

# Recommendations to enhance profitability

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# Recommendations

- A** Offboard Restaurants w/ Negative Profit Margin
- B Set a Minimum of 10% Commission Percentage
- C Eliminate the 10% Discount



# + Current Metrics

| Profit  | Avg Order Value | Profit Margin  |
|---|-----------------|----------------|
| -34.10K   | 1053.97         | -47.26%        |
| Commission %  | Cost Per Order  | Order Accuracy |
| 19.75%  | ₹ 161.09        | 71.50%         |
| ↑ 20.56%  | ↓ -14.58%       | ↑ 10.60%       |
| % values at the bottom are the Week on Week Changes |                 |                |

# Enhanced Metrics +

| Profit  | Avg Order Value | Profit Margin  |
|---|-----------------|----------------|
| 22.43K  | 914.08          | 35.13%         |
| Commission %  | Cost Per Order  | Order Accuracy |
| 28.79%  | ₹ 95.50         | 91.83%         |
| ↑ 63.57%  | ↓ -45.06%       | ↑ 33.62%       |
| % values at the bottom are the Week on Week Changes |                 |                |

# Current Metrics

| Profit  | Avg Order Value | Profit Margin  |
|---|-----------------|----------------|
| <b>-34.10K</b>                                      | <b>1053.97</b>  | <b>-47.26%</b> |
| Commission %  | Cost Per Order  | Order Accuracy |
| <b>19.75%</b>                                       | <b>₹ 161.09</b> | <b>71.50%</b>  |
| ↑ 20.56%  | ↓ -14.58%       | ↑ 10.60%       |
| % values at the bottom are the Week on Week Changes |                 |                |

This act catapults our loss ridden business into a profit generation. An increase in the profit margin, implies a bigger percentage of the revenue generated is retained by the business.

# Enhanced Metrics

| Profit  | Avg Order Value | Profit Margin  |
|---|-----------------|----------------|
| <b>22.43K</b>                                       | <b>914.08</b>   | <b>35.13%</b>  |
| Commission %  | Cost Per Order  | Order Accuracy |
| <b>28.79%</b>                                       | <b>₹ 95.50</b>  | <b>91.83%</b>  |
| ↑ 63.57%  | ↓ -45.06%       | ↑ 33.62%       |
| % values at the bottom are the Week on Week Changes |                 |                |

The Profit increases by a whopping **166%**.  
The Profit Margin grown by **82.4%**.  
The Commission % has risen by 9%.  
The Cost Per Order dropped by 41%.  
The Order Accuracy improved by 20.3%.

# Recommendations

A

Offboard Restaurants w/ Negative Profit Margin

B

**Set a Minimum of 10% Commission Percentage**

C

Eliminate the 10% Discount



# + Current Metrics

# Enhanced Metrics +

| Revenue | Commission %  |
|---------|---------------|
| 126.99K | 19.75%        |
| Profit  | Profit Margin |
| -34.10K | -47.26%       |

| New Revenue | New Commision %   |
|-------------|-------------------|
| 146.67K     | 21.02%            |
| New Profit  | New Profit Margin |
| -14.41K     | -15.97%           |

+

# Current Metrics

|                |                |
|----------------|----------------|
| Revenue        | Commission %   |
| <b>126.99K</b> | <b>19.75%</b>  |
| Profit         | Profit Margin  |
| <b>-34.10K</b> | <b>-47.26%</b> |

Setting a minimum commission percentage of 10% can give us a competitive edge, as the industry standard ranges from 15-30%.



# Enhanced Metrics

|                |                   |
|----------------|-------------------|
| New Revenue    | New Commission %  |
| <b>146.67K</b> | <b>21.02%</b>     |
| New Profit     | New Profit Margin |
| <b>-14.41K</b> | <b>-15.97%</b>    |

The Profit has increased to **57.7%**.  
The Profit Margin has grown to **31.3%**.  
The Commission % risen by **19%**  
The Revenue has increased by **15%**.

# Recommendations

- A** Offboard Restaurants w/ Negative Profit Margin
- B** Set a Minimum of 10% Commission Percentage
- C** **Eliminate the 10% Discount**





# + Current Metrics

| Profit       | Avg Order Value | Profit Margin  |
|--------------|-----------------|----------------|
| -34.10K      | 1053.97         | -47.26%        |
| Commission % | Cost Per Order  | Order Accuracy |
| 19.75%       | ₹ 161.09        | 71.50%         |
| ↑ 20.56%     | ↓ -14.58%       | ↑ 10.60%       |

% values at the bottom are the Week on Week Changes

# Enhanced Metrics +

| Profit       | Avg Order Value | Profit Margin  |
|--------------|-----------------|----------------|
| -19.98K      | 1054.03         | -40.09%        |
| Commission % | Cost Per Order  | Order Accuracy |
| 20.05%       | ₹ 153.28        | 70.66%         |
| ↑ 16.42%     | ↓ -18.44%       | ↑ 5.76%        |

% values at the bottom are the Week on Week Changes

# Current Metrics

| Profit  | Avg Order Value | Profit Margin  |
|---|-----------------|----------------|
| <b>-34.10K</b>                                      | <b>1053.97</b>  | <b>-47.26%</b> |
| Commission %  | Cost Per Order  | Order Accuracy |
| <b>19.75%</b>                                       | <b>₹ 161.09</b> | <b>71.50%</b>  |
| ↑ 20.56%  | ↓ -14.58%       | ↑ 10.60%       |
| % values at the bottom are the Week on Week Changes |                 |                |

The discounts causing the most losses are the new user discount & the 10% discount. However, since attracting new customers is crucial, we will eliminate the 10% discount to reduce our losses.



# Enhanced Metrics

| Profit  | Avg Order Value | Profit Margin  |
|---|-----------------|----------------|
| <b>-19.98K</b>                                      | <b>1054.03</b>  | <b>-40.09%</b> |
| Commission %  | Cost Per Order  | Order Accuracy |
| <b>20.05%</b>                                       | <b>₹ 153.28</b> | <b>70.66%</b>  |
| ↑ 16.42%  | ↓ -18.44%       | ↑ 5.76%        |
| % values at the bottom are the Week on Week Changes |                 |                |

The Profit has increased by **41%**.  
The Profit Margin has risen by **15%**.  
The Commission % has gone up by **1.5%**.  
The Cost Per Order dropped by **5%**

# Cumulative Impact of all the suggestions

The collective  
enhancement of the  
profitability of the food  
delivery service by the  
recommendations made



# + Current Metrics

| Cost Per Order | Commission %  |
|----------------|---------------|
| ₹ 161.09       | 19.75%        |
| Profit         | Profit Margin |
| -34.10K        | -47.26%       |

# Enhanced Metrics +

| Cost Per Order | New Commision %   |
|----------------|-------------------|
| ₹ 91.59        | 28.30%            |
| New Profit     | New Profit Margin |
| 23.40K         | 41.13%            |



# Current Metrics

| Cost Per Order | Commission %  |
|----------------|---------------|
| ₹ 161.09       | 19.75%        |
| Profit         | Profit Margin |
| -34.10K        | -47.26%       |

The individual impact by the suggested recommendations, compound when we merge them, creating a sustainable business model for the delivery service



# Enhanced Metrics

| Cost Per Order | New Commission %  |
|----------------|-------------------|
| ₹ 91.59        | 28.30%            |
| New Profit     | New Profit Margin |
| 23.40K         | 41.13%            |

The Profit has grown by **1.7 times**.  
The Profit Margin increased by **88.4%**.  
The Commission % has risen by **8.6%**.  
The Cost Per Order dropped by **43%**.

# Thank you for viewing!

Don't hesitate to ask any questions!

