**Business Case: Swiggy**

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**Hypotheses for Fluctuations –**

***L2M (Listing to Menu Conversion)***

* **Traffic Source Variation:** Clearly identifies specific traffic channels (e.g., Facebook, Twitter) and their contribution to the drop/spike.
* **Number of Active Restaurants:** Considers restaurant availability as a factor influencing menu visits.

***M2C (Menu to Cart Conversion)***

* **Organic Traffic vs. Channel Traffic:** Differentiates the impact of organic vs. paid traffic drops on conversions.
* **Discount Sensitivity:** Rightly attributes M2C spikes/dips to changes in average discounts.
* **Out-of-Stock Items:** Captures a critical operational issue impacting cart additions.

***C2P (Cart to Payment Conversion)***

* **Cost Sensitivity:** Effectively ties higher delivery and packaging charges to reduced conversion rates.
* **Visual Appeal (Images per Restaurant):** A nuanced metric, showing how improved visuals can positively impact C2P.
* **Operational Costs:** Links reduced delivery/packaging fees with spikes in C2P.

***P2O (Payment to Order Conversion)***

* **Payment Success Rate:** Directly ties lower payment success rates to a drop in P2O.
* **Cascading Funnel Effects:** Acknowledges how upstream issues can impact P2O downstream.
* **Traffic vs. Payment Success:** Highlights scenarios where traffic reduction didn’t deter P2O due to strong payment success.

**Validation of Hypotheses Using Data(Refer > Excel Sheet > Co-relation Tab)**

* **L2M –**



>On 29-01-2019 There was a Drop in traffic from 40% from Facebook and a massive 88% drop was from Twitter which led to reduction in L2M

>Apart From Trafic there was a reduction in number of active restaurants which also led to the reduction in L2M

> On 16-07-2019 There was a Drop in traffic across all the channels by 10% which led to reduction in L2M



>On 21-01-2019, 22-01-2019 & 09-10-2019 The L2M percentage was high and the order change spiked as the traffic change with respect to same day last week spiked.

>On 05-02-2019 the The L2M boosted as the number of active restaurants increased by 49% compare to the same day last week.

>On 09-10-2019 organic trafic boosted the overall order change keeping the L2M steady.

* M2C



>On 19-02-2019 the drop in M2C happened due to Drop in traffic and no increase in number of Organic trafic.

>on 04-04-2019 the drop in M2C happened majorly due to reduction in avg discount.

>On 04-09-2019 and 1-11-2019 the drop in M2C happened majorly due to increase in out of stock items



>On 18-04-2019 the spike in M2C came due to increase o overall traffic and majorly due to increase in average discount on the menu.

* C2P



>On 02-03-2019 the dip in C2P happened due to increase in avg delivery charges and on 11-082019 due to increase in avg packaging charges.



>On 21-01-2019 the C2P increase as there was a increase in overall traffic as well as number of images per restaurants.

>On 11-04-2019 the C2P increased as there was a dip in average packaging and delivery fee.

>On 19-04-2019 the C2P increase as there was a increase in overall traffic as well as there was a dip in avg delivery fee.

>On 09-10-2019 the C2P increase as there was a increase in number of images per restaurants and dip in the avg cost for two.

* P2O



>On 19-03-2019 the P2O decreased as Sequestrate for payments decreased by 29% and there in the previous funnels were not performing well as well.



>On 28-02-2019 the P2O was high as there was a increase in overall traffic and all subsequent funnels were performing well aswell.

>On 26-03-2019 the P2O was high though there was a reduction in overall traffic due to high success rate of payments.



**Conclusion**:

The analysis highlights key factors affecting conversion fluctuations:

1. Traffic Variation: Drops in traffic from channels like Facebook and Twitter reduced L2M conversions.
2. Out-of-Stock Issues: Higher out-of-stock items lowered M2C conversions, stressing inventory management.
3. Payment Success: Reduced success rates impacted P2O conversions, requiring payment process optimization.
4. Cost Sensitivity: High packaging/delivery charges deterred C2P conversions, emphasizing cost control.
5. Discounts & Active Restaurants: Increased discounts and active restaurants boosted L2M and M2C conversions.

Addressing these areas can stabilize and enhance Swiggy's conversion rates and overall performance.