**Business Case study of Swiggy**

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| **Date** | **Observation** | **Reason** |
| 1/09/2019 | Increment in average of order change w.r.t same day last week | Packaging charge and average charge of two orders were less |
| 1/10/2019 | Downfall in overall orders | Less traffic, increment in average cost two orders |
| 1/17/2019 | Increment in average of order change w.r.t same day last week | More traffic, less average charge of two items |
| 1/22/2019 | Increase in overall orders | Less charge in packaging |
| 1/29/2019 | Decrement in average of order change w.r.t same day last week | Less traffic on twitter |
| 2/2/2019 | Increase in overall orders | Less in average cost of two |
| 2/5/2019 | Increment in average of order change w.r.t same day last week | Increment in count of restaurants |
| 2/19/2019 | Downfall in both overall orders and average of order change w.r.t same day last week | Less traffic on twitter |
| 2/26/2019 | Increment in average of order change w.r.t same day last week | Increment in count of restaurants |
| 3/2/2019 | Downfall in both overall orders and average of order change w.r.t same day last week | High delivery charge |
| 3/9/2019 | Increment in average of order change w.r.t same day last week | High traffic on Facebook |
| 3/16/2019 | Increase in overall orders | More count of Restaurants |
| 3/19/2019 | Downfall in both overall orders and average of order change w.r.t same day last week | Low success rate of payments |
| 3/26/2019 | Increment in average of order change w.r.t same day last week | Less average delivery charge |
| 4/4/2019 | Downfall in both overall orders and average of order change w.r.t same day last week | Less average discount |
| 4/11/2019 | Increment in average of order change w.r.t same day last week | Less average delivery charge |
| 4/18/2019 | Increment in both overall orders and average of order change w.r.t same day last week | High average discount |
| 4/25/2019 | Decrement in average of order change w.r.t same day last week | Less traffic on twitter |
| 6/20/2019 | Downfall in both overall orders and average of order change w.r.t same day last week | Less traffic |
| 6/27/2019 | Increment in average of order change w.r.t same day last week | Less average packaging charge |
| 7/16/2019 | Downfall in both overall orders and average of order change w.r.t same day last week | High average cost of two |
| 7/23/2019 | Increment in average of order change w.r.t same day last week | Less average delivery charge |
| 8/11/2019 | Decrement in average of order change w.r.t same day last week | High average packaging charge |
| 8/19/2019 | Increment in average of order change w.r.t same day last week | More count of Restaurants |
| 9/14/2019 | Downfall in both overall orders and average of order change w.r.t same day last week | More out of stock items |
| 9/21/2019 | Increment in average of order change w.r.t same day last week | Less traffic on twitter |
| 9/22/2019 | Increase in overall orders | More count of Restaurants |
| 10/21/2019 | Increment in average of order change w.r.t same day last week | High average packaging charge |
| 11/9/2019 | Increase in overall orders | High traffic |
| 11/17/2019 | Downfall in both overall orders and average of order change w.r.t same day last week | High out of stock items |
| 11/24/2019 | Increment in average of order change w.r.t same day last week | Less in average cost of two |
| 12/1/2019 | Increment in both overall orders and average of order change w.r.t same day last week | High traffic, low average packaging charge |
| 12/22/2019 | Increment in average of order change w.r.t same day last week | High traffic on Facebook |