**Swiggy Funnel Analysis**

**Case Summary**:

Swiggy is one of the largest food eCommerce platform in the country. Every day more than 1 million users are transacting on the platform. This is the analysis report for company’s performance for 2019. The report contains analysis of day to day orders and listing. Based on analysis which is explained below there is big fluctuation in order for 01/29/2019, the insights on the reason and possible cause for this fluctuation is explained in detail below.

**Insights:**

* Average listing per day is around **28,224,192**
* Average orders per day is around **1,384,597**
* As per the data the overall average conversion rate (listing to order) per day is **~5%.**
* Traffic fluctuations as compared to the same day last week majorly happens for Tuesday’s and Thursday’s. The fluctuations range from **-53%** to **119%.**
* Based on the data, we can see that the most fluctuations as compared to same day previous week happen for Tuesday and Thursday. The fluctuations range from **-72%** to **135%.**
* The **biggest Fluctuation** in **listing to menu** is on date **7/16/2019** which is at lowest 10% (Listing to Menu). Overall conversion for that day is at **2%** only.
  + There is no significant change in supporting data or the channel wise data for the day. All the conversions are same for this day.
  + The reason for dip can not be concluded. We can conclude this by stating as this was **Tuesday** there is dip in orders.
* The **biggest Fluctuation** in **orders** as compared to same day last week is on **1/29/2019** which is **-72%.** Overall conversion rate for the day is at **3%.**
  + **Reason for this Fluctuation**:
    - The conversion rate from **L2M, M2C, C2P & P2O** for this day is **12%, 42%, 72% & 80%** respectively.
    - There is change in traffic for the day from **Twitter, Youtube and Others** with conversion rate **21.60%, -41.77% & 20.17%** respectively.
    - Based on supporting data, there are very less restaurants open for the day **274777** which is lowest as compared to any other day.

**Below are the charts which shows conversion data with respect to day’s**: