic is more compared to same day last week therefore orders are more

Order change compared to same day last week -> 21%

Traffic change compared to same day last week -> 1%

Reason:

By analyzing through channel wise traffic excel sheet we can see that-

Total traffic through facebook, youtube, twitter and others on

24/11/2019 🡪 46236441

01/12/2019 🡪 46685339

Traffic change in %

|  |  |  |  |
| --- | --- | --- | --- |
| facebook | youtube | twitter | others |
| 1% | 1% | 1% | 1% |

Total traffic change is 5%

Conversion change compared to same day last week -> 20%

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 22% | 34% | 70% | 81% |

**22/12/2019:** Traffic is same compared to same day last week thus orders would be increased or decreased depending solely on the conversion change.

Order change compared to same day last week -> 21%

Traffic change compared to same day last week -> 0%

Conversion change compared to same day last week -> 21%

On 15/12/2019

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 20% | 32% | 65% | 76% |

On 22/12/2019

|  |  |  |  |
| --- | --- | --- | --- |
| L2M | M2C | C2P | P2O |
| 21% | 36% | 65% | 80% |

Therefore, we can analyse that there is increase in orders because of more restaurants opening, more images per restaurant and most importantly since its weekend.