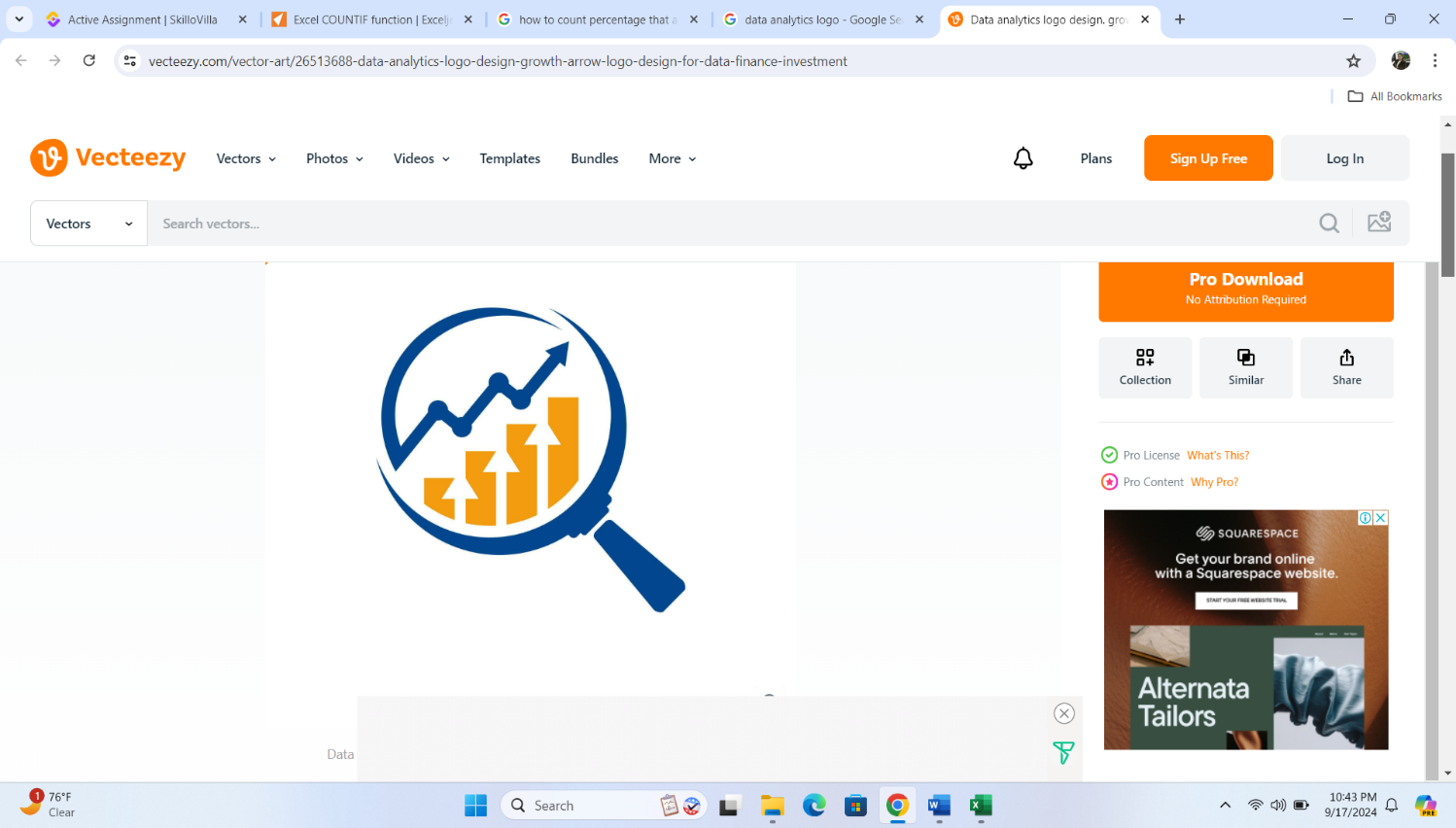
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| **Capstone - Funnel Analysis**  **Swiggy 2019 Performance Insights** |

**BY RASHMI SHARMA**



**REPORT**

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| **S. No** | **Date** | **Deviation** | **Insights** | **Hypothesis** |
| **1.** | **1/10/2019** | **-45%** | * 49% drop in overall traffic with drop of 95%,49% and 49% in Facebook, YouTube and twitter but others source show 15% better traffic than last week. * Overall conversion hike of 7% in which L2M, M2O, C2P, P2O individually shows hike of 3%, 1%, 2%, 1% as compared to last week * 8% increment of Average cost for two and decline of 2% in payment success rate as compare to last week and 7% increase in out-of-stock items. | **Major factor for negative deviation is drop in overall traffic and some minor contribution from drop-in Payment success rate, increase in out-of-stock items etc.** |
| **2.** | **1/17/2019** | **106%** | * 110% increase in overall traffic with major contribution from Facebook with hike of 1980%, YouTube and twitter also showed an increase of 110% traffic each though there is 6% decline in traffic from others source as compare to last week. * There is drop of conversion in L2M, M2C, C2P by 2%, 1%, 1% as compared to last week even after increase in traffic * 1% hike in Restaurant count 3% hike in payments success rate, 14% and 4% drop in Avg. packing and delivery charges and cost for two is also dropped by 9% as compared to last week. | **Facebook is the major contributor of overall hike in orders.**  **Other factors like payment success rate, restaurant count, avg packaging and delivery charges, cost for two were all in favor of positive deviation.** |
| **3.** | **1/21/2019** | **23%** | * Overall Traffic increased by 5% in all 4 sources. * P2O declined 2% as compared to last week as a result of decrease in payment success rate. * Avg. delivery charges increased by 11.1% as compared to last week. | **Though there was a decrease in payment success rate due to increase in delivery charges but increase in overall traffic make it up to bring a positive deviation of 23%.** |
| **4.** | **1/22/2019** | **85%** | * Traffic from twitter increased by 747%, Facebook by 77%, Traffic from YouTube and Others sources decreased by 65% and 60%. * Count of restaurant decreased by 6%. * Avg. discount increased by 6%, Out of stock item drop by 3%, avg. packing charges and delivery charges decreased by 11% and 3% * Payment success rate increased by 3% as result of which P2O also showed an increase of 3%. | **Tremendous increase in traffic from Twitter resulted in huge positive deviation.** |
| **5.** | **1/29/2019** | **-72%** | * 40% decrease in overall traffic as a result of 40% and 88% decrease in FB and Twitter traffic resp. * 52% decrease in overall conversion * 55% and 5% drop in L2M and P2O as Avg discount decreased by 6%, Avg packing charges increased by 29% * Count of restaurant decreased by 28% which is huge. | **Decline of traffic percentage and count of active restaurant are the major contributors in negative deviations.** |
| **6.** | **1/31/2019** | **20%** | * 1% increase in overall traffic where traffic of each platform increased by 1%. * Avg. Packing charges, delivery charges and avg. cost for two decreased by 5%,17%,8%   And average discount increased by 6% which increased the overall conversion by 19%. | **Decrease in Packing charges, delivery charges, average cost for two and increase in discount all together resulted in positive deviation.** |
| **7.** | **2/5/2019** | **115%** | * There is no change in overall traffic. * Count of restaurant increased by 49% which is huge. * L2M increased by 123% where as M2C and C2P decreased by 3% and 2% as Delivery charges increased by 12%. * Avg. discount increased by 6% and avg packing charges also decreased by 5% | **Increase in count of restaurant is the major contributor for positive deviation, increase in avg discount and decrease in avg packing charges are the minor factors.** |
| **8.** | **2/19/2019** | **-56%** | * There is 4% drop in overall traffic where traffic from all platform equally decreased by 4% * Count of restaurant increased by 3%. * Overall conversion dropped by 54% as Avg Packing and Delivery charges increased by 12% and 16% as compared to last week. * 10% decrease in total out of stock items resulted in 57%drop in M2C. | **Percentage of count of restaurant increased is very small and all other factors which included traffic, delivery charges were not favorable due to which count of orders dropped .** |
| **9.** | **2/26/2019** | **120%** | * There is 2% hike in overall traffic. * 116% hike in overall conversion, specifically 145% hike in M2C due to increase in Avg. images per restaurant by 14% and 6% of decrease in out-of-stock items as compared to last week, payment success rate also increased by 3%. * There is minor drop of 5%, 3% and 5% in L2M, C2P and P2O as well. | **Last week most of the factors were unfavorable which led to negative deviation and as things got back to normal and some minor changes were able to make a huge positive deviation.** |
| **10.** | **2/28/2019** | **22%** | * Overall traffic increased by 8% where each platform equally contributed. * 2% increase in restaurant count, 17% decrease in out-of-Stock items, 5% increase in Avg discount, 4% drop in avg. delivery charges, 3% drop in avg delivery charges,6% increase in Avg. images per restaurant as compare to last week. * All this resulted in 13% hike in overall conversion in which there is 6%, 3% and 7% hike in L2M, M2C and P2O. | **Increased traffic, count of restaurant, discount percentage, avg images per restaurant and dropped delivery charges tempted more customers as compared to last week.** |
| **11.** | **3/2/2019** | **-38%** | * Overall traffic increased by 8% * Out of stock increased by 14% * Delivery charges increased to 100%. * Avg cost for two increased by 11%. | **Traffic was quite good as compared to last week but huge percentage of customers opted out due to high delivery charges which is 100% compared to last week which is quite un-normal (Possibly due to extreme weather conditions) and avg price for two also increased, out of stock items also increased** |
| **12.** | **3/9/2019** | **102%** | * No change in overall traffic. * There is 102% hike in overall conversion. * 112% hike in C2P. The reason for hike in C2P is mainly the 50% decline in delivery fees as compared to last week. * Drop in 1%, 1%, 3% in L2M, M2C, P2O as Avg. Discount reduced by 6%, Avg packing charges increased by 17% | **Last week the major barrier in sales was the delivery charges and as the delivery charges reduced to half customers were tempted to place order.** |
| **13.** | **3/19/2019** | **-46%** | * 2% increase in overall traffic. * 1 percent decrease in count of restaurants. * 23% increase in out-of-stock items,5 % increase in packing charges, 12% increase in avg. cost for two. * 29% decrease in payment success rate. | **Major contributor of negative deviation was increased number of failed payment (usually happens due to technical glitches, server down, lack of payment options) apart from that, packing charges, avg cost for two and out of stock item also increased which affected the overall conversions.** |
| **14.** | **3/24/2019** | **22%** | * Overall traffic increased by 6%. * 2%, 5%, 2%, 5% in L2M, M2C, C2P, P2O Resp. * 2% hike in count of restaurants. * Decline in Avg. packing and delivery charges by 9% and 10%. Avg. cost of two decrease by 8% and Images count per restaurant 18% increased by % as compared to last week. | **Traffic increased and all other factors which included packing and delivery charges, avg cost for two were favorable for customers as compared to last week which improved the overall conversions.** |
| **15.** | **3/26/2019** | **78%** | * 5% decrease in overall traffic * 4% increase in count of restaurants. * Packing charges and avg cost for two decreased by 10% and 9% resp. * 9% increase in count of images per restaurant and 45% increase in payment success rate. | **Though there is a slight drop in traffic as compared to last week but as count of restaurant increased and less packing charges and avg cost for two and after all this 45% increase in payment success rate made a huge positive deviation as compared to previous week.** |
| **16.** | **4/4/2019** | **-52%** | * 3% Hike in overall Traffic * Huge drop of 41% in discount, Avg. packing charges increase by 16.6%. * Overall conversion dropped by 53% subsequently there is decline in M2C, C2P, P2O conversion by 49%, 8%, 8%. | **Huge drop in discount percentage and increased packing charges lead to negative deviation.** |
| **17.** | **4/11/2019** | **92%** | * 7% drop in overall traffic * Conversion in 107% better than last week, there is 94%, 9% and 3% hike in M2C, C2P, P2O. * Out-of-stock items decreased by 3%, Avg. packing and delivery charges decreased by 10% and 14%, Avg. discount increased by 80% as compared to last week. * Count of restaurant dropped by 3% as a result of which L2M dropped by 6%. | **Its quite evident from previous few deviations that whenever there is a huge negative deviation on the same day in previous week the following week shows good positive deviation certain factors comes to rescue like huge percentage of discount decrease in packing charges and delivery charges to tempt customers.** |
| **18.** | **4/12/2019** | **-27%** | * traffic decreased by 9% from all sources. * Conversion is 20% lower than last week and there is 7%, 5%, 4%, 4% drop in L2M, M2C, C2P, P2O Resp. * Avg. discount dropped by 6%, count of images per restaurant dropped by 11%. | **Decreased traffic, lower discount and lesser number of count of images lead to negative deviation.** |
| **19.** | **4/14/2019** | **28%** | * There is 8% increase in overall traffic, equal increase in all the sources. * Overall conversion improved by 19%. * There is a 4%, 3%, 4%, 6% hike in L2M, M2C, C2P, P2O conversions as compare to last week. * 13% increase in avg images per restaurant as compare to last week. | **Increase in overall traffic is the major contributor in this deviation.** |
| **20.** | **4/18/2019** | **73%** | * There is 11% increase in overall traffic, equal increase in all the sources. * 57% better overall conversion and 73% hike in M2C as compare to last week. * 9% decrease in out-of-stock items and 61% hike in Avg. Discount and 6% drop in Avg cost for two,11% increase in count of images as compare to last week. * There is 4%, 4% and 2% drop in L2M, C2P and P2O due to drop of 1% in active restaurant count 12% increase in delivery | **Huge discounts, better traffic, increase in count of images, and decreased avg cost for two all made it to this positive deviation.**  **(Huge discount is the major contributor)** |
| **21.** | **4/19/2019** | **25%** | * 7% increase in overall traffic. * 16% better overall conversion. * Avg. Discount increased by 6%, there is 4% and 3% drop in delivery and Avg. packaging charges and 13 % more images in menu per restaurant as compare to last week. | **Now it can be seen that whenever there is a negative deviation on the same day previous week for the following week percentage of discount is increased and other charges are decreased to cover up and since the traffic also increased this week as compared to previous week the positive deviation is quite evident.** |
| **22.** | **4/25/2019** | **-39%** | * No change in traffic. * Conversions dropped by 39%, There is 43% and 5% drop in M2C and C2P * 41% drop in discount, Avg cost for two increased by 5% and count of images also dropped by 5% | **Lesser discounts and increased cost for two affected the conversion.** |
| **23.** | **6/20/2019** | **-54%** | * 53% drop in overall traffic (which is huge). * Overall conversions dropped by 3%, there is 2% 7% and 15% drop in L2M, C2P and P2O as well. * 7% drop in count of restaurants which is packing charges increase by 12%, 1% drop-in payment success rate as compared to last week. | **Drop in traffic majorly affected the conversion rates, drop in count of restaurants, packing charges were also not favorable.** |
| **24.** | **6/27/2019** | **115%** | * Overall traffic increased by 119%. * 2% drop in overall conversion, 6% and 7% drop in M2C and P2O * 5% increase in count of restaurants ,10% drop in avg. cost of two, 11% drop in packing charges, 12% hike in Avg. discount and 9% less items out of stock, 8% less count of images per restaurant and 20% increase in delivery charges as compared to last week. | **Seems like Swiggy ads were all over the internet which led to huge traffic from all the platforms and to add to it there were good discounts, lesser packing charges and avg cost of two all made it up to positive deviation.** |
| **25.** | **7/16/2019** | **-63%** | * 10% decrease in overall traffic. * 59% drop in overall conversion, 60% and 1% drop in L2M and C2P. * delivery charges increased by 11.1%, 18% increase in Avg. cost of two | **Lesser traffic and then increased delivery charges and increased avg cost for two leads to lesser conversions.** |
| **26.** | **7/23/2019** | **135%** | * 3% increase in overall traffic. * 128% hike in overall conversion. * 137% increase in L2M conversion as compare to last week due to 1% hike in restaurant count. * 15% drop in out-of-stock items, 12% increase in avg. discount, 17% drop in Avg cost of two. * 7% drop in P2O conversion due to 2% drop-in Payment success rate. * 3% hike in C2P due to 10% and 17% drop in packaging and delivery charges | **Pocket friendly meals i.e. More discount, lesser cost for two and less packing and delivery charges what else we want.**  **Though there were 7% more unsuccessful payments passively due to some technical fault or bank server issue but still all the tempting deals made more conversions and hence made huge positive deviations.** |
| **27.** | **8/11/2019** | **-54%** | * No change is traffic. * 54% drop in conversions, C2P and P2O dropped by 54% and 9% as Avg. packing charges and avg cost for two increased by 32% and 7% also count of images decrease by 21%. * 7% and 1% hike in L2M and M2C conversion as a result of hike of 6% in Avg discount and 4% less items out-of-stock as compared to last week. | **There was a huge hike in packing charges and avg cost for two also increased resulting in negative deviation.** |
| **28.** | **8/18/2019** | **107%** | * There is 3% hike in all sources of traffic * 100% better conversion as compared to last week. * There is a hike of 1%, 98% and 5% in M2C, C2P and P2O conversion due to 31% drop in packaging charges, 29% hike in avg. Images per restaurants, 4% drop in Avg. cost for two. * There is a drop of 5% in L2M conversion due to 11% drop in avg discount | **Following the trend to deal with the negative deviation of same day previous week, there was a huge drop in packing charges apparently due to which there were lesser conversions last week and then avg cost for two also decreased.** |
| **29.** | **9/14/2019** | **-54%** | * 5% drop in all traffic sources. * 51% drop in overall conversions, 56% drop in M2C * Huge drop of 88% in out-of-stock items (dropped M2C is evident) * 22% and 15% increase in Avg. packaging and delivery charges. * Count of images per restaurant dropped by 5%. * No change in discount | **Huge increase in out-of-stock items and then high packing and delivery charges are the main reasons for lower conversion rate thus resulting in negative deviation.** |
| **30.** | **9/21/2019** | **112%** | * 1% decrease in overall traffic. * 114% hike in overall conversion, there is hike of 130% and 1% in M2C and P2O, drop of 4% in L2M and C2P. * 45% drop in out-of-stock items, 9% and 17% drop in avg. packing and delivery charges, 2% drop in avg. cost of two. * 4% drop in count of restaurants, 11% less avg. images per restaurant and 2% drop-in payment success rate. | **54% negative deviation is the main reason for the positive deviation for this week and drop in out-of-stock items packing and delivery charges, avg cost of two were all in favor of conversions.** |
| **31.** | **10/9/2019** | **22%** | * 4% drop in all sources of traffic. * 27% improvement in overall conversions and hike of 7%, 1%, 9%, 7% in L2M, M2C, C2P, P2O. * 13% hike in count of images per restaurant, 4% drop in Avg. cost of two. * There is no change in Restaurant count, out-of-stock items, Avg. discount and packaging charges as compared to last week. | **Improvement in overall conversions and hike in L2M, M2C, C2P and P2O is a result of increase in count of images and drop in avg cost of two no other significant changes.** |
| **32.** | **10/21/2019** | **32%** | * 9% Hike in Overall Traffic. * 21% improvement in conversion with a hike of 2%, 7%, 4%, 6% in L2M, M2C, C2P, P2O mainly due to 6% hike in Avg. discount. | **Better traffic and more discount led to more conversions as compared to last week.** |
| **33.** | **11/9/2019** | **26%** | * 7% increase in overall traffic. * 18% increase in overall conversion with 6%, 5%, 6% hike in M2C, C2P, P2O majorly due to increase in payment success rate by 2 %, drop of 10% in Avg. delivery charges, avg cost for two also decreased by 8% and Avg. discount increase by 6%. * There is 1% drop in L2M due to 6% drop in restaurant count 21% increase in out-of-stock items as compared to last week. | **Order conversion is positive due to increase in traffic even after there is increase in out-stock items and Avg. packaging charges and decrease in restaurant count and Avg. images per restaurant.** |
| **34.** | **11/17/2019** | **-57%** | * Overall traffic decreased by 7%. * 54% drop in overall conversion which we can further divide as 1% and 58% drop in L2M and M2C. * 4% drop in restaurant count, drastic increase in out-of-stock items by 229%, 10% hike in Avg. packing charges as compared to last week. * There is 7% and 3% hike in C2P and P2O conversion due to drop of 10% in delivery charges and decrease in avg. cost of two by 1% and increase in Payment success rate by 3%. | **Overall traffic drop, drop in restaurant count, drastic increase in out-of-stock items and hike in avg packing charges all lead to lesser number of conversions.** |
| **35.** | **11/24/2019** | **135%** | * There is 5% hike in all sources of traffic. * There is 124% hike in overall conversions which can be inferred from the hike in M2C by 150% due to 70% drop in out-of-stock items and 2% increase in restaurant counts as compared to last week. * Drop of 1%, 8% and 2% in L2M, C2P and P2O due to the ratio of serving restaurants is not increased in same proportion as traffic increases and count of images per restaurant decreased by 3 %. * Avg. packaging and delivery charges, Avg. discount and Payment success rate is same as last week even after the increase in traffic. | **As the trend continues for every negative deviation for the same day past week following week always have a positive deviation. Due to drop in out-of-stock items (Main reason for lesser conversions in past week) and increase in active restaurants as compared to last week there is an unexpected positive deviation.** |
| **36.** | **12/1/2019** | **21%** | * 1% increase in overall traffic. * 20% increase in overall conversion, hike of 4%, 1%, 6%, 7% in L2M, M2C, C2P, P2O due to 2% increase in count of restaurant ,18% decrease in Avg. packing charges, 5% increase in count of images per restaurant as compared to last week. * There is 5% drop in Avg. discount, 10% hike in Avg. cost of two and 3% drop-in payment success rate. | **Increase in count of restaurants, drop in packing charges and increased count of images are mainly responsible for better conversion.** |
| **37.** | **12/22/2019** | **21%** | * No change in overall traffic. * 21% better conversions with a hike of 5%, 11%, 4% in L2M, M2C and P2O. * There is 5% decrease in out-of-stock items, 14% and 7% drop in Avg. packing and delivery charges, 22% increase in image count per restaurant, and 1% hike in payment success rate as compare to last week. * 12% hike in Avg. cost of two | **Traffic didn’t change at all but all other factors except avg cost for two were favorable for customers which lead to increase in conversions hence positive deviation.** |

**HIGHLIGHTS**

* There are total 37 days with highs and lows in the orders with respect to same day last week (i.e. >=20% or <=-20%)
* Maximum Deviations occurred in April Month and Minimum in May month.

* From the data it can be inferred that for most of the cases whenever there is a huge negative deviation in the past week, following week always have better conversions i.e. Positive deviation resulted by better discounts, lesser packing and delivery charges, lesser avg cost for two (which tempts more customers).
* Most of the time Customers opt out due to higher delivery and packing charges.