**Report Insights and Observations**

**1. Order Level Analysis:**

* Maximum number (4667) of orders have been placed from HSR Layout location. These orders are placed in the morning, the least amount of orders placed (389) from the same location are late in the night.
* Out of the minimum orders (1), ~60% orders have been placed at night and late night slot from area drop level locations.
* HSR Layout has maximum monthly orders, 68% orders have been placed from this location. It is a prime location for Freshco Hypermarket Capstone. Additionally, 17% orders are from ITI Layout.
* Referring to the chart, its been observed that delivery charges for late night slots have been extremely high, especially in the month of February.
* Referring to the chart for discount, it can be concluded that highest amount of discounts are provided in night slot and ‘late night’ slots have minimum discounts. August month has the high number of discounts provided.
* It can be inferred that night slots have higher delivery charges and lesser discounts this can cause a restrain in the number of orders from the same slot going forward.

**2. Completion Rate Analysis:**

* Sunday is the day where maximum orders have been placed. Morning orders on a Sunday have precedence when compared to other slots. The completion rates are also high here.
* Tuesday has the least orders made out of the rest of the week.
* Completion rate for Saturday morning is least in comparison to other days.

**3. Customer Level Analysis**

* It’s been observed that large audience on Freshco Hypermarket Capstone has been on the platform organically.
* Audience received through snapchat is the least compared to other sources, it is 11.04%
* When product amount is into the picture, it’s can be inferred that maximum LTV for every customer is 62277 and minimum is 10.
* At customer acquisition source level, the aggregated LTV maximum is 3217 which is for organic source and minimum is for 1282 Instagram source.
* When considered aggregated LTV at acquisition month, 454 is the least value for September and maximum value 5162 for January. The LTV is a deceasing trend.
* The highest Average Revenue at customer acquisition source level is 344.16 by Snapchat. Followed by google whose average is 342.55.
* The highest average Revenue per order at acquisition month level is for the month of January 360.25.
* As per data we can see that order done in afternoon have the maximum number of 5 rating which is 4070. Maximum 1 rating are for night slot is which 45.
* Maximum number of products are ordered at afternoon slots the total sum of products ordered in that slot is 29120, out of which 19960 are rated at 5.

**4. Delivery Level Analysis**

* Total orders placed are 22823 and Order successfully delivered 22721. The completion rate is 99.55%
* 0.45% orders are not completed, cancelled orders are 102.
* Out of cancelled orders, 69% orders got discontinued on weekdays and 30% on weekends.
* 27% delivery charges are applied in morning.
* If compared with delivery slot, afternoon slot is having most amount of delivery charges (113584) and late night is having the least amount of charges (51300).
* If compared with delivery area, HSR Layout is having most amount of delivery charges (283891) and Bellandur, Ecospace is having the least amount of charges (39).