

Conclusions:

1. The total revenue earned by the company was 31.92 billions.
2. Total discount value was 3.96 billions.
3. Overall discount % was 11.05%.
4. Total no. of orders catered by the company were 120 millions.
5. Operational Area 4.0 has influenced the highest no. of orders and operational area 0.9 has influenced the least no. of orders.
6. 4 weeks forecast for total revenue was highest in 4th Week when no filter was applied on categories.
7. Emails on the homepage are an effective mode of promotion. Emails are most effective mode of promotion for Continental Cuisine Category and least for Thai Cuisine Category. For checkout prices more than Rs. 495, emails are less effective mode of promotion than checkout prices lesser than Rs. 495. Around 19.16% of total orders are due to the influence of mail promotion.
8. Beverages is one of the best-selling categories and Italian cuisine is generating maximum revenue.



