

Restaurant Funnel Analysis Report

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Overview

This report analyzes restaurant funnel performance (menu opens → cart built → orders) using MySQL for data cleaning, analysis and Power BI for visualizations. The focus is on conversion rates to identify bottlenecks and opportunities.

Insights

Based on the funnel results from the MySQL query and aggregated data in Funnel Results.csv, here are the key patterns observed in the restaurant funnel performance (menu opens → cart built → orders). These are derived from totals and conversion rates across 17 Mumbai restaurants in March 2025:

- **Dominance of High-Volume Restaurants:** Delhi Zaika (Bandra, North Indian) leads with the highest engagement (12,344 menu opens, 3,929 carts, 2,119 orders), representing ~20-25% of total platform activity. However, its cart conversion rate (31.83%) is average, while order conversion (53.93%) is strong, suggesting effective checkout but room for better menu-to-cart optimization.
- **Cuisine-Based Trends:** North Indian (e.g., Delhi Zaika, Urban Tadka) and Maharashtrian (e.g., Aaswad Express, Bhairav Misal) cuisines show the strongest performance, with high overall conversion rates (17-21%) and order volumes (top 4 restaurants account for ~60% of orders). In contrast, South Indian (e.g., Banana Leaf, Udipi Shri Krishna) and Cafe (e.g., The Brooks Bistro) have lower engagement and rates (e.g., 7-15% overall conversion), indicating potential mismatch with customer preferences or menu appeal.
- **Conversion Drop-Off Patterns:** Average cart conversion is ~35-40% across restaurants but drops sharply to ~45-50% for order conversion, leading to overall rates of ~15-20%. Low performers like The Brooks Bistro (15.93% cart conversion) and Backyard Brew (48.63% cart but only 43.62% order) highlight early funnel leaks, while high converters like Aaswad Express (49.84% cart, 63.19% order) succeed in retaining users.
- **Area Disparities:** Bandra restaurants (e.g., Delhi Zaika, Bhairav Misal) outperform with higher volumes and rates (~18-21% overall), likely due to urban density. Malad

and Andheri lag slightly (e.g., Malad's Udipi Shri Krishna at 7.78% overall), possibly from competition or delivery challenges.

- **Platform-Wide Bottleneck:** Despite varied cart conversions (15-52%), order conversions stabilize around 40-60%, resulting in low overall rates (<20% for most). This suggests a common issue in the cart-to-order stage, with only ~17% of menu views turning into orders on average.

Recommendations

These actionable suggestions focus on improving funnel performance for the Mesa food delivery platform, prioritizing data-driven tweaks to boost conversions and orders:

- **Target Menu Optimization for Low Cart Conversion Restaurants:** For underperformers like The Brooks Bistro (15.93% cart conversion) and Banana Leaf (22.06%), simplify menu layouts or add visual recommendations, aiming to increase cart conversion by 10-15% through A/B testing—potentially adding 50-100 carts monthly for similar restaurants.
- **Enhance Checkout Incentives for High-Engagement Spots:** Delhi Zaika and Bhairav Misal have strong order conversions (~53-54%), but platform-wide drops suggest adding cart-stage discounts or free delivery prompts. This could lift order conversion to 60%, generating 200+ additional orders from their high cart volumes.
- **Promote Top Cuisines and Areas:** Prioritize North Indian and Maharashtrian restaurants in Bandra with targeted marketing (e.g., push notifications), while onboarding more in Malad to balance disparities. Estimate: 20% engagement uplift for low-area performers like Udipi Shri Krishna, increasing overall platform orders by 15%.
- **Address Platform-Wide Order Drop-Offs:** Implement global features like saved carts or one-click payments to tackle the ~45-50% order conversion average, focusing on cafes and South Indian cuisines. Monitor via weekly Power BI refreshes, targeting a 5-10% overall conversion improvement (e.g., from 17% to 20%).
- **Iterate with Data Monitoring:** Set up automated MySQL queries and Power BI dashboards for monthly funnel tracking. For niche low-performers (e.g., Cafes with <20% rates), run user surveys or promotions, projecting a 10-20% revenue boost from reduced drop-offs.