

ANNUAL REPORT

Performance Review

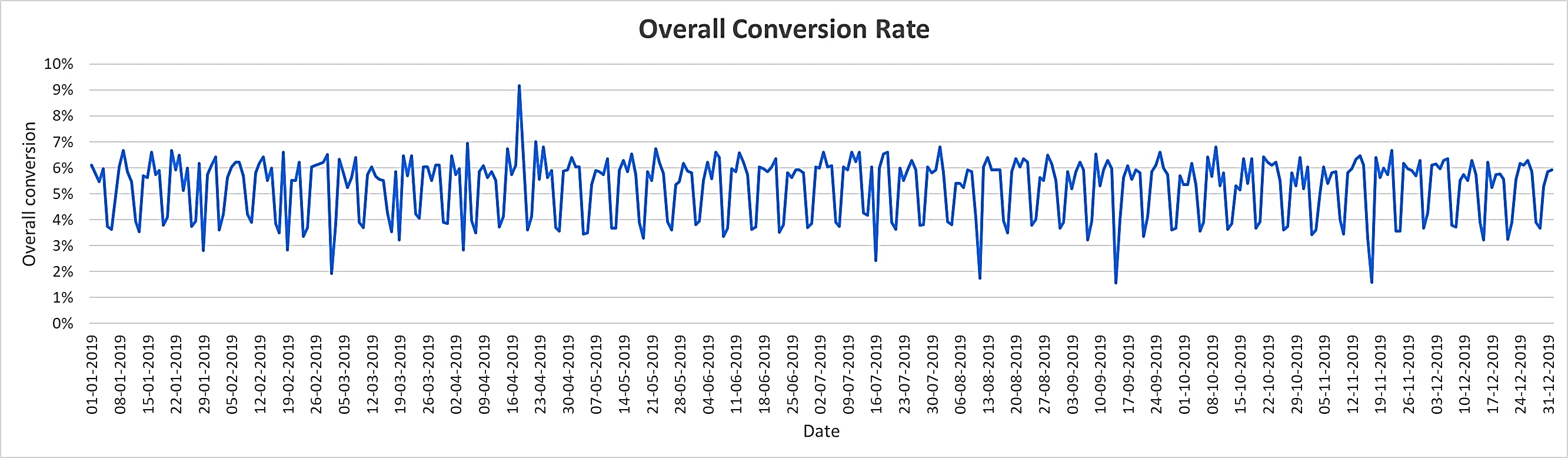
**2019**

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**OVERVIEW**

The report presents an analysis of the metrics of order, traffic, and conversion rate based on data collected in 2019. The data reveals a fluctuating trend in these metrics, where a change in traffic and conversion rate leads to change in number of orders being placed. In some cases, traffic especially from social media platforms, has a major impact on the overall change in traffic and subsequent orders placed. Furthermore, weekends and holidays were found to play a role in the increase in orders being placed.

 The overall conversion rate is a critical metric as it represents the percentage of users who visit the platform and go on to place an order. In 2019, the conversion rate fluctuates throughout the year (as shown below), ranging from as low as 2% to as high as 9%. Overall, the average conversion rate for the year appears to be around 5%.

**2019 at a Glance**

**Overall Conversion**

**5%**

**Total**

**Traffic**

**10.33 B**

**Total**

**Orders**

**506.8 M**

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| ORDER DROP - INSIGHTS | | |
| Date | **Traffic** | **Overall Conversion** |
| 10-01-2019 | The decrease in order change was primarily caused by a significant drop in traffic compared to the previous week. Facebook saw the biggest decline in traffic at 95%, followed by YouTube and Twitter at 49% each. | No Major Fluctuation observed. |
| 29-01-2019 | Despite an increase in traffic from channels such as YouTube (observed significant drop last week) and others, the negative impact of reduced traffic from Twitter (significant drop) and Facebook contributed to a drop in traffic, subsequently orders received. | The drop in conversion rate was a significant factor in the decrease in food orders. The number of available restaurants on this day was lower, leading to a decline in L2M conversion rates which ultimately led to the decrease in the number of orders placed. |
| 19-02-2019 | No Major Fluctuation observed. | This day being a religious holiday, there may be a decrease in food orders as people may be busy with religious rituals or prefer to cook at home. Additionally, many people may be fasting or choosing to eat vegetarian food, which can result in lower M2C conversion rates on that day. |
| 02-03-2019 | No major Fluctuation observed. | The drop in conversion rate was a significant factor in the decrease in food orders. This was possibly due to the higher delivery charges, leading to a reduction in the C2P conversion rate and subsequently resulting in a decrease in the number of orders placed. |
| 19-03-2019 | No Major Fluctuation observed. | The decrease in food orders was likely caused by a significant drop in the conversion rate, which has resulted from a lower success rate in payment transactions. This, in turn, led to a decrease in the P2O conversion rate and ultimately resulted in a reduced number of orders being placed. |
| 04-04-2019 | No Major Fluctuation observed. | The decrease in food orders was likely caused by a significant drop in the conversion rate, which has resulted from a lower discount offered. Consequently, the M2C conversion rate also decreased, as many customers opted to purchase the item only if a substantial discount % was available. As a result, the overall volume of orders placed decrease. |
| 12-04-2019 | No Major Fluctuation observed. | Not a significant drop in conversion rate, but change in conversion rate affected the number of orders placed as we can see that images per restaurant on menu page was less than average on that day. As a result, the M2C conversion rate has slightly reduced. |
| 25-04-2019 | No Major Fluctuation observed. | The decrease in conversion rate has impacted the volume of orders received. This is likely due to the discount being offered is lower than the discount offered on the same day of the previous week, which saw a hike in orders placed. As a result, the M2C conversion rate has been adversely affected. |
| 20-06-2019 | The decrease in food orders was primarily caused by a significant drop in traffic, which is evident from the fact that there has been a 53% decline in traffic across all channels. | No Major Fluctuation observed. |
| 16-07-2019 | No Major Fluctuation observed. | The decrease in conversion rate has impacted the volume of orders received. This was possibly due to the higher "cost for two", leading to a reduction in the L2M conversion rate and subsequently resulting in a decrease in the number of orders placed. |
| 11-08-2019 | No Major Fluctuation observed. | The decrease in conversion rate has impacted the volume of orders received. This was possibly due to the higher packing charges, leading to a reduction in the C2P conversion rate and subsequently resulting in a decrease in the number of orders placed. |
| 14-09-2019 | No Major Fluctuation observed. | The decrease in conversion rate has impacted the volume of orders received. This was possibly due to the higher "out of stock Items" per restaurant, leading to a reduction in the M2C conversion rate and subsequently resulting in a decrease in the number of orders placed. |
| 17-11-2019 | No Major Fluctuation observed. | The decrease in conversion rate has impacted the volume of orders received. This was possibly due to the higher "out of stock Items" per restaurant, leading to a reduction in the M2C conversion rate and subsequently resulting in a decrease in the number of orders placed. |

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| ORDER HIKE - INSIGHTS | | |
| Date | **Traffic** | **Overall Conversion** |
| 17-01-2019 | The main reason for the increase in food orders was because of the increase in traffic, largely contributed by Facebook, which experienced a massive spike of 1980% followed by YouTube and Twitter with 110% each. | No Major Fluctuation observed. |
| 21-01-2019 | The reason for the increased number of orders was primarily because of a rise in both traffic and conversion rate as compared to the previous week. Although the change in traffic and conversion rate was not as significant, it does not imply that fewer orders were placed. In fact, the combined effect of higher traffic and conversion rate led to a higher number of orders being placed. | |
| 22-01-2019 | The main reason for the increase in food orders was because of the increase in traffic, largely contributed by Twitter, which experienced a massive spike of 747% followed by Facebook. Despite the negative impact from You tube and other channels, the significant rise in Twitter traffic had a major impact on the overall increase in traffic. | No Major Fluctuation observed. |
| 31-01-2019 | The reason for the increased number of orders was primarily because of a rise in both traffic and conversion rate as compared to the previous week. Although the change in traffic and conversion rate was not as significant, it does not imply that fewer orders were placed. In fact, the combined effect of higher traffic and conversion rate led to a higher number of orders being placed. | |
| 05-02-2019 | No Major Fluctuation observed. | The increase in food orders was primarily due to the significant hike in conversion rate. Since there were more restaurants available compared to the previous week, resulting in higher L2M conversion rates, which ultimately led to an increase in the number of orders placed. |
| 26-02-2019 | No Major Fluctuation observed. | The primary reason behind the increase in food orders was the significant hike in conversion rate. Despite having normal conversion rates, there was still an increase in M2C conversions compared to the same day previous week (religious holiday), where lower M2C conversions were observed due to fasting and preference for vegetarian food. |
| 28-02-2019 | The reason for the increased number of orders was primarily because of a rise in both traffic and conversion rate as compared to the previous week. Although the change in traffic and conversion rate was not as significant, it does not imply that fewer orders were placed. In fact, the combined effect of higher traffic and conversion rate led to a higher number of orders being placed. | |
| 09-03-2019 | No Major Fluctuation observed. | The increase in food orders was primarily due to the significant hike in conversion rate. Here ,the average delivery charge is lower compared to the previous week, resulting in higher C2P conversion rates, which ultimately led to an increase in the number of orders placed. |
| 24-03-2019 | The reason for the increased number of orders was primarily because of a rise in both traffic and conversion rate as compared to the previous week. Although the change in traffic and conversion rate was not as significant, it does not imply that fewer orders were placed. In fact, the combined effect of higher traffic and conversion rate, along with the weekend factor, led to a higher number of orders being placed. | |
| 26-03-2019 | No Major Fluctuation observed. | The increase in food orders was primarily due to the significant hike in conversion rate. Here the payment success rate is higher compared to the previous week, resulting in higher P2O conversion rates, which ultimately led to an increase in the number of orders placed. |
| 11-04-2019 | No Major Fluctuation observed. | The increase in food orders was primarily due to the significant hike in conversion rate. Here the average discount % is higher and average delivery charge is lower compared to the previous week, resulting in higher M2C and C2P conversion rates, which ultimately led to an increase in the number of orders placed. |
| 14-04-2019 | The reason for the increased number of orders was primarily because of a rise in both traffic and conversion rate as compared to the previous week. Although the change in traffic and conversion rate was not as significant, it does not imply that fewer orders were placed. In fact, the combined effect of higher traffic and conversion rate, along with the weekend factor, led to a higher number of orders being placed. | |
| 18-04-2019 | No Major Fluctuation observed. | The increase in food orders was primarily due to the significant hike in conversion rate. Here the average discount % is very high , Number of images per restaurant is slightly higher and Out of stock Items per restaurant is slightly lower compared to the previous week, resulting in higher M2C conversion rates, which ultimately led to an increase in the number of orders placed. |
| 19-04-2019 | The reason for the increased number of orders was primarily because of a rise in both traffic and conversion rate as compared to the previous week. Although the change in traffic and conversion rate was not as significant, it does not imply that fewer orders were placed. In fact, the combined effect of higher traffic and conversion rate, along with the religious holiday factor, led to a higher number of orders being placed. | |
| 27-06-2019 | The main reason for the increase in food orders was because of the increase in traffic, which is evident from the fact that there has been a 119% spike in traffic across all channels. | No Major Fluctuation observed. |
| 23-07-2019 | No Major Fluctuation observed. | The increase in food orders was primarily due to the significant hike in conversion rate. Here the Average Cost for two is very low and count of restaurant available is slightly higher compared to the previous week, resulting in higher L2M conversion rates, which ultimately led to an increase in the number of orders placed. |
| 18-08-2019 | No Major Fluctuation observed. | The increase in food orders was primarily due to the significant hike in conversion rate. Here the Average packing charge is low compared to the same day previous week, resulting in higher C2P conversion rates and being a weekend, which ultimately led to an increase in the number of orders placed. |
| 21-09-2019 | No Major Fluctuation observed. | The increase in food orders was primarily due to the significant hike in conversion rate. Here the Out-of-stock Items per restaurant is less compared to the same day previous week, resulting in higher M2C conversion rates and being a weekend, which ultimately led to an increase in the number of orders placed. |
| 09-10-2019 | No Major Fluctuation observed. | The increase in food orders was primarily due to the significant hike in conversion rate. Here the average cost for two is low compared to the same day previous week, resulting in highest L2M conversion rates , which ultimately led to an increase in the number of orders placed. |
| 21-10-2019 | No Major Fluctuation observed. | The increase in food orders was primarily due to the slight rise in conversion rate. Here the average discount % is slightly higher compared to the same day previous week, resulting in higher M2C conversion rates , which ultimately led to an increase in the number of orders placed. |
| 09-11-2019 | The reason for the increased number of orders was primarily because of a rise in both traffic and conversion rate as compared to the previous week. Although the change in traffic and conversion rate was not as significant, it does not imply that fewer orders were placed. In fact, the combined effect of higher traffic and conversion rate, along with the weekend factor, led to a higher number of orders being placed. | |
| 24-11-2019 | No Major Fluctuation observed. | The increase in food orders was primarily due to the significant hike in conversion rate. Here the Out-of-stock Items per restaurant is less compared to the same day previous week, resulting in higher M2C conversion rates and being a weekend, which ultimately led to an increase in the number of orders placed. |
| 01-12-2019 | The reason for the increased number of orders was primarily because of a rise in both traffic and conversion rate as compared to the previous week. Although the change in traffic and conversion rate was not as significant, it does not imply that fewer orders were placed. In fact, the combined effect of higher traffic and conversion rate, along with the weekend factor, led to a higher number of orders being placed. | |
| 22-12-2019 | No Major Fluctuation observed. | Despite the traffic being similar to the previous week, a slight increase in the conversion rate was the primary reason for the higher number of orders received. Additionally, the number of images per restaurant was higher than the previous week, resulting in an increase in the M2C conversion rate , together with weekend factor led to the increase in number of orders placed. |

**CONCLUSION**

Based on the analysis of the data, it can be concluded that there were fluctuations in order volume over the course of the year, which were influenced by variations in traffic and conversion rates. The data indicates that social media platforms like Facebook and YouTube played a significant role in driving website traffic, while factors such as delivery charges, discounts, out-of-stock items, count of restaurants, average packaging charges, etc had an impact on conversion rates. Additionally, weekends and holidays were observed to affect order volume, with higher numbers of orders being placed during these periods. These findings suggest that close monitoring of traffic sources and conversion drivers, coupled with targeted marketing strategies during weekends and holidays, could help to stabilize order volume and enhance overall business performance.