Business Case: **SWIGGY**

Funnel Analysis

A cartoon character on a motorcycle

Description automatically generated

By:

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**INTRODUCTION:**

Swiggy is an Indian online food ordering and delivery company. Founded in 2014, Swiggy is headquartered in Bangalore and operates in more than 580 Indian cities, as of July 2023.Besides food delivery, the platform also provides quick commerce services under the name Swiggy Instamart, and same-day package deliveries with Swiggy Genie.

**OBJECTIVE:**

The objective is to Analyse the Swiggy’s performance in 2019.In this Analysis we are going to use the Funnel Analysis framework with the given data sets and creating the dashboard, monitor the insights and finding the reasons for the increases or decreases in sales.

**FUNNEL ANALYSIS:**

**TRAFFIC:**

The total number of customers visit the Swiggy App.

**MENU:**

The total number of customers view the menu after visiting the App.

**CART:**

The total number of customers adding the items in cart after viewing the food.

**PAYMENT:**

The total number of customers proceeding to the payment page from cart.

**ORDER:**

The successful payment (with include COD) of the food is considered as order.

**OVERALL CONVERSION:**

The total number of orders made with respect to total amount of traffic.

**Overall conversion = total No. of orders/total No. of listing**

**L2M:**

The total number of customers view menu with respect to the total numbers of traffic.

**L2M = total no. of menu/total no. of traffic**

**M2C:**

The total number of customers adding food to cart with respect to total number of menus.

**M2C = total no. of cart/total no. of menu**

**C2P:**

The total number of customers proceeding to payment page with respect to total number of carts.

**C2P = total no. of payment/total no. of carts**

**P2O:**

The total number of customers had made successful payment with respect to total number of payments.

**P2O = total no. of orders/total no. of payment**

**ANALYSIS:**

The Analysis is done by date wise with the fluctuations lesser than -20% and greater than +20% of orders as compared to same day last week.

*\*FB - FACEBOOK, \*TW-TWITTER, \*YT-YOUTUBE, \*ALL - FB+TW+YT+OTHERS, \*Top/Low 3 are highlighted.*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **DATE** | **CHANGES IN ORDER W.R.T SAME DAY LAST WEEK** | **CHANGES IN TRAFFIC W.R.T SAME DAY LAST WEEK**  **AND SOURCE OF TRAFFIC** | **CHANGES IN OVERALL CONVERSION W.R.T. SAME DAY LAST WEEK**  **AND**  **THE FLUCTUATIONS IN CONVERSIONS**  **W.R.T SAME DAY LAST WEEK** | **POSSIBLE REASON FOR FLUCTUATION IN CONVERSION** |
| 10-01-2019 | -45% | -49%  FB -- -95% | 7%   |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **L2M** | **M2C** | | **C2P** | | **P2O** | | | 3% | 1% | 2% | | 1% | | | The no. of orders decreased, due to decreases in traffic. |
| 17-01-2019 | 106% | 110%  FB -- 1980%  TW -- 110%  YT – 110% | -2%   |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **L2M** | **M2C** | | **C2P** | | **P2O** | | | -2% | -1% | -1% | | 2% | | |  |  |  | |  | | | The no. of orders increased, due to increases in traffic. |
| 21-01-2019 | 23% | 5%  FB -- 5%  TW -- 5%  YT – 5% | 17%   |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | **L2M** | **M2C** | | | **C2P** | | **P2O** | | | 2% | | 7% | 9% | | -2% | | |  | |  |  | |  | | | The no. of orders increased, due to increases in traffic and conversion %. |
| 22-01-2019 | 85% | 77%  FB -- 77%  TW -- 747% | 5%   |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | **L2M** | **M2C** | | | **C2P** | | **P2O** | | | 9% | | -5% | -2% | | 3% | | |  | |  |  | |  | | | The no. of orders increased, due to increases in traffic. |
| 29-01-2019 | -72% | -40%  FB -- -40%  TW – -88% | -52%   |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | **L2M** | **M2C** | | | **C2P** | | **P2O** | | | -55% | | 8% | 2% | | -5% | | | The no. of orders decreased, due to decreases in traffic and low no. of restaurant. |
| 05-02-2019 | 115% | 0% | 115%   |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | **L2M** | **M2C** | | | **C2P** | | **P2O** | | | 123% | | -3% | -2% | | 1% | | | The no. of orders increased, due to increases in conversion %. |
| 19-02-2019 | -56% | -4%  FB -- -4%  TW -- -4%  YT – -4% | -54%   |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | **L2M** | **M2C** | | | **C2P** | | **P2O** | | | 1% | | -57% | 1% | | 4% | | | The no. of orders decreased, due to decreases in conversion(M2C) %. |
| 26-02-2019 | 120% | 2%  FB -- 2%  TW -- 2%  YT – 2% | 116%   |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | **L2M** | **M2C** | | | **C2P** | | **P2O** | | | -5% | | 145% | -3% | | -5% | | | The no. of orders increased, due to increases in conversion %. |
| 28-02-2019 | 22% | 8%  FB -- 8%  TW -- 8%  YT – 8% | 13%   |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | **L2M** | **M2C** | | | **C2P** | | **P2O** | | | 6% | | 3% | -4% | | 7% | | | The no. of orders increased, due to increases in traffic and conversion %. |
| 02-03-2019 | -38% | 8%  FB -- 8%  TW -- 8%  YT – 8% | -42%   |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | **L2M** | **M2C** | | | **C2P** | | **P2O** | | | 0% | | 5% | -49% | | 7% | | | The no. of orders decreased, due to decreases in C2P % and high delivery charges. |
| 09-03-2019 | 102% | 0% | 102%   |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | **L2M** | **M2C** | | | **C2P** | | **P2O** | | | -1% | | -1% | 112% | | -3% | | | The no. of orders increased, due to increases in conversion %. |
| 19-03-2019 | -46% | 2%  ALL – 2% | -47%   |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | **L2M** | **M2C** | | | **C2P** | | **P2O** | | | 4% | | 6% | 2% | | -53% | | | The no. of orders decreased, due to decreases in conversion % in successful payment. |
| 24-03-2019 | 22% | 6%  ALL – 6% | 15%   |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | **L2M** | **M2C** | | | **C2P** | | **P2O** | | | 2% | | 5% | 2% | | 5% | | | The no. of orders increased, due to increases in traffic and conversion %. |
| 26-03-2019 | 78% | -5%  ALL -- -5% | 87%   |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | **L2M** | **M2C** | | | **C2P** | | **P2O** | | | -7% | | -5% | -5% | | 121% | | | The no. of orders increased, due to increases in conversion %. |
| 04-04-2019 | -52% | 3%  ALL -- 3% | -53%   |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | **L2M** | **M2C** | | | **C2P** | | **P2O** | | | 7% | | -49% | -8% | | -8% | | | The no. of orders decreased, due to decreases in M2C % and lowest discount of 10% |
| 11-04-2019 | 92% | -7%  ALL -- -7% | 107%   |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | **L2M** | **M2C** | | | **C2P** | | **P2O** | | | -6% | | 94% | 9% | | 3% | | | The no. of orders increased, due to increases in conversion %. |
| 12-04-2019 | -27% | -9%  ALL -- -9% | -20%   |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | **L2M** | **M2C** | | | **C2P** | | **P2O** | | | -7% | | -7% | -5% | | -4% | | | The no. of orders decreased, due to decreases in traffic and conversion %. |
| 14-04-2019 | 28% | 8%  ALL -- 8% | 19%   |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | **L2M** | **M2C** | | | **C2P** | | **P2O** | | | 4% | | 3% | 4% | | 6% | | | The no. of orders increased, due to increases in traffic and conversion %. |
| 18-04-2019 | 73% | 11%  ALL -- 11% | 57%   |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | **L2M** | **M2C** | | | **C2P** | | **P2O** | | | -4% | | 73% | -4% | | -2% | | | The no. of orders increased, due to increases in traffic, conversion % and high discount of 29%. |
| 19-04-2019 | 25% | 7%  ALL -- 7% | 16%   |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | **L2M** | **M2C** | | | **C2P** | | **P2O** | | | 2% | | 8% | 5% | | 0% | | | The no. of orders increased, due to increases in traffic and conversion %. |
| 25-04-2019 | -39% | 0% | -39%   |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | **L2M** | **M2C** | | | **C2P** | | **P2O** | | | 5% | | -43% | -5% | | 7% | | | The no. of orders decreased, due to decreases in conversion %. |
| 20-06-2019 | -54% | -53%  ALL -- -53% | -3%   |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | **L2M** | **M2C** | | | **C2P** | | **P2O** | | | -2% | | 7% | -7% | | -1% | | | The no. of orders decreased, due to decreases in traffic and conversion %. |
| 27-06-2019 | 115% | 119%  ALL -- 119% | -2%   |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | **L2M** | **M2C** | | | **C2P** | | **P2O** | | | 4% | | -6% | 7% | | -7% | | | The no. of orders increased, due to increases in traffic. |
| 16-07-2019 | -63% | -10%  ALL -- -10% | -59%   |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | **L2M** | **M2C** | | | **C2P** | | **P2O** | | | -60% | | 0% | -1% | | 2% | | | The no. of orders decreased, due to decreases in traffic, conversion% and average cost of two is high. |
| 23-07-2019 | 135% | 3%  ALL -- 3% | 128%   |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | **L2M** | **M2C** | | | **C2P** | | **P2O** | | | 137% | | 0% | 3% | | -7% | | | The no. of orders increased, due to increases in traffic and conversion %. |
| 11-08-2019 | -54% | 0% | -54%   |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | **L2M** | **M2C** | | | **C2P** | | **P2O** | | | 7% | | 1% | -54% | | -9% | | | The no. of orders decreased, due to decreases in conversion % and high packing charges. |
| 18-08-2019 | 107% | 3%  ALL -- 3% | 100%.   |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | **L2M** | **M2C** | | | **C2P** | | **P2O** | | | -5% | | 1% | 98% | | 5% | | | The no. of orders increased, due to increases in traffic and conversion %. |
| 14-09-2019 | -54% | -5%  ALL -- -5% | -51%   |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | **L2M** | **M2C** | | | **C2P** | | **P2O** | | | 5% | | -56% | 4% | | 0% | | | The no. of orders decreased, due to decreases in traffic and conversion %. |
| 21-09-2019 | 112% | -1%  ALL -- -1% | 114%   |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | **L2M** | **M2C** | | | **C2P** | | **P2O** | | | -4% | | 130% | -4% | | 1% | | | The no. of orders increased, due to increases in conversion %. |
| 09-10-2019 | 22% | -4%  ALL -- -4% | 27%   |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | **L2M** | **M2C** | | | **C2P** | | **P2O** | | | 7% | | 1% | 9% | | 7% | | | The no. of orders increased, due to increases in conversion %. |
| 21-10-2019 | 32% | 9%  ALL -- 9% | 21%   |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | **L2M** | **M2C** | | | **C2P** | | **P2O** | | | 2% | | 7% | 4% | | 6% | | | The no. of orders increased, due to increases in traffic and conversion %. |
| 09-11-2019 | 26% | 7%  ALL -- 7% | 18%   |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | **L2M** | **M2C** | | | **C2P** | | **P2O** | | | -1% | | 6% | 5% | | 6% | | | The no. of orders increased, due to increases in traffic and conversion %. |
| 17-11-2019 | -57% | -7%  ALL -- -7% | -54%   |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | **L2M** | **M2C** | | | **C2P** | | **P2O** | | | -1% | | -58% | 7% | | 3% | | | The no. of orders decreased, due to decreases in traffic, conversion % and 112 no. of out of stocks orders. |
| 24-11-2019 | 135% | 5%  ALL -- 5% | 124%   |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | **L2M** | **M2C** | | | **C2P** | | **P2O** | | | -1% | | 150% | -8% | | -2% | | | The no. of orders increased, due to increases in traffic and conversion %. |
| 01-12-2019 | 21% | 1%  ALL -- 1% | 20%   |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | **L2M** | **M2C** | | | **C2P** | | **P2O** | | | 4% | | 1% | 6% | | 7% | | | The no. of orders increased, due to increases in traffic and conversion %. |
| 22-12-2019 | 21% | 0% | 21%   |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | **L2M** | **M2C** | | | **C2P** | | **P2O** | | | 5% | | 11% | 0% | | 4% | | | The no. of orders increased, due to increases in conversion %. |

**DASHBOARDS:**

**INSIGHTS:**

* The sales of the Swiggy are directly proportional to the amount of traffic and the conversions percentage.
* 36% of traffic is from Facebook and 27% from YouTube.
* Highest monthly sales observed in the month of Jan 2019 where the number of operating restaurants was also the highest, followed by July, Aug, Dec etc.
* Lowest monthly sales observed in Feb 2019 due to the number of operating restaurants was also the lowest.