# Freshco Hypermarket Capstone

**Name: S. SPARJAN**
**Batch: DAY-202405-1**

# Freshco Hypermarket Capstone

Freshco Hypermarket, situated in HSR, Bangalore, has established itself as a prominent supermarket in the region, catering to a wide range of customers. In response to evolving customer needs and to enhance convenience, Freshco introduced a home delivery service in the year 2021. To ensure seamless operations and optimize customer satisfaction.

The analysis of Freshco Hypermarket classified in four level:

1.Order Level Analysis.

2.Completion Level Analysis.

3.Customer Level Analysis.
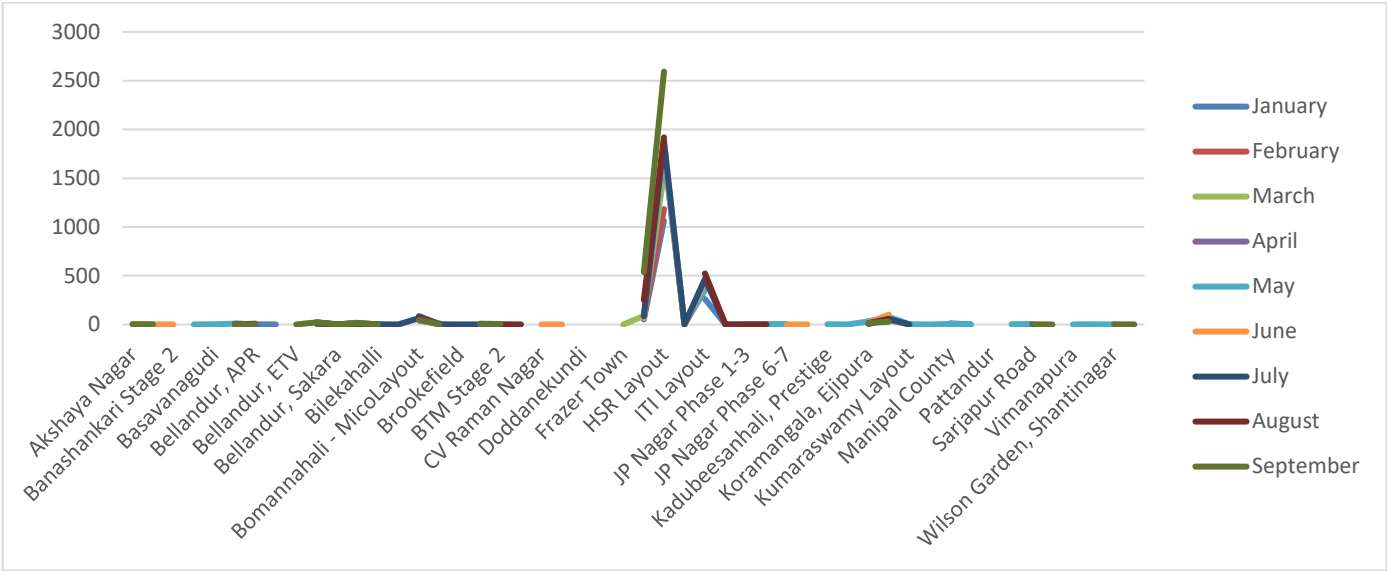
4.Delivery Level Analysis.

## **Order Level Analysis:**

The order level analysis shows the order placed by the customer according to the slot wise, month wise, Drop location wise and also the discounts of the orders.
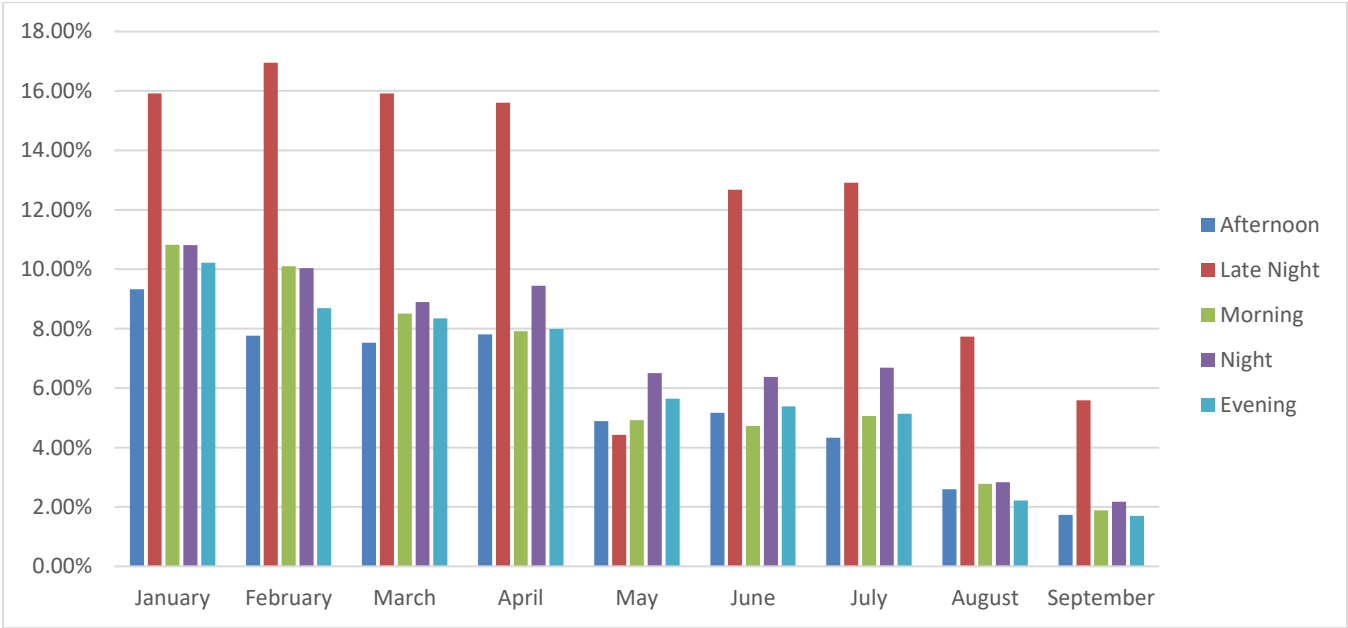
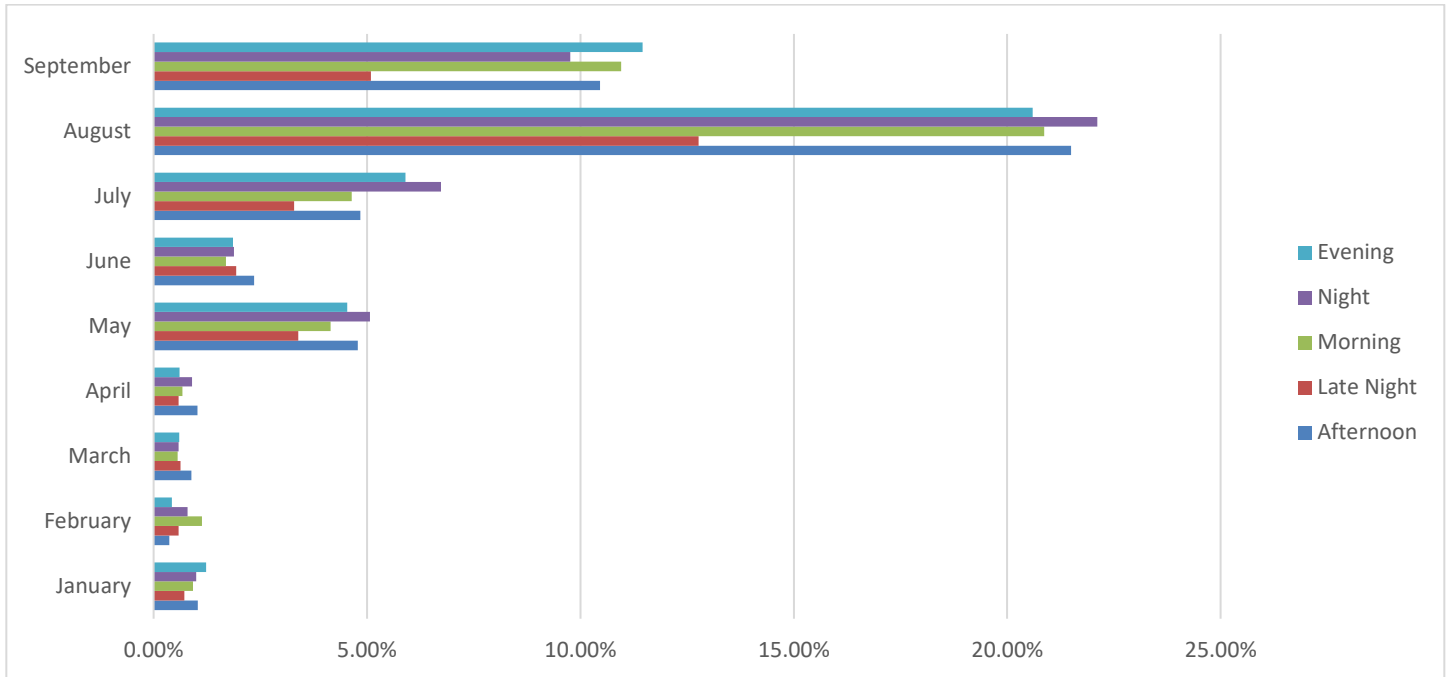**Analysis for Order distribution at slot and delivery area level:**
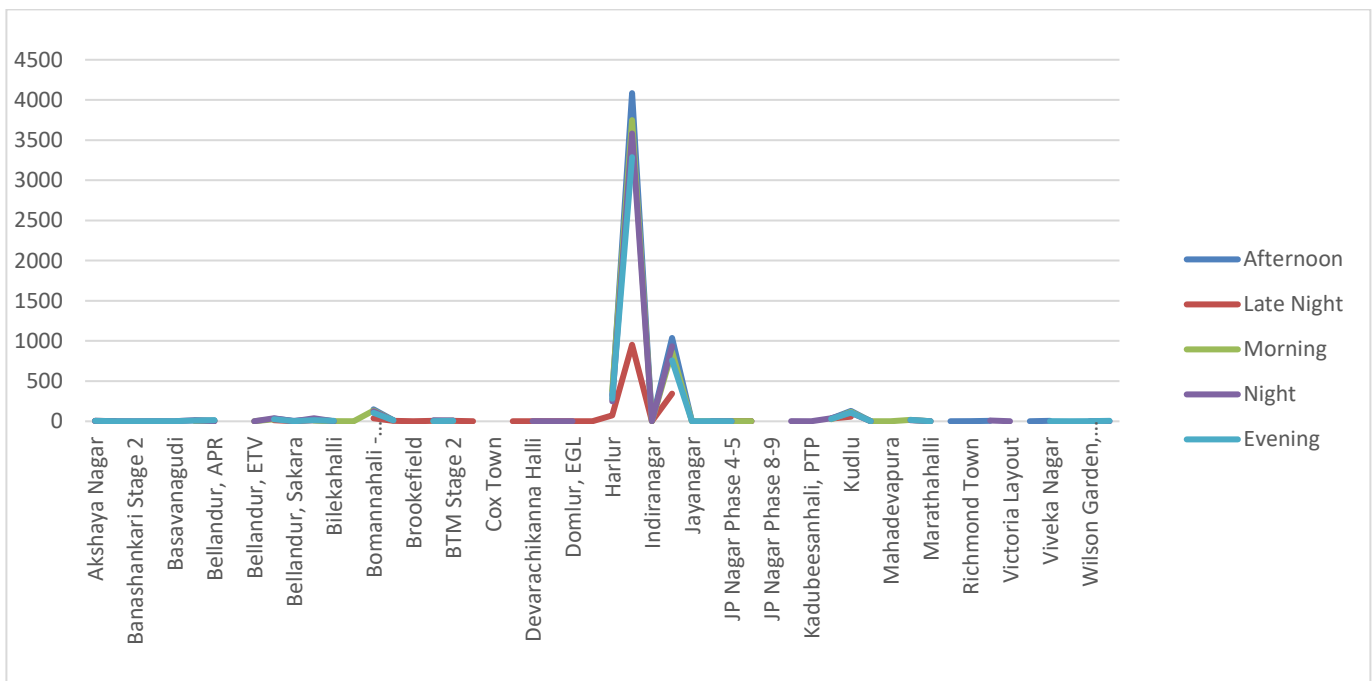
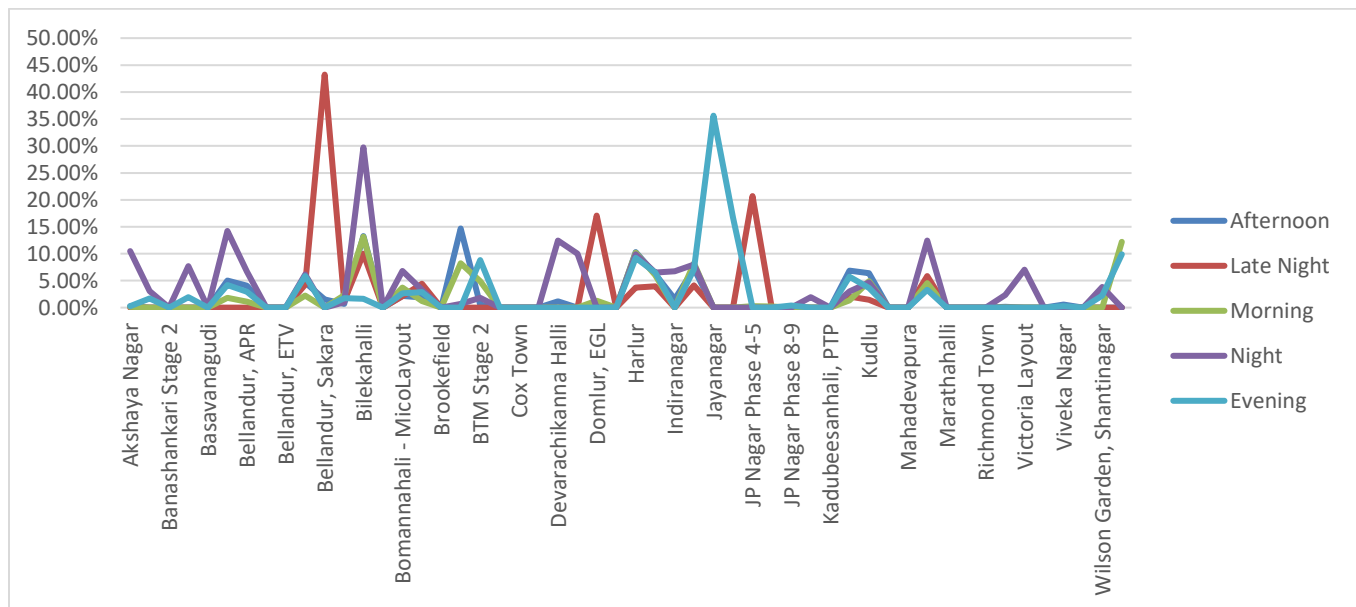## Analysis between order drop location and month:



## Analysis of delivery charges as a percentage of product amount at slot and month level:

# Analysis of discount as a percentage of product amount at slot and month level:



# Analysis of discount as a percentage of product amount at drop area and slot level:
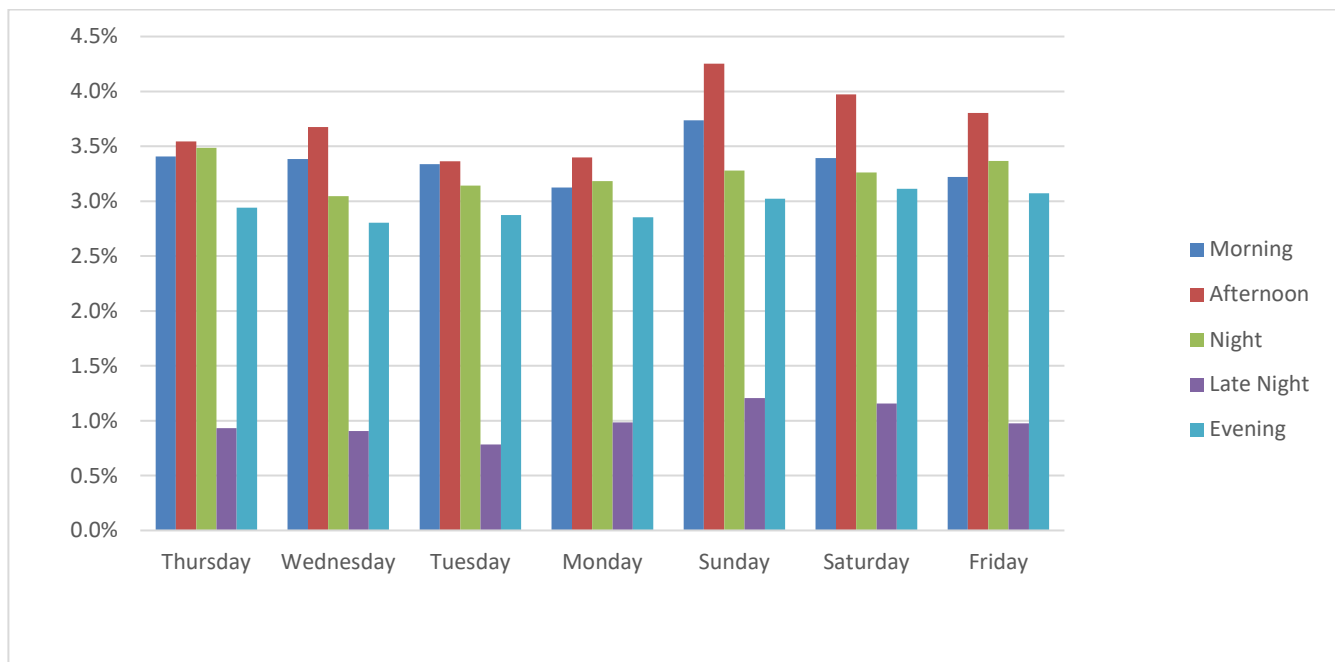
**According to my analysis for Order level:**

→The Maximum orders are placed in HSR Layout in the afternoon slot.

→The Maximum orders are placed in HSR Layout in the September month.

→The delivery Charges are high in February late night slot and low in September Afternoon slot.

→The Maximum discount of the order is August at night slot.

→The maximum discount percentage reached in Late night slot at "Bellandur Sakara".

→The delivery charges for late night orders are always high in every month.
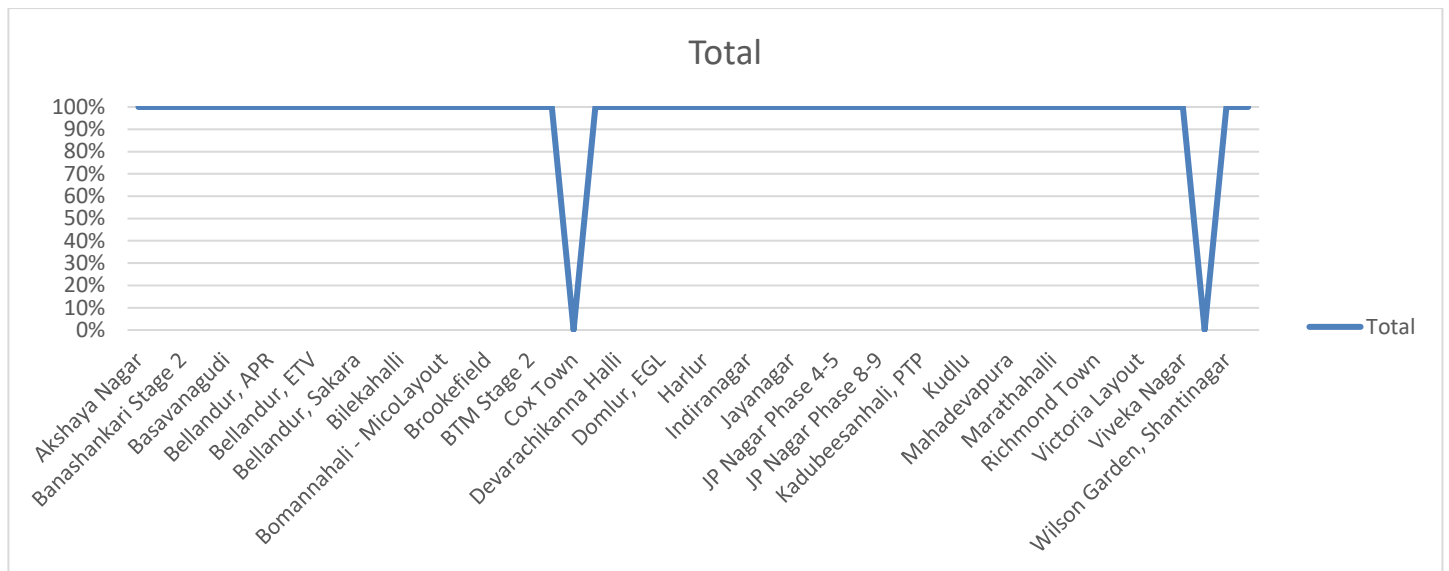
# Completion level analysis:

The Completion level analysis shows the Completion Rate of the orders according to parameter related to it.
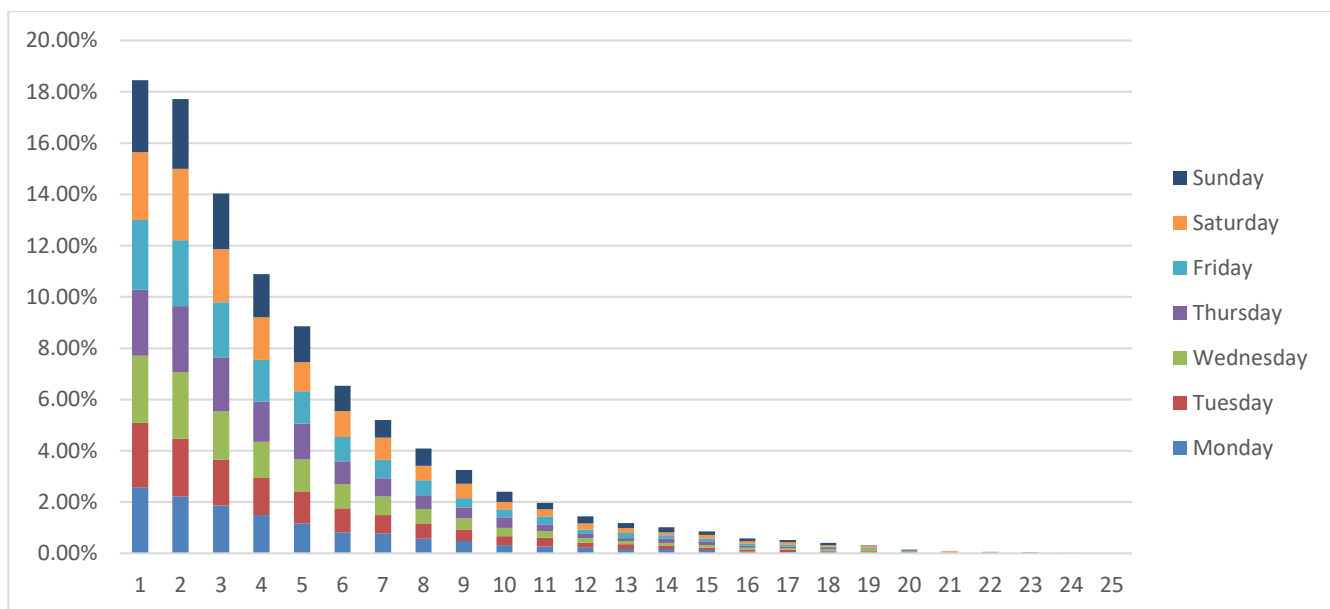
## Analysis of Completion Rate at slot and day of the week:

# Analysis of completion rate at drop area level:

## Total



# Analysis of Completion rate at number of products at ordered level with day of week:



**According to my analysis for Completion Rate:**

→In the Sunday afternoon slot, the completion rate of the orders is high.

→In the area of "Cox Town" and "White Field" the completion rate percentage is zero.

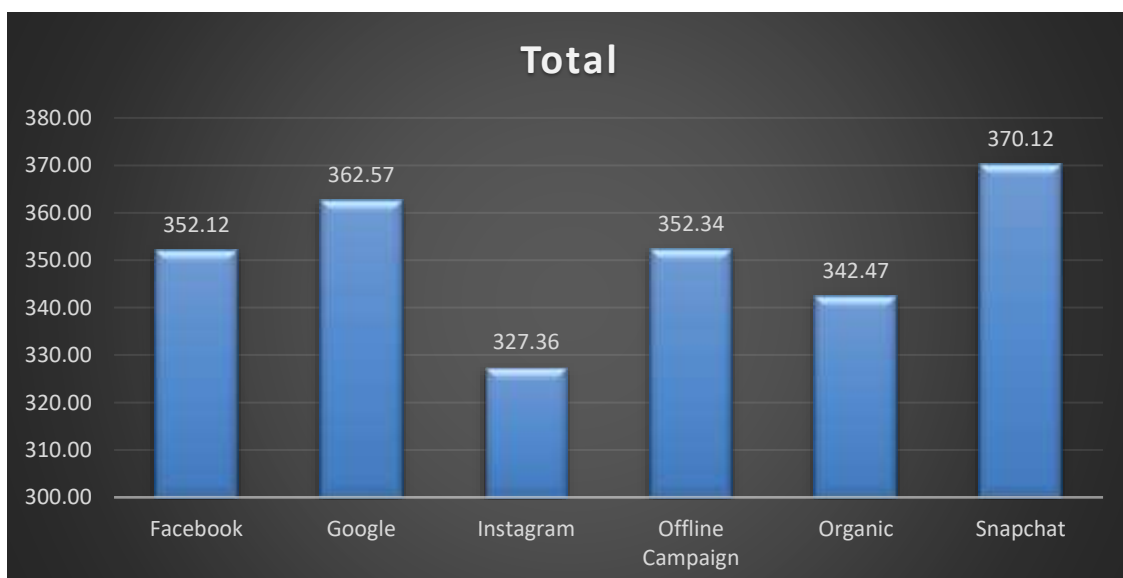→While the No. of Product increases, the completion rate is decreased.

# Customer Level Analysis:

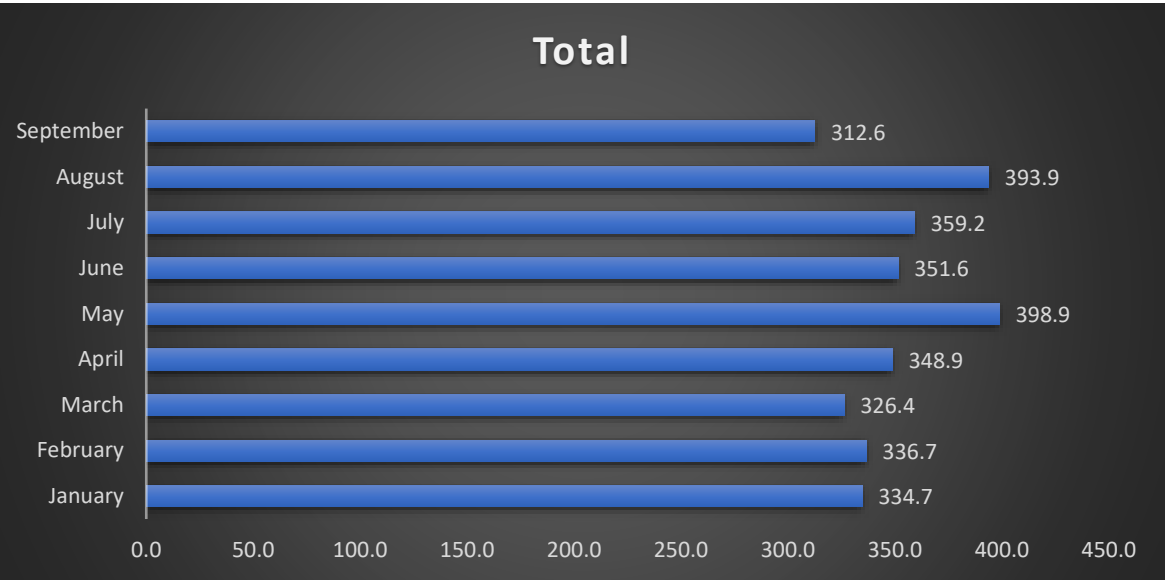The Customer level analysis shows the Customers orders according to certain constraints.
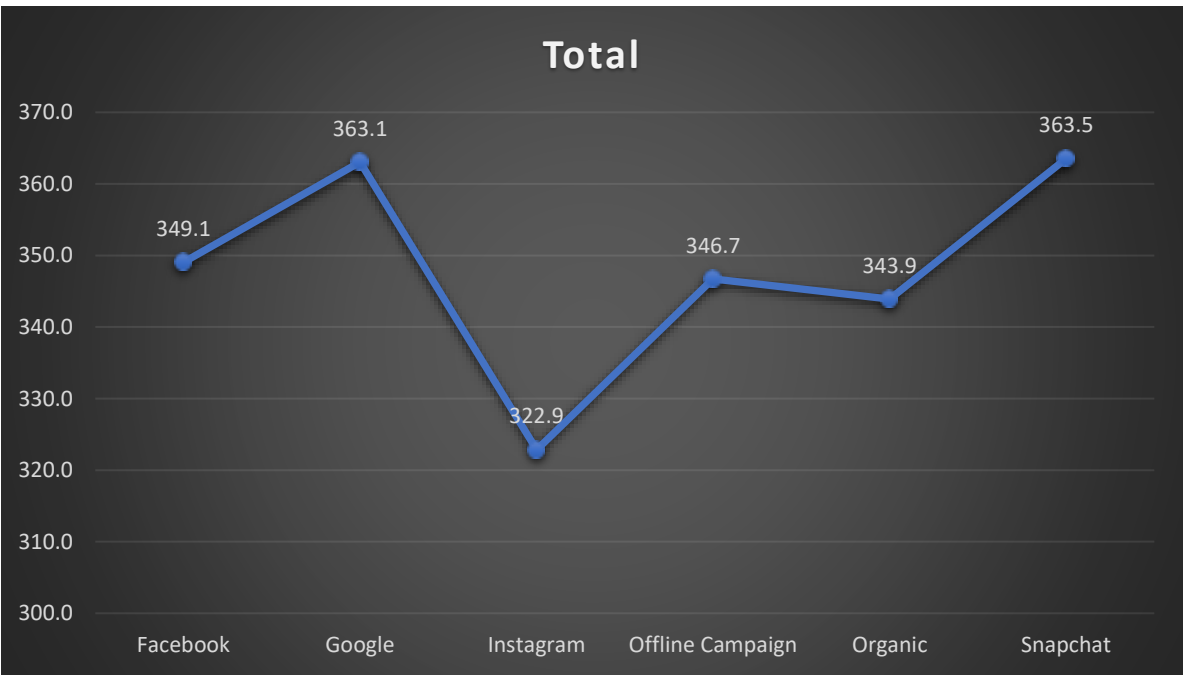
**Completion rate of the Customers at source level:**
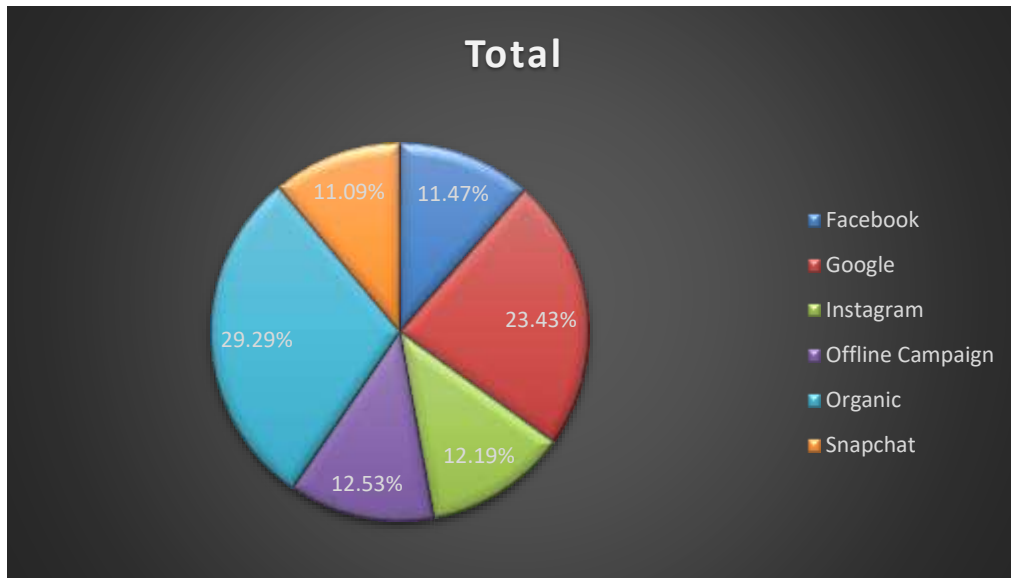


**Analysis of Aggregated LTV at customer acquisition source level:**

**Analysis of Aggregated LTV at customer acquisition source and month level:**



Total (horizontal bar chart by month):

| Month | LTV |
|---|---|
| September | 312.6 |
| August | 393.9 |
| July | 359.2 |
| June | 351.6 |
| May | 398.9 |
| April | 348.9 |
| March | 326.4 |
| February | 336.7 |
| January | 334.7 |

**Analysis of Aggregated LTV at customer acquisition source and Revenue level:**



Total (line chart by acquisition source):

| Source | LTV |
|---|---|
| Facebook | 349.1 |
| Google | 363.1 |
| Instagram | 322.9 |
| Offline Campaign | 346.7 |
| Organic | 343.9 |
| Snapchat | 363.5 |

# Analysis of order rating across slots, number of items placed, delivery charges, discount level:
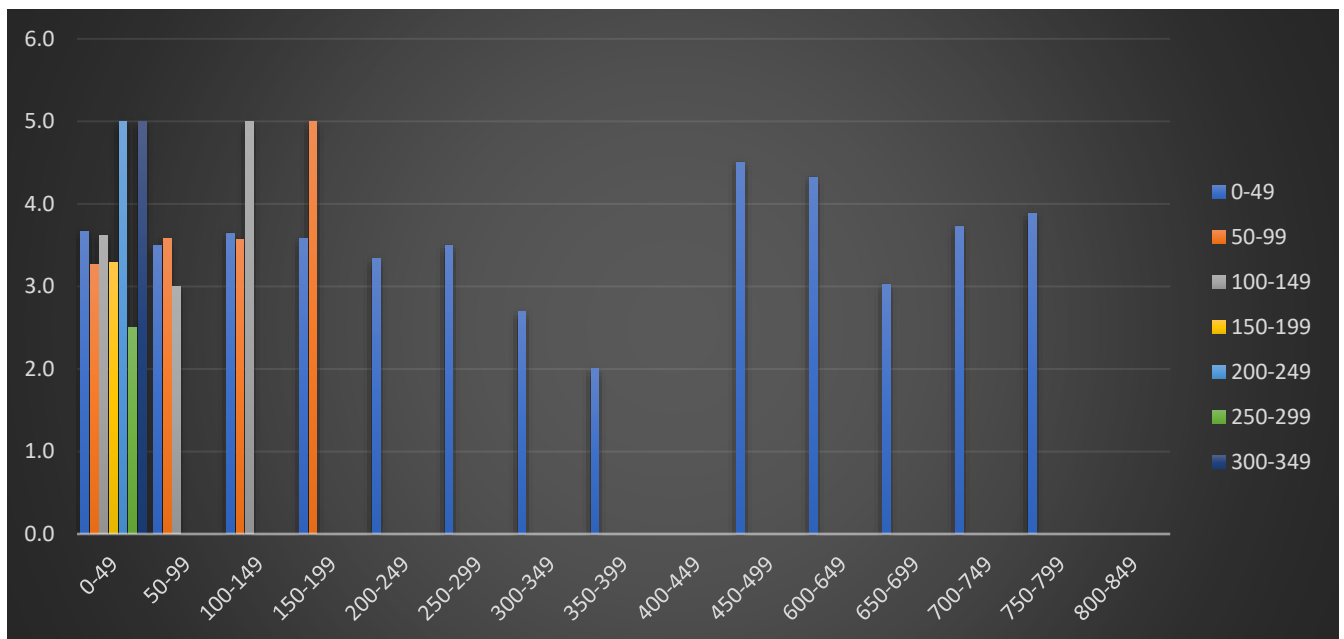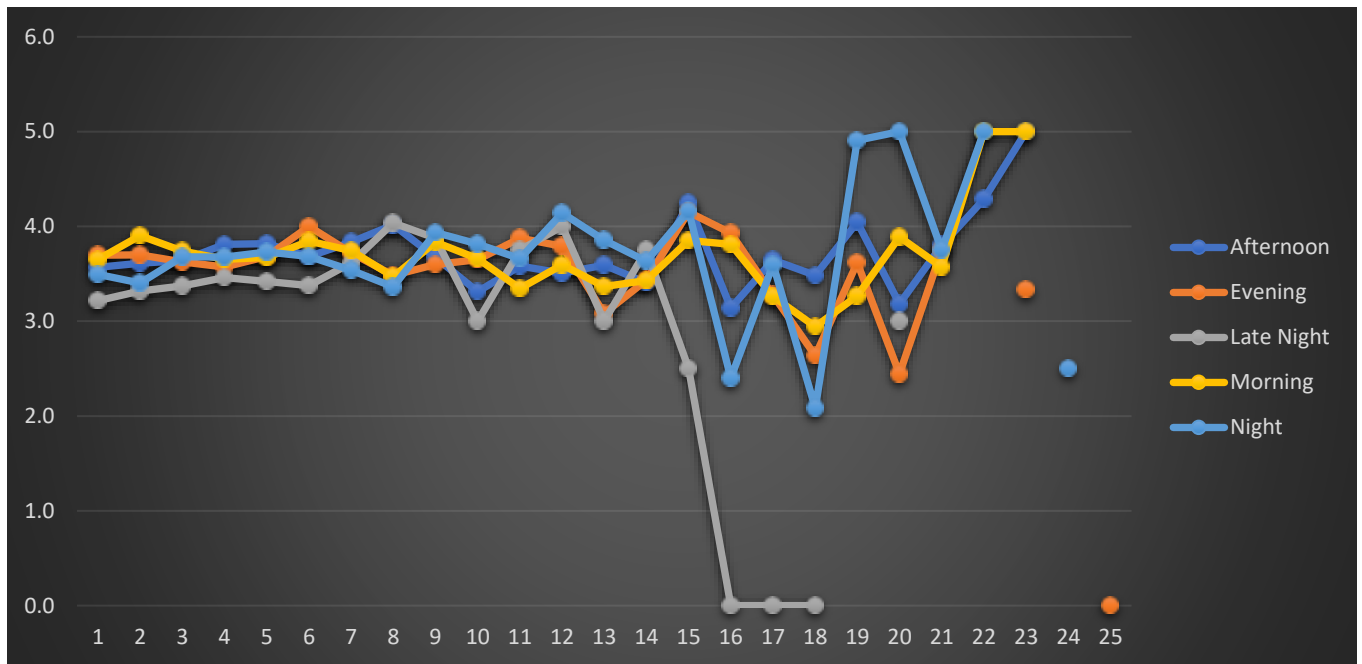




**According to my analysis for Customer level:**

→The customers who reached out via Organic source has higher completion rate.

→The aggregated LTV of Snap Chat is high compared with other sources.

→The customers who reached out via snap chat generated more Revenue.

→The order rating is zero in the late night, at the number of the orders is 16, 17 and 18.

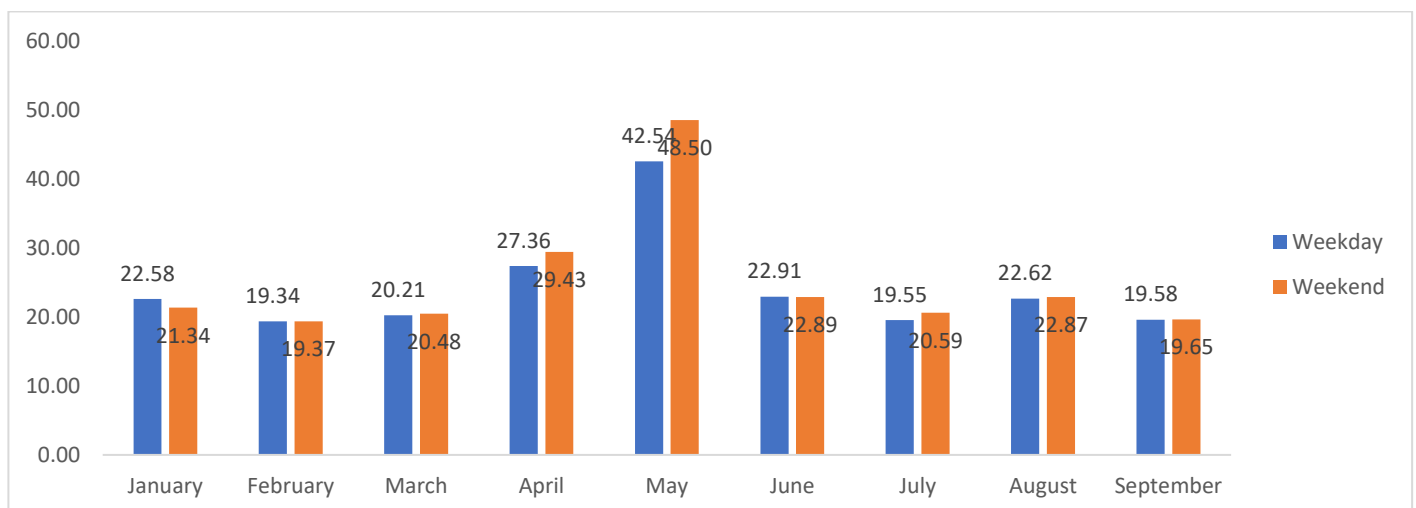→The average orders rating is between 3 and 4 for every slots.

## Delivery level Analysis:

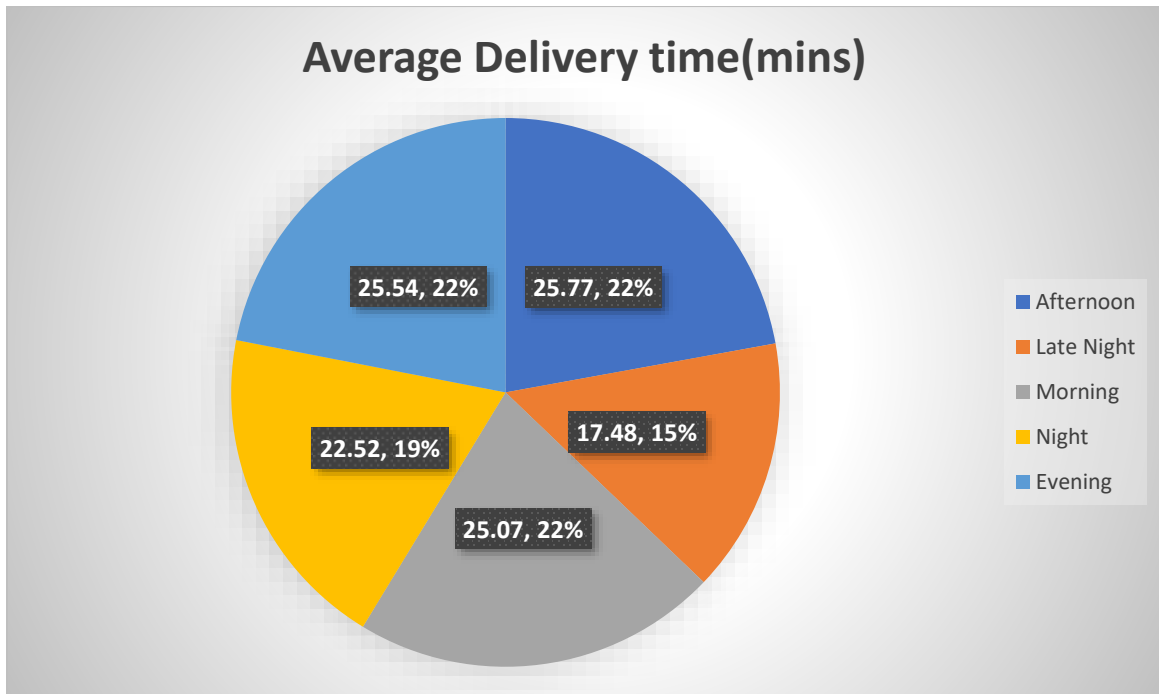The Delivery level analysis shows the delivery time according to certain constraints.

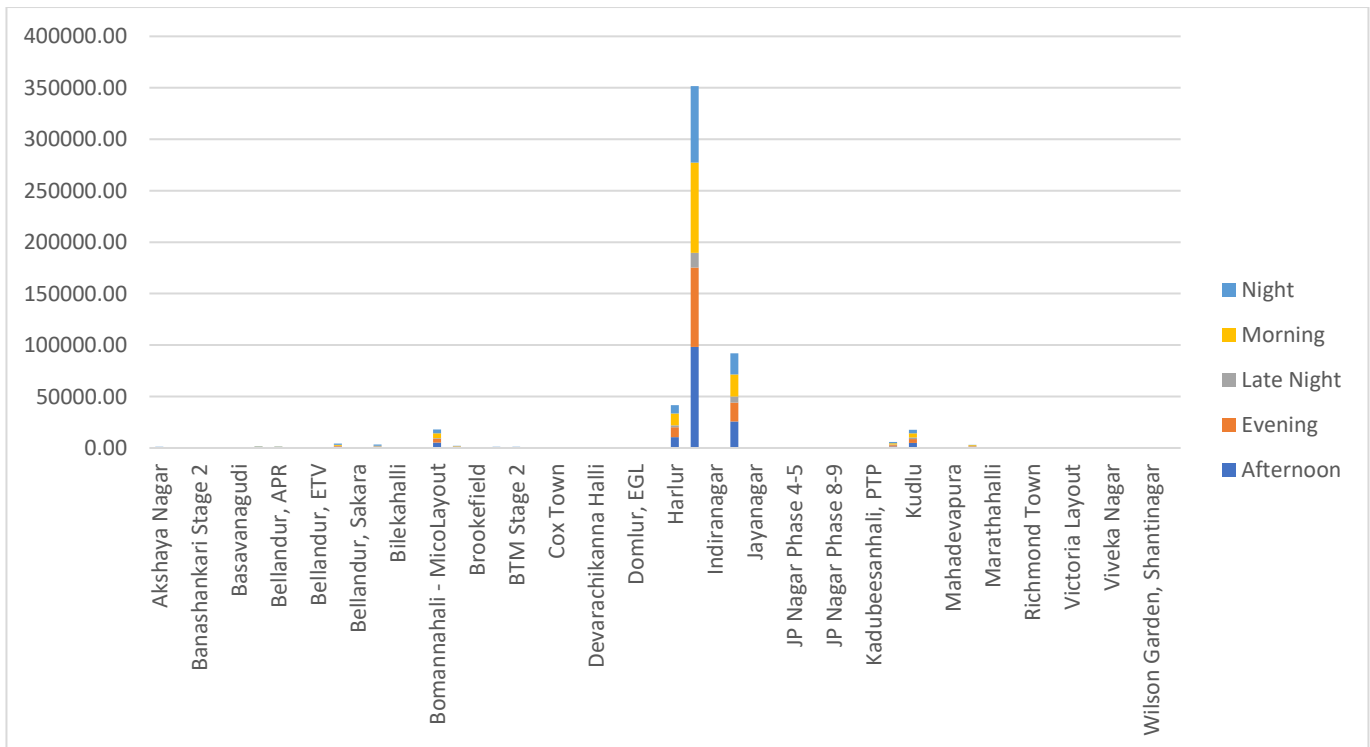### Analysis of average delivery time at month and delivery area level:
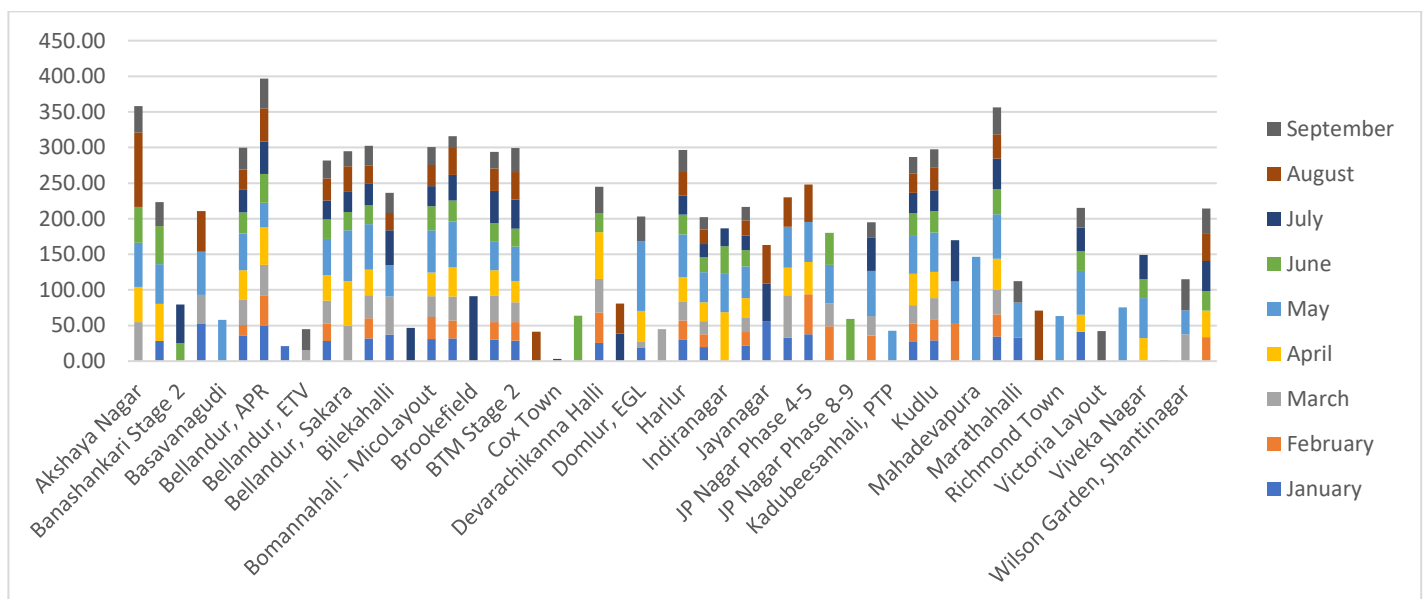


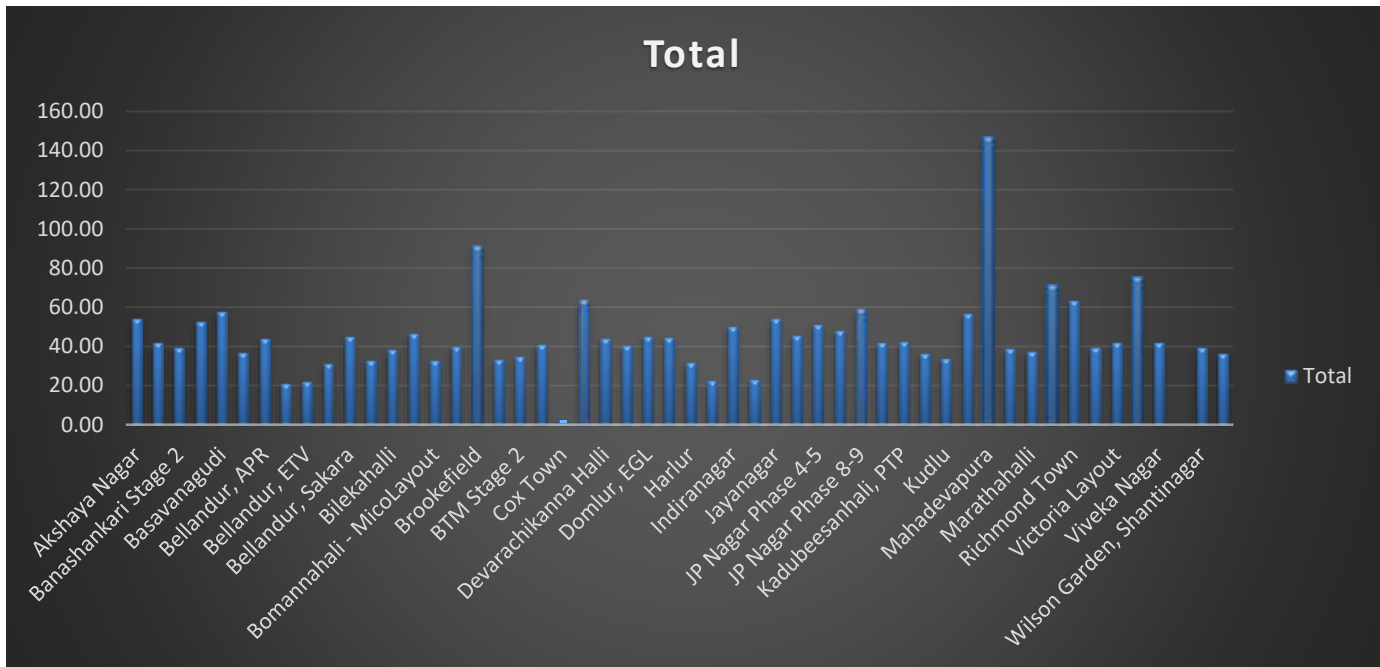### Analysis of Average delivery time at month and weekday/weekend level:

## Analysis of average delivery time at slot level:



Average Delivery time(mins)

- 25.77, 22% — Afternoon
- 17.48, 15% — Late Night
- 25.07, 22% — Morning
- 22.52, 19% — Night
- 25.54, 22% — Evening

## Analysis of delivery charges with slot and delivery area:

# Analysis of delivery time and delivery area:



**According to my analysis for Delivery level:**

→The high delivery time has been marked in the location of "Bellandur APR".

→In the month of May the delivery time is high on weekdays and weekends compared with other months.

→The fastest delivery of the orders has been done at late night slot.

→The maximum delivery charges earned at HSR Layout location in morning slot.

→The delivery time is high in Mahadevapura compared with other locations.