

# 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
<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 Why:** 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.

# New Metrics

Profit	Avg Order Value	Profit Margin
<b>10.69K</b>	<b>1097.53</b>	<b>2.17%</b>
Commission %	Cost Per Order	Order Accuracy
<b>21.85%</b>	<b>₹ 117.32</b>	<b>87.82%</b>
↑ 30.67%	↓ -34.33%	↑ 31.91%
% values at the bottom are the Week on Week Changes		

## The Impact

The Profit increases by a whopping **131%**.  
The Profit Margin grown by **105%**.  
The Commission % has risen by **11%**.  
The Cost Per Order dropped by **27%**.  
The Order Accuracy improved by **23%**.

# Recommendations

A

Offboard Restaurants w/ Negative Profit Margin

B

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

C

Eliminate the 10% Discount



# Current Metrics

# New Metrics +

Revenue	Commission %
82.96K	21.85%
Profit	Profit Margin
10.69K	2.17%

New Revenue	New Commission %
120.60K	25.76%
New Profit	New Profit Margin
48.33K	39.08%

## The Why:

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

## The Impact

The Profit has increased to **4.5 times**.  
The Profit Margin has grown to **18 times**.  
The Commission % risen by **18%**  
The Revenue has increased by **45%**.

# Recommendations

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- C** **Eliminate the 10% Discount**



# Current Metrics

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% values at the bottom are the Week on Week Changes		

**The Why:** 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.

# New 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 Impact

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

# Final Metrics



Revenue	Commission %
65.00K	22.08%
Profit	Profit Margin
14.26K	12.80%

New Revenue	New Commission %
94.45K	26.03%
New Profit	New Profit Margin
43.71K	44.48%

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

## The Impact

The Profit had **tripled**.

The Profit Margin has increased **3.5x**.

The Commission % risen by **66%**.

The Revenue grown by **45%**.



# Thank you for viewing!

Don't hesitate to ask any questions!

