**Swiggy Funnel Analysis Report**

**1.Executive Summary**

The report analyzes Swiggy’s order for January 2019, in terms of orders, traffic and conversions week over week. The goal is analyzing the potential reasons for the sudden hike and drops over orders, traffic or conversion rates and provide actionable recommendations to maintain consistent order growth and optimize customer engagement.

**2.Analysis of Orders level Fluctuations**

**Hypothesis**

The significant changes in order volumes are likely to be driven by traffic and conversion rates, which are influenced by the factors like traffic sources, discounts, offers, delivery packaging charges and restaurants availability.

**Validation**

Weekly order volumes are analyzed in relation with traffic changes and effectiveness of each stage in the conversion funnel (L2O, M2C, C2P, P2O).

**2.1Order Drops Analysis**

Key Dates and Insights

* 10th January 2019

**Hypothesis**

Drop in orders due to traffic issues and L2O conversion stage

**Validation**

Heavy drop in orders by 45% reason being less traffic dropped by 48%, which is due to the drop in the traffic via Facebook [exceptionally least], YouTube and Twitter additionally L2O is very less that is only 6%.

* 29th January 2019

**Hypothesis**

Drop in orders volume due to traffic issue and L2M conversion stage

**Validation**

Even higher drop in orders by 72% reason being less traffic over the last week [the last week has exceptionally higher traffic from Facebook and twitter], additionally overall conversion rate has dropped due to majorly due to L2M only 12 % which could be due less count of restaurants as well on 29th January 2019.

* 19th February 2019

**Hypothesis**

Drop in orders is led by drop in overall conversion due to M2C conversion stage.

**Validation**

The orders have been dropped by 56% in comparison to the last week mostly due to M2C being very less i.e. 17% from 39% on the last week

* 2nd March 2019

**Hypothesis**

Drop in orders due to overall drop in conversion [C2P has dropped]

**Validation**

The orders have been dropped by 38% in comparison to the last week due to the C2P being only 33% which is very less in comparison to the other days due to the fact may be as average delivery is very high in comparison to the last week, last week it was only 28 but this time, it was 56.

* 19th March 2019

**Hypothesis**

Drop in order volume due to drop in conversion [P2O dropped]

**Validation**

Overall orders have been dropped off by 46% due to less P2O, due to very less success rate of payments i.e. only 65%

* 4th April 2019

**Hypothesis**

Drop in order volume due to less M2C leading to overall conversion drop.

**Validation**

The orders have been dropped by 52% due to M2C being very less, i.e. only 20% which might be due to very less discount offered on the average i.e. only 0.1

* 12th April 2019

**Hypothesis**

Drop in orders due to drop in overall conversion.

**Validation**

The orders here, dropped off by 27%, overall conversion as dropped in comparison to last week since all the components are i.e. L2M, M2C, C2P, P2O are comparatively lower than the last week.

* 25th April 2019

**Hypothesis**

Drop in order volume due to drop overall conversion [M2C and C2P dropped]

**Validation**

The orders were relatively lower here, as for the last week M2C and C2P were very high, since last week the discounts were higher last week.

* 20th June 2019

**Hypothesis**

Orders dropped due to traffic fluctuations [traffic dropped].

**Validation**

The orders have been dropped here in comparison to the last week since the traffic is reduced by 53% from the last week, reason being the all the channels are showed up with the least traffic on that day.

* 16th July 2019

**Hypothesis**

Orders dropped due to drop in overall conversion [L2M dropped]

**Validation**

The order has been dropped by 63%, due L2M being only 10%, which might be increased average cost for the two.

* 11th August 2019

**Hypothesis**

Drop in orders due to C2P has dropped [hence, overall conversion dropped]

**Validation**

Here the orders have been dropped by 54%, due to C2P being very less i.e. only 33%, it might be due to comparatively higher average packaging charges in comparison to other days i.e. 29 rupees.

* 14th September 2019

**Hypothesis**

Drop in orders due to low M2C.

**Validation**

Here orders have dropped by 54%, since M2C is very low that is only 15%.

* 16th November 2019

**Hypothesis**

Drop in M2C has led the drop in orders volume.

**Validation**

Here the orders have been dropped by 57%, since M2C is very low only 14%.

**2.2Order Hikes Analysis**

Key Dates and Insights

* 17th January 2019

**Hypothesis**

Orders volume increased due to increased traffic.

**Validation**

Here the orders have increased by 106% with respect to the last week, because the traffic has been increased drastically by 110% with respect to the last week. Reason being we have seen the least traffic on last week i.e. 10th Jan from all the different types of channels.

* 21st January 2019

**Hypothesis**

Orders volume is high due to high overall conversion.

**Validation**

Here the orders have increased by 23%, since L2M, M2C and C2P all the comparatively higher with respect to the last week.

* 22nd January 2019

**Hypothesis**

Orders have hiked due to hike in the traffic.

**Validation**

Here we have hike in terms of orders by 85% due to the hike in traffic with respect to last week which is about 77% since channel like Facebook and Twitter have been seen very high traffic.

* 5th February 2019

**Hypothesis**

Orders volume has increased due to the traffic drop observed last week.

**Validation**

Here the orders have been increased drastically by 115% with respect to the last week, since last week traffic and hence orders were very low. As last week, on 29th Jan count of restaurants on the site is the least, also due to this L2M for last week was also very low.

* 26th February 2019

**Hypothesis**

Hike in orders due to hike in overall conversion [M2C has hiked]

**Validation**

Here the orders are 120% higher in comparison to the last week, due to the M2C being very low i.e. only 17% for the last week and this it is comparatively higher i.e. 41%.

* 28th February 2019

**Hypothesis**

Hike in orders due to high L2M, M2C and P2O [leading to hike in overall conversion].

**Validation**

Here the orders are higher than the last week by 22%, due to that the fact that L2M, M2C and P2O are comparatively higher here in comparison to the last week.

* 9th March 2019

**Hypothesis**

Orders have increased due to C2P stage of conversion.

**Validation**

Here the order has been increased by 102% with respect to the last week, as the last week we faced less orders due to very low C2P that is only 33% but this week it was neutral i.e. 71%.

* 24th March 2019

**Hypothesis**

Orders volume incremented due to hike in overall conversion.

**Validation**

Here the orders are just higher than by 22% since in comparison to last week, the overall conversion is higher, due to L2M, M2C, C2P and P2O, all are comparatively higher than the last week.

* 26th March 2019

**Hypothesis**

Orders are high due to hike in P2O stage in overall conversion.

**Validation**

Here the orders are higher by 78% in comparison to the last week as last week, the P2O is exceptionally low only 39%, because of very low successful payment rates i.e. only 65%.

* 11th April 2019

**Hypothesis**

Hike in orders due to the hike in M2C stage in conversion.

**Validation**

Here the orders are high in comparison to the last week as last week M2C is very less i.e. only 20% which is even below the average reason being 4th April has been facing with the least average discount which is only 0.1

* 18th April 2019

**Hypothesis**

M2C and C2P stages has caused the hike in orders.

**Validation**

Here the orders are comparatively higher than last week, as this week M2C is very high than last week i.e. 67% and last week it was only 39%. As the average discount is very high, average cost for two is very low and the avg packaging charges is very low leading to good C2P as well.

* 19th April 2019

**Hypothesis**

Orders volume has incremented due to hike in overall conversion.

**Validation**

Here the orders are higher than last week as L2M, M2C and C2P all are higher than the last week leading to this increment in terms of order, might be due little bit less average cost for two and average packaging cost.

* 27th June 2019

**Hypothesis**

Orders are high due to traffic and C2P stage of overall conversion.

**Validation**

Here the orders are high which could be since last week the traffic was very low. Also, average discount is higher, average cost for two and average packaging charges are low in comparison to the last week which has caused higher C2P 75% this week.

* 23rd July 2019

**Hypothesis**

Orders are high due to higher L2M this time.

**Validation**

Here the orders are very high since last week L2M was very low i.e. only 10%. Also, this week, average cost for two, average packaging charges, average delivery charges are lower and average discount is comparatively higher than last week.

* 18th August 2019

**Hypothesis**

The C2P stage of conversion has led to high orders.

**Validation**

Here the orders are higher because last week the C2P is very low i.e. 33%, but this week its 33%. As last week the average packaging charges are very high last week. Also, the average cost for two, is lower this week.

* 21st September 2019

**Hypothesis**

Orders are high mainly due to M2C stage of overall conversion.

**Validation**

This week orders are higher because last week the M2C is very low i.e. only 15%. As there are lot of out of stocks last week in comparison to this week. On the top of it in general, the average packaging charges, avg. cost for two and average delivery charges all are a bit lower this week.

* 9th October 2019

**Hypothesis**

Orders are high due to hike in overall conversion.

**Validation**

Here we have 22% higher orders because L2M, C2P and P2O are comparatively higher than last week. Here average cost for two is low which might be the reason higher C2P.

* 21st October 2019

**Hypothesis**

Orders are high due to hike in overall conversion.

**Validation**

Here again the orders are higher due to L2M, M2C, C2P and P2O are comparatively higher than last week.

* 9th November 2019

**Hypothesis**

Orders are high due to hike in M2C, C2P and P2O stages of conversion.

**Validation**

Here the orders are higher due to M2C, C2P and P2O are comparatively higher than last week. Due to the average delivery charges and average cost for two is lower this week.

* 24th November 2019

**Hypothesis**

Orders are high due to M2C stage of conversion.

**Validation**

Here the orders are higher since last week M2C was very low i.e. only 14%. Out of the fact that last week out of stock was very high.

* 22nd December 2019

**Hypothesis**

Orders are high due to hike in overall conversion.

**Validation**

Here the orders are comparatively higher as this week L2M, M2C and P2O are higher which could be due to lower average delivery and packaging charges.

**3.Analysis of Traffic-Level Fluctuations**

**Hypothesis**

Traffic levels fluctuation in response to different social media channels. Low traffic often results from weak social media performance while peaks align with boosted content or seasonal promotions.

**Validation**

The traffic changes are validated against the data from key social media platforms (Facebook, YouTube, Twitter etc.) with insights into how they impacted the conversion rates and orders.

**3.1Traffic Drops Analysis**

Key Dates and Insights

* 10th January 2019

**Hypothesis**

Drop in traffic due to Facebook, twitter and YouTube suffered from least traffic.

**Validation**

Here there is drop in traffic by 49% in comparison to the last week, due to the drop in traffic from channel Facebook [387156], twitter [2873204] and YouTube [1170564].

* 29th January 2019

**Hypothesis**

Drop in traffic due to Facebook, twitter, YouTube and others suffered from least traffic.

**Validation**

Here we have observed the drop in traffic in comparison to last week, this week on the average from all the channels Facebook, YouTube, twitter and others are observed with less traffic.

* 20th June 2019

**Hypothesis**

Drop in traffic due to Facebook, twitter, YouTube and others suffered from least traffic.

**Validation**

This week has been observed with a drop might be due to less traffic observed from Facebook [3674574], twitter [2755930], YouTube [1122786] and others [2653859].

**3.2Traffic Hikes Analysis**

Key Dates and Insights

* 17th January 2019

**Hypothesis**

Hike in traffic due to Facebook, twitter and YouTube suffered from least traffic last week.

**Validation**

The average traffic on 10th January i.e. the last week very low in comparison to the last week, due to the traffic being very low from Facebook, YouTube and twitter. Hence, we have seen a hike on 17th January 2019.

* 22nd January 2019

**Hypothesis**

Hike in traffic due to Facebook and twitter channel.

**Validation**

The average traffic here is higher due to very high traffic was observed from Facebook [13525559] and twitter [19827367].

* 27th June 2019

**Hypothesis**

Hike in traffic due to all the channels suffered from least traffic last week.

**Validation**

Since we have very less traffic from all the channels i.e. Facebook [3674574], twitter [1122786], YouTube [2755930] and others [2653859] last week, it’s expected to observe a hike in this week.

**4.Analysis of Overall Conversion-Level Fluctuations**

**Hypothesis**

Conversion rates are influenced by a combination of factors, including available discounts, payment success rates and average costs. Lower conversions are often tied to high delivery charges, reduced discounts and payment failures.

**Validation**

The overall conversion rates were examined in the context of each funnel stage, with particular attention to high-impact date to validate the hypothesis.

**4.1Conversion Drops Analysis**

Key Dates and Insights

* 29th January 2019

**Hypothesis**

Drop in overall conversions due L2M conversion stage

**Validation**

High drop in overall conversion by 52% reason being L2M is only 12 % which might be due to less traffic this week in comparison to last week and also very a smaller number of restaurants are available on 29th January 2019.

* 19th February 2019

**Hypothesis**

Drop in conversions is led by drop in overall conversion due to M2C conversion stage.

**Validation**

The overall conversion rate has been dropped by 54% in comparison to the last week mostly due to M2C being very less i.e. 17% while last week it was about 39%, which might be due to high discount and lesser out of stock in comparison to last week. Additionally, the average cost for two is also low.

* 2nd March 2019

**Hypothesis**

Overall drop in conversion [C2P has dropped]

**Validation**

Overall conversion has been dropped by 42% in comparison to the last week due to the C2P being only 33% which is very less in comparison to the other days due to the fact may be as average delivery is very high in comparison to the last week, last week it was only 28 but this time, it was 56.

* 19th March 2019

**Hypothesis**

Drop in overall conversions [P2O dropped]

**Validation**

Overall conversions have been dropped off by 47% due to P2O being only 39%, last week it was 81%, due to very less success rate of payments i.e. only 65%

* 4th April 2019

**Hypothesis**

Drop in conversions due to less M2C leading to overall conversion drop

**Validation**

The overall conversion has been dropped by 53% due to M2C being very less, i.e. only 20% which might be due to very less discount offered on the average i.e. only 0.1. Also, C2P and P2O is less in comparison to last week

* 25th April 2019

**Hypothesis**

Drop in conversions due to drop overall conversion [M2C and C2P dropped]

**Validation**

The overall conversion has dropped by 39%, as for the last week M2C and C2P were very high, since last week the discounts were higher. And, last week the average cost for two was low.

* 16th July 2019

**Hypothesis**

Conversions dropped due to drop in overall conversion [L2M dropped]

**Validation**

Overall conversion has been dropped by 59%, due L2M being only 10%, which might be increased average cost for the two and less count of restaurants this week.

* 11th August 2019

**Hypothesis**

Drop in overall conversions due to C2P has dropped [hence, overall conversion dropped]

**Validation**

Here the overall conversion has been dropped by 54%, due to C2P being very less i.e. only 33%, it might be due to comparatively higher average packaging charges in comparison to other days i.e. 29 rupees. And also, the average cost for two, this week is higher.

* 14th September 2019

**Hypothesis**

Drop in overall conversions due to low M2C.

**Validation**

Here the overall conversion has dropped by 51%, since M2C is very low that is only 15%, out of stock of items per restaurants this week is higher, last week it was very low.

* 16th November 2019

**Hypothesis**

Drop in M2C has led the drop in overall conversions.

**Validation**

Here the overall conversion has been dropped by 54%, since M2C is very low only 14% which could be possible due to higher average cost for two or a bit of lower average discount this week.

**4.2Conversion Hikes Analysis**

Key Dates and Insights

* 5th February 2019

**Hypothesis**

L2M stage has led to the hike in overall conversion.

**Validation**

Here the overall conversion has been increased drastically by 115% with respect to the last week, since last week traffic was very low and the count of restaurants on the site was least, due to which L2M for last week was also very low i.e. only 12%.

* 26th February 2019

**Hypothesis**

Hike in overall conversions [M2C has hiked]

**Validation**

Here the overall conversion is 116% higher in comparison to the last week, due to the M2C being very low i.e. only 17% for the last week and this it is comparatively higher i.e. 41%. As the out of stock is less this week.

* 9th March 2019

**Hypothesis**

Overall conversions have increased due to C2P stage of conversion.

**Validation**

Here the overall conversion has been increased by 102% with respect to the last week, due to very low C2P that is only 33% but this week it is 71% , as last week average delivery charges are very high last week and also the average cost for two was higher.

* 26th March 2019

**Hypothesis**

Overall conversions are high due to hike in P2O stage in overall conversion.

**Validation**

Here the overall conversion is higher by 87% in comparison to the last week as last week, the P2O is exceptionally low only 39%, because of very low successful payment rates i.e. only 65%.

* 11th April 2019

**Hypothesis**

Hike in overall conversions due to the hike in M2C stage in conversion.

**Validation**

Here the overall conversion is less in comparison to the last week as last week M2C was very less i.e. only 20% which is even below the average, reason being 4th April has been facing with the least average discount which is only 0.1

* 18th April 2019

**Hypothesis**

M2C and C2P stages has caused the hike in conversions

**Validation**

Here the overall conversion is comparatively higher than last week, as this week M2C is very high than last week i.e. 67% and last week it was only 39%. As the average discount is very high, average cost for two is very low and the avg packaging charges is very low leading to good C2P as well.

* 23rd July 2019

**Hypothesis**

Conversions are high due to L2M and C2P stages.

**Validation**

Here the overall conversion is very high since last week L2M was very low i.e. only 10%. Also, this week, average cost for two, average packaging charges, average delivery charges are lower and average discount is comparatively higher than last week which is leading to little higher C2P.

* 18th August 2019

**Hypothesis**

The C2P stage of conversion has led to high conversions.

**Validation**

Here the overall conversion is higher because last week the C2P is very low i.e. 33%, but this week its 65%. As last week the average packaging charges are very high last week. Also, the average cost for two, is lower this week.

* 21st September 2019

**Hypothesis**

Conversions are high mainly due to M2C stage of overall conversion.

**Validation**

This week overall conversion is higher because last week the M2C is very low i.e. only 15%. As there are lot of out of stocks last week in comparison to this week. On the top of it in general, the average packaging charges, avg. cost for two and average delivery charges all are a bit lower this week.

* 9th October 2019

**Hypothesis**

Conversions are high mainly due to L2M, C2P and P2O stage of overall conversion.

**Validation**

Here we have 27% higher overall conversion because L2M, C2P and P2O are comparatively higher than last week. Here average cost for two is low which might be the reason higher C2P.

* 21st October 2019

**Hypothesis**

Conversions are high due to L2M, M2C , C2P and P2O stages

**Validation**

Here again the overall conversion is higher due to L2M, M2C, C2P and P2O are comparatively higher than last week. Due to higher average discount and lower average cost for two.

* 24th November 2019

**Hypothesis**

Conversions are high due to M2C stage of conversion.

**Validation**

Here the overall conversion is higher since last week M2C was very low i.e. only 14%. Since last week out of stock was exceptionally very high.

* 22nd December 2019

**Hypothesis**Conversions are high due to L2M, M2C and P2O stage of conversion.

**Validation**

Here the overall conversion is comparatively higher as this week L2M, M2C and P2O are higher which could be due to lower average delivery and packaging charges.

**5.Recommendations**

**To Stabilize and Enhance Order Volume and Conversions**

**5.1 Channel Optimization**

* We could focus on boosting the traffic through Facebook, Twitter and YouTube during the historically lower traffic weekdays or weekends. We could consider allocating additional advertising spend and promotions on these platforms to counteract the fluctuations.

**5.2 Conversion Rate Improvement**

* We need to monitor and enhance conversion touchpoints, specially M2C and C2P via offering regular good properly distributed discounts and reducing delivery, packaging and average cost for two which would help us improving the conversion rates, reducing fluctuations and increasing the customer satisfaction.

**5.3 Payment and Order Success Rate**

* We need to enhance payment success rates initiatives by minimizing payment errors if occurred and offering more multiple payments options to improve the P2O conservation even more. This would involve working with good payment gateway providers for reliability improvements during peak times.

**5.4 Discount Strategies**

* We could implement a strategic discounting approach during periods with low M2C, especially after high-traffic weeks. This could help maintain conversion rates and prevent customer drop-offs during weeks or days with expected order declines.

**5.5 Regular Analysis and Adaptation**

* We should perform monthly funnel analysis to identify changes in customer behavior, especially concerning L2M, M2C and C2P. Then we can adapt marketing and product strategies based on these insights which can help maintain steady growth and customer engagement.

**6.Conclusions**

The funnel analysis for January 2019 highlights the critical areas of improvement for Swiggy’s performance. With the optimized delivery charges, packaging charges , cost for two ,rebalancing the traffic and availability of restaurants and performing , monitoring the regular monthly funnel analysis we could improve the performance.