

Recommendations to enhance profitability

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Recommendations

- A** Offboard Restaurants w/ Negative Profit Margin
- B Set a Minimum of 20% Commission Percentage
- C Eliminate the 10% Discount



Current Metrics

Revenue	Profit	Profit Margin
126.99K	-34.10K	-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

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

New Metrics

Revenue	Profit	Profit Margin
62.15K	22.43K	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

The Profit increases by a whopping 166%.
The Profit Margin increases by 174%.
The Average Commission % increases by 46%.
The Cost Per Order dropped by 41%.
The Order Accuracy increased by 28%.

Recommendations

A

Offboard Restaurants w/ Negative Profit Margin

B

Set a Minimum of 20% Commission Percentage

C

Eliminate the 10% Discount



Current Metrics

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% values at the bottom are the Week on Week Changes

The industry standard for commission fee is 15% to 30% of the order value, hence a minimum value of 20% is selected.

The Revenue nearly doubles.

The Profit & Profit Margin increase too, more importantly, entering the positive zone.

New Metrics

New Revenue	New Commission %
227.86K	26.95%
New Profit	New Profit Margin
66.78K	22.15%

The Profit increases by a whopping 296%.

The Profit Margin increases by 147%.

The Average Commission % increases by 36%

The Revenue increases by 79%.

Recommendations

- A** Offboard Restaurants w/ Negative Profit Margin
- B** Set a Minimum of 20% Commission Percentage
- C** **Eliminate the 10% Discount**



Current Metrics

Revenue	Profit	Profit Margin
126.99K	-34.10K	-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

The loss causing discounts are the new user discount, followed by the 10% discount, but since we need new customers, we only scrap the 10% discount to lower our losses incurred

New Metrics

Revenue	Profit	Profit Margin
97.59K	-19.98K	-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

The Profit increases by 41%.
The Profit Margin increases by 15%.
The Average Commission % increases by 2%.
The Cost Per Order dropped by 5%.
The Order Accuracy drops by a 1%.

Cumulative Impact of all the suggestions

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



Current Metrics

Revenue	Profit	Profit Margin
126.99K	-34.10K	-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

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

Final Metrics

New Revenue	New Commission %
78.43K	32.85%
New Profit	New Profit Margin
46.19K	54.44%

The Profit increases by a whopping 235%.
The Profit Margin increases by 215%.
The Average Commission % increases by 66%
The Revenue Per Order increases by 50%.
The Order Accuracy increases by 28%
The Cost Per Order drops by 43%..



Thank you for viewing!

Don't hesitate to ask any questions!