

CAPSTONE PROJECT

FUNNEL ANALYSIS

BUSINESS CASE: SWIGGY

**INTRODUCTION**

In today's fast-paced world, the convenience of online food delivery platforms has revolutionized the way people satisfy their hunger cravings. Among these platforms, Swiggy stands out as a leading player, connecting hungry consumers with a wide array of restaurants and cuisines at their fingertips.

However, behind the seamless user interface lies a complex journey of user interaction and decision-making. Understanding this journey is crucial for Swiggy to optimize its services and enhance user satisfaction. This is where funnel analysis comes into play.

Funnel analysis is a method used to track and analyze the steps users take to complete a desired action, such as placing an order on Swiggy. By visualizing this process as a funnel, with each stage representing a step in the user journey, we can identify bottlenecks and areas for improvement.

In this project, we delve into the world of Swiggy's funnel analysis, aiming to uncover insights into user behaviour and preferences.

**DATES HAVING ABOVE 20% AND BELOW -20%**

|  |  |  |  |
| --- | --- | --- | --- |
| S.NO | DATE | PERCENTAGE CHANGE WITH RESPECT TO SAME DAY LAST WEEK | HYPOTHESIS |
| 1. | 10-01-2019 | ORDER CHANGE: -45%  TRAFFIC CHANGE: -49%  CONVERSION CHANGE: 7% | With the significant decline in traffic by 95% from Facebook, 49% from YouTube, and 49% from Twitter, alongside a simultaneous increase in conversions, it's conceivable that algorithmic alterations or technical issues have hindered our content visibility on these platforms. Alternatively, our recent marketing initiatives on these platforms may not be as compelling, contributing to the drop in traffic. Exploring these possibilities, given the stark percentages, could illuminate areas for refining our marketing strategies. |
| 2. | 17-01-2019 | ORDER CHANGE: 106%  TRAFFIC CHANGE: 110%  CONVERSION CHANGE: -2% | With a significant 106% increase in orders and a 110% rise in traffic, recent marketing efforts seem successful in driving website visits and purchases. However, despite this surge, there's a slight 2% drop in conversion rates. The notable 1980% increase in traffic from Facebook, and lesser but still substantial increases from YouTube and Twitter by 110%, contrasts with the conversion decrease. This suggests a potential mismatch between the audience attracted from these platforms and their purchase intent. Further analysis can determine if visitors from these platforms align with our target demographic. |
| 3. | 21-01-2019 | ORDER CHANGE: 23%  TRAFFIC CHANGE: 5%  CONVERSION CHANGE:17% | The transition from landing to menu viewing has seen a modest 2% increase, while the conversion rate from menu to cart (M2C) has notably improved by 7%, suggesting higher user interest in adding items to their cart. the conversion rate from cart to payment (C2P) has seen a significant 9% increase, indicating a higher willingness among users to proceed with payments. However, there's a slight 2% decrease in the conversion rate from payment to order (P2O),signaling potential area for improvement in completing transactions. Concurrently, there's been a consistent 5% increase in traffic across platforms compared to the previous week. However, challenges such as a decline in restaurant availability (-1%) and an increase in out of stock items (8%) could impact user satisfaction and conversion rates negatively. delivery charges. |
| 4. | 22-01-2019 | ORDER CHANGE: 85%  TRAFFIC CHANGE: 77%  CONVERSION CHANGE: 5% | The significant increase in orders, traffic, and conversions suggests that recent marketing efforts have been successful in driving sales and engagement. The substantial surge in traffic from Twitter by 747% is particularly noteworthy and could indicate a successful campaign or viral content that attracted users to the platform. Conversely, the decline in traffic from YouTube and other sources by 65% and 60%, respectively, suggests potential issues with marketing strategies or platform visibility. |
| 5. | 29-01-2019 | ORDER CHANGE: -72%  TRAFFIC CHANGE: -40%  CONVERSIONCHANGE: -52% | Recent data reveals significant declines in key metrics, including overall orders (-72%), website traffic (-40%), and conversion rates (-52%), suggesting potential issues with customer engagement. Decreased traffic from Facebook (-40%) and Twitter (-80%) hints at challenges in social media effectiveness, while increases from YouTube (198%) and other sources (166%) offer growth opportunities. Positive changes in certain conversion funnel stages, like M2C (8%) and C2P (2%), contrast with overall conversion decreases, indicating possible hurdles in retaining customers. Despite improvements in inventory management, the decrease in out-of-stock items (-11%) hasn't directly led to increased orders. Additionally, the 29% increase in packaging orders may reflect a higher demand for delivery services, potentially influencing customer satisfaction and order frequency |
| 6. | 31-01-2019 | ORDER CHANGE: 20%  TRAFFIC CHANGE: 1%  CONVERSION CHANGE: 19% | The recent data shows positive trends in order change (20%), traffic change (1%), and conversion change (19%) compared to last week, suggesting improved customer engagement and transactional activity. Increases in L2M (7%) and M2C (6%) indicate growing customer interest and conversion rates, although a slight decrease in C2P (-1%) may warrant attention. The rise in P2O (5%) reflects more successful order placements, potentially driven by enhanced user experience. However, challenges such as an increase in out-of-stock items (15%) and a decrease in the number of images per restaurant (-11%) could impact customer satisfaction and engagement.Addressing these issues while leveraging the decrease in average delivery charges (-17%) could sustain and maximize the benefits of increased engagement and transactional activity. |
| 7. | 05-02-2019 | ORDER CHANGE:115%  TRAFFIC CHANGE:0%  CONVERSION CHANGE:115% | The data shows a remarkable surge in order change (115%) and conversion change (115%) compared to last week, indicating significant improvements in transactional activity despite stagnant traffic change (0%). The substantial increase in L2M (123%) suggests heightened customer interest, possibly fueled by effective promotional efforts or enhanced user experience, although declines in M2C (-3%) and C2P (-2%) raise concerns about conversion rates. The marginal rise in P2O (1%) hints at improved order success rates, possibly influenced by optimizations in the ordering process, while the substantial increase in the count of restaurants (49%) offers customers a broader range of choices. However, the uptick in delivery charge (12%) may affect order volumes, necessitating further examination |
| 8. | 19-02-2019 | ORDER CHANGE: -56%  TRAFFIC CHANGE: -4%  CONVERSION CHANGE: -54% | The observed declines in order change (-56%), traffic change (-4%), and conversion change (-54%) compared to last week suggest challenges in maintaining customer engagement and transactional activity. Despite a marginal increase in L2M (1%), indicating stable customer interest, substantial decreases in M2C (-57%) and C2P (-1%) highlight significant hurdles in converting interest into transactions. The slight increase in P2O (4%) suggests a modest improvement in order success rates, possibly influenced by optimizations in the ordering process. However, the notable decreases in the number of images per restaurant (-17%) may impact user engagement and decision-making, while increases in delivery charge (16%) and packaging charge (12%) could deter customers and affect order volumes. |
| 9. | 26-02-2019 | ORDER CHANGE: 120%  TRAFFIC CHANGE: 2%  CONVERSION CHANGE: 116% | The increases in order change (120%) and conversion change (116%) compared to last week indicate significant improvements in transactional activity. However, the declines in L2M (-5%) and P2O (-5%) suggest challenges in sustaining user interest and order completion rates. The notable surge in M2C (145%) underscores successful efforts to convert menu browsing into cart additions, potentially driven by optimizations in product presentation or pricing strategies. Conversely, the decrease in C2P (-3%) implies potential obstacles in transitioning from cart to payment completion, possibly influenced by checkout process or unexpected charges. Supporting these trends, the decrease in average packaging charge (-11%) and increase in the number of images per restaurant (14%) suggest ongoing efforts to enhance user experience and streamline the ordering process |
| 10. | 28-02-2019 | ORDER CHANGE: 22%  TRAFFIC CHANGE: 8%  CONVERSION CHANGE: 13% | The 22% increase in order change, an 8% rise in traffic change, and a 13% uptick in conversion change. While the increases in L2M (6%) and M2C (3%) signify growing user interest and successful conversions, a slight decline in C2P (-4%) suggests challenges in finalizing purchases, potentially indicating friction in the checkout process. Conversely, a 7% increase in P2O indicates improved order success rates, likely influenced by enhancements in the ordering experience. Additionally, consistent growth across platforms Facebook, YouTube, Twitter, and others, all experiencing an 8% rise in traffic compared to the same day last week underscores a broader market trend or effective cross-platform marketing strategies. |
| 11. | 02-03-2019 | ORDER CHANGE: -38%  TRAFFIC CHANGE: 8%  CONVERSION CHANGE: -42% | The recent data reveals a mixed performance in key metrics, with a notable decrease in order change (38%) despite an increase in traffic change (8%). Conversion change also declined significantly by 42%, indicating challenges in converting traffic into orders. While stable user interest (L2M) and a slight increase in menu-to-cart conversions (M2C) suggest some success in engaging users, the sharp decrease in cart-to-payment (C2P) conversions by 49% signals significant hurdles in completing transactions, possibly due to payment process issues |
| 12. | 09-03-2019 | ORDER CHANGE:102%  TRAFFIC CHANGE: 0%  CONVERSION CHANGE: 102% | Recent data shows a substantial increase in both order change (102%) and conversion change (102%) compared to the previous week, despite stagnant traffic. While there were minor declines in user interest (L2M) and menu-to-cart conversions (M2C), a significant increase in cart-to-payment conversions (C2P) by 112% suggests notable success in completing transactions. However, there was a slight decrease in order success rates (P2O) by 3%. Supporting these trends, out-of-stock items decreased, while average packaging charges increased, potentially enhancing user experience. The substantial decrease in average delivery charges (-50%) could impact order volumes. |
| 13. | 19-03-2019 | ORDER CHANGE: -46%  TRAFFIC CHANGE: 2%  CONVERSION CHANGE: -47% | Recent data indicates a decrease in order change (-46%) and conversion change (-47%), despite a slight increase in traffic change (2%). However, there were positive increases in user interest (L2M) and menu-to-cart conversions (M2C). Cart-to-payment conversions (C2P) also saw a slight increase, but order success rates (P2O) decreased significantly (-53%). Challenges include a rise in out-of-stock items (23%), fewer images per restaurant (-15%), and a decrease in payment success rate (-29%). Addressing these issues could help mitigate the decline in orders and conversion rates, while optimizing the user experience for sustained growth. |
| 14. | 24-03-2019 | ORDER CHANGE: 22%  TRAFFIC CHANGE: 6%  CONVERSION CHANGE: 15% | Recent data shows positive trends with a 22% increase in order change and a 15% increase in conversion change, supported by a 6% rise in traffic change. There were also modest increases in user interest (L2M), menu-to-cart conversions (M2C), and cart-to-payment conversions (C2P) by 2%, 5%, and 2%, respectively. Order success rates (P2O) saw a 5% increase. Additionally, decreases in average packaging charges (-9%) and average delivery charges (-10%) were observed, along with a significant increase in the number of images per restaurant (18%), likely enhancing user engagement.. |
| 15. | 26-03-2019 | ORDER CHANGE: 78%  TRAFFIC CHANGE: -5%  CONVERSION CHANGE: 87% | Recent data shows a significant increase in order change (78%) and conversion change (87%) despite a slight decrease in traffic change (-5%). However, there were declines in user interest (L2M), menu-to-cart conversions (M2C), and cart-to-payment conversions (C2P). On a positive note, order success rates (P2O) saw a substantial increase (121%). Decreases in average discount and packaging charges were observed, while the number of images per restaurant increased. Additionally, the success rate of payments increased significantly. |
| 16. | 04-04-2019 | ORDER CHANGE: -52%  TRAFFIC CHANGE: 3%  CONVERSION CHANGE: -53% | Recent data reflects a decline in order change (-52%) and conversion change (-53%), despite a slight increase in traffic change (3%). While user interest (L2M) increased by 7% and the number of images per restaurant rose by 18%, menu-to-cart conversions (M2C) significantly decreased by 49%. This decline in M2C may be attributed to factors such as reduced product appeal, unclear product information, or friction in the add-to-cart process. Additionally, cart-to-payment conversions (C2P) and order success rates (P2O) both decreased by 8%, indicating challenges in completing transactions. The substantial decrease in the average discount by 41% alongside an increase in average packaging charges by 17% further suggests potential pricing strategy adjustments. |
| 17. | 11-04-2019 | ORDER CHANGE: 92%  TRAFFIC CHANGE: -7%  CONVERSION CHANGE: 107% | Recent data indicates significant improvements in order change (92%) and conversion change (107%), despite a slight decrease in traffic change (-7%). However, user interest (L2M) decreased by 6%, potentially indicating challenges in attracting and retaining customers. Conversely, there was a substantial increase in menu-to-cart conversions (M2C) by 94%, suggesting successful engagement with products or offerings. Cart-to-payment conversions (C2P) also saw a notable increase of 9%, indicating improved transaction completion rates. Moreover, order success rates (P2O) saw a modest increase of 3%. Supporting these trends, there was a significant increase in the average discount by 80%, potentially incentivizing purchases, while average packaging charges decreased by 10%, likely enhancing user experience. Additionally, there was a decrease in average delivery charges by 14%, potentially reducing barriers to purchase |
| 18. | 12-04-2019 | ORDER CHANGE: -27%  TRAFFIC CHANGE: -9%  CONVERSION CHANGE: -20% | Orders have decreased by 27%, indicating a significant drop in sales activity. Moreover, website traffic has decreased by 9%, suggesting a decline in overall engagement or interest in the offerings. The conversion rate has also taken a hit, dropping by 20%, When looking at specific conversion stages, there is a consistent decline across the board: Lead to L2M (down 7%), M2C (down 7%), C2P(down 5%), and P2O(down 4%). Additionally, the reduction in the number of images per restaurant by 11% could potentially impact the visual appeal and information provided to customers, affecting their decision-making process. |
| 19. | 14-04-2019 | ORDER CHANGE: 28%  TRAFFIC CHANGE: 8%  CONVERSION CHANGE: 19% | Orders have surged by 28%, reflecting a significant increase in sales activity, while website traffic has also seen a notable uptick, rising by 8%. Moreover, the conversion rate has experienced a substantial boost of 19%, indicating a higher percentage of visitors completing desired actions, such as making a purchase. Looking at specific conversion stages, L2M(up 4%), M2C(up 3%), C2P (up 4%) and P2O (up 6%). The number of images per restaurant have seen substantial increases 13% respectively. |
| 20. | 18-04-2019 | ORDER CHANGE: 73%  TRAFFIC CHANGE: 11%  CONVERSION CHANGE: 57% | Given the increase in traffic (+11%) and conversion rates (+57%), as well as the significant improvement in the menu-to-cart stage (+73%), we hypothesize that recent enhancements to the menu layout or product presentation have resulted in higher engagement and more items being added to carts. This, combined with the overall increase in traffic, has led to a substantial rise in orders (+73%).  To validate this hypothesis, it would be beneficial to analyze user behavior within the menu interface, including the effectiveness of product placement, the clarity of menu items, and any recent changes made to enhance the user experience. Additionally, examining the checkout process to identify any potential barriers at the cart-to-payment and payment-to-order stages could provide insights into further optimizing the conversion funnel. |
| 21. | 19-04-2019 | ORDER CHANGE: 25%  TRAFFIC CHANGE: 7%  CONVERSION CHANGE: 16% | Despite a moderate increase in traffic (+7%), the platform has achieved significant improvements in conversion rates (+16%) and orders (+25%). Enhanced funnel stages, especially M2C (+8%) and C2P (+5%), suggest improved user experience. However, the surge in out-of-stock items (+22%) may hinder conversion rates. Optimizing inventory and addressing payment process issues could further capitalize on increased traffic and conversion rates. The increase in the number of images per restaurant (+13%) may have positively impacted user engagement and conversion rates by providing more visual information to customers, potentially leading to higher sales. |
| 22. | 25-04-2019 | ORDER CHANGE: -39%  TRAFFIC CHANGE: 0%  CONVERSION CHANGE: -39% | Despite consistent traffic levels, the platform experienced significant declines in both conversion (-39%) and orders (-39%). The sharp decrease in the (M2C) by 43% indicates that users are visiting but are less likely to add items to their carts. This suggests potential issues with product appeal or usability. Although the (L2M) increased slightly by 5%, the overall funnel progression is hindered by a drop in the (C2P) by 5%Surprisingly, the payment-to-order stage (P2O) increased by 7%, suggesting that users who do proceed to payment are more likely to complete their orders compared to the previous week. The considerable decrease in the average discount (-41%) may have influenced user behaviour, potentially dissuading them from completing purchases. |
| 23. | 20-06-2019 | ORDER CHANGE: -54%  TRAFFIC CHANGE: -53%  CONVERSION CHANGE: -3% | The platform has experienced a substantial decrease in both traffic (-53%) and orders (-54%), indicating a significant downturn in user engagement and purchasing activity. This decline is consistent across various traffic sources, including Facebook, YouTube, Twitter, and others, suggesting a broader issue affecting user acquisition channels. Possible reasons for this decline include recent algorithm changes on social media platforms, underperforming advertising campaigns, seasonal trends impacting user behaviour and lack of relevant and engaging content. |
| 24. | 27-06-2019 | ORDER CHANGE: 115%  TRAFFIC CHANGE: 119%  CONVERSION CHANGE: -2% | The platform has seen a remarkable surge in both traffic (+119%) and orders (+115%), with consistent increases across major social media channels like Facebook, YouTube, Twitter, and others. This suggests a widespread trend rather than platform-specific factors driving the influx of visitors. However, despite the substantial rise in traffic, the conversion rate has slightly decreased (-2%). Several factors could contribute to this discrepancy, including seasonal promotions or events attracting a larger audience without proportional conversion, varying traffic quality from different sources, potential conversion optimization issues such as checkout process or product offerings, intensified competition impacting conversion rates, or seasonal variations in user behaviour. |
| 25. | 16-07-2019 | ORDER CHANGE: -63%  TRAFFIC CHANGE: -10%  CONVERSION CHANGE: -59% | The platform experienced a significant decline in traffic (-10%), conversion (-59%), and orders (-63%) compared to the previous week. While browsing activity dropped notably (L2M -60%), users who did explore the platform still added items to their carts (M2C 0%). However, challenges in transitioning users from cart to payment were evident (C2P -1%), despite a slight increase in orders from payment (P2O +2%). Pricing remained consistent, suggesting other factors like user experience issues, product availability, competition, or marketing effectiveness may have contributed to the decline. |
| 26. | 23-07-2019 | ORDER CHANGE: 135%  TRAFFIC CHANGE: 3%  CONVERSION CHANGE: 128% | Given the notable improvements in traffic (+3%), conversion rates (+128%), and orders (+135%), alongside the decrease in out-of-stock items (-16%) and average delivery charges (-17%), we hypothesize that strategic measures such as increased discounts, improved product availability, and reduced delivery costs have positively influenced user behavior and purchasing decisions. However, despite advancements in the cart-to-payment stage (+3%), the slight decline in the payment-to-order stage (-7%) suggests the presence of potential barriers or challenges in completing transactions. |
| 27. | 11-08-2019 | ORDER CHANGE: -54%  TRAFFIC CHANGE: 0%  CONVERSION CHANGE: -54% | Given the stagnant traffic level, significant drop in conversion rates and orders, and bottleneck at the cart-to-payment stage, we hypothesize that user dissatisfaction with product offerings, pricing, or user experience issues during the payment process could be contributing factors. The decrease in the payment-to-order stage further indicates potential barriers to completing transactions, possibly exacerbated by the notable increase in average packaging charges and decrease in the number of images per restaurant. |
| 28. | 18-08-2019 | ORDER CHANGE: 107%  TRAFFIC CHANGE: 3%  CONVERSION CHANGE: 100% | Given the notable improvements in traffic (+3%), conversion rates (+100%), and orders (+107%), alongside the significant enhancements in the cart-to-payment stage (+98%), we hypothesize that strategic efforts to optimize the checkout process, decrease packaging charges, and enrich the browsing experience with more images have positively influenced user behavior and purchasing decisions. The increase in conversion rates and orders despite minor fluctuations in traffic and listing-to-menu stage (-5%) suggests that improvements in the user experience and checkout process have played a pivotal role in driving higher conversion rates. |
| 29. | 14-09-2019 | ORDER CHANGE: -54%  TRAFFIC CHANGE: -5%  CONVERSION CHANGE: -51% | Given the significant declines in both traffic (-5%) and conversion rates (-51%), alongside the substantial increase in out-of-stock items (+88%) and average packaging charges (+22%), we hypothesize that user dissatisfaction due to limited product availability, increased shipping costs, and higher packaging charges may have contributed to the decline in orders (-54%). While the increase in the menu-to-cart stage (M2C) indicates initial interest from users, the bottleneck at the cart-to-payment stage (C2P) suggests potential barriers or friction points in completing transactions. |
| 30. | 21-09-2019 | ORDER CHANGE: 112%  TRAFFIC CHANGE: -1%  CONVERSION CHANGE: 114% | Given the notable improvements in conversion rates (+114%) and orders (+112%), alongside the significant decrease in out-of-stock items (-42%) and average packaging charges (-17%), we hypothesize that user satisfaction and purchasing decisions have been positively influenced. The surge in the menu-to-cart stage (M2C) suggests heightened user interest in browsing and adding items to their carts, contributing to the overall increase in conversion rates. Despite a slight decrease in the cart-to-payment stage (C2P), the slight increase in the payment-to-order stage (P2O) indicates that users who proceeded to payment were slightly more likely to complete their orders compared to the previous week. |
| 31. | 09-10-2019 | ORDER CHANGE: 22%  TRAFFIC CHANGE: -4%  CONVERSION CHANGE: 27% | The significant increase in order change (+22%) and conversion rates (+27%) despite a slight decrease in traffic (-4%) could indicate successful optimizations in the platform's user experience, checkout process, and targeted marketing efforts. The improvements in funnel metrics, such as listing-to-menu (+7%) and menu-to-cart (+1%) rates, suggest that the platform is effectively engaging users from the initial browsing stage through to adding items to their carts. Furthermore, the increase in cart-to-payment (+9%) and payment-to-order (+7%) rates indicates that users are progressing smoothly through the checkout process, possibly influenced by streamlined payment options. The rise in the number of images per restaurant (13%) might also contribute to enhanced user engagement and decision-making, potentially leading to higher conversion rates. |
| 32. | 21-10-2019 | ORDER CHANGE: 32%  TRAFFIC CHANGE: 9%  CONVERSION CHANGE: 21% | The increase in order change (+32%) alongside improvements in conversion rates (+21%) despite a significant increase in traffic (+9%) suggests that the platform has successfully capitalized on increased user engagement. The enhancements in funnel metrics, including a higher transition from menu views to cart additions (+7%) and an increased percentage of carts proceeding to payment (+4%), indicate that users are finding the ordering process more seamless and appealing. Additionally, the average discount of 6% might have played a role in incentivizing users to complete their purchases. |
| 33. | 22-10-2019 | ORDER CHANGE: 20%  TRAFFIC CHANGE: -1%  CONVERSION CHANGE: 21% | The increase in order change (+20%) and conversion rates (+21%) despite a minor decrease in traffic (-1%) suggests that the platform has effectively optimized its user experience and marketing strategies to drive higher conversions. The improvements in funnel metrics, including increased engagement with restaurant offerings and smoother transitions from cart to payment and payment to order completion, indicate that users are finding the ordering process more seamless and satisfying. |
| 34. | 09-11-2019 | ORDER CHANGE: 26%  TRAFFIC CHANGE: 7%  CONVERSION CHANGE: 18% | The increase in order change (+26%) and conversion rates (+18%) alongside a notable increase in traffic (+7%) suggests that the platform has effectively capitalized on increased user engagement. The improvements in funnel metrics, including a higher transition from menu views to cart additions (+6%) and an increased percentage of carts proceeding to payment (+5%), indicate that users are finding the ordering process more seamless and appealing. Furthermore, the reduction in average delivery charges (-11%) might have positively influenced user behavior, leading to higher order completion rates. |
| 35. | 17-11-2019 | ORDER CHANGE: -57%  TRAFFIC CHANGE: -7%  CONVERSION CHANGE: -54% | The decrease in order change (-57%) and conversion rates (-54%) alongside a decline in traffic (-7%) suggests significant challenges impacting the platform's performance. The sharp drop in the transition from menu views to cart additions (-58%) indicates issues with product availability or user experience, possibly exacerbated by the significant increase in out-of-stock items (+229%). Despite some improvements in the checkout process, such as an increase in carts proceeding to payment (+7%) and completed payments (+3%), these positive trends are overshadowed by larger issues affecting user engagement and satisfaction. |
| 36. | 24-11-2019 | ORDER CHANGE: 135%  TRAFFIC CHANGE: 5%  CONVERSION CHANGE: 124% | The substantial increase in order change (+135%) and conversion rates (+124%) alongside a modest increase in traffic (+5%) suggests highly effective strategies in driving sales and converting visitors into customers. The remarkable improvement in the transition from menu views to cart additions (+150%) indicates highly compelling product presentation or promotional offers. Despite some minor declines in the checkout process, such as carts proceeding to payment (-8%) and completed payments (-2%), the overall performance of the platform has been exceptional. The significant decrease in out-of-stock items (-70%) likely played a crucial role in enhancing user satisfaction and trust, contributing to the overall success of the platform. |
| 37. | 01-12-2019 | ORDER CHANGE: 21%  TRAFFIC CHANGE: 1%  CONVERSION CHANGE: 20% | The increase in order change (+21%) and conversion rates (+20%) despite a modest increase in traffic (+1%) suggests that the platform has effectively optimized its user experience and marketing strategies to drive higher conversions. The improvements in funnel metrics, including increased engagement with restaurant offerings and smoother transitions from cart to payment and payment to order completion, indicate that users are finding the ordering process more seamless and satisfying. The decrease in out-of-stock items (-18%) likely contributed to improved user satisfaction and completion rates. |
| 38. | 22-12-2019 | ORDER CHANGE: 21%  TRAFFIC CHANGE: 0%  CONVERSION CHANGE: 21% | The increase in order change (+21%) and conversion rates (+21%) alongside no change in traffic suggests that the platform has effectively optimized its user experience and marketing strategies to drive higher conversions from its existing user base. The improvements in funnel metrics, including increased engagement with restaurant offerings and a significant rise in cart additions, indicate that users are finding the ordering process more seamless and appealing. Furthermore, the reductions in average packaging and delivery charges may have positively impacted order completion rates. The increase in the number of images per restaurant could also contribute to enhanced user engagement and satisfaction |

**IMPORTANT INSIGHTS**

CHANNEL WISE TRAFFIC

The data highlights Facebook's dominance in social media interactions, consistently outperforming other platforms. With its stable and often increasing trends, Facebook remains a robust channel for engagement. Youtube follows closely behind, showing similar patterns but with slightly lower numbers. Meanwhile, Twitter and other platforms exhibit comparatively lower levels of interaction throughout the year. To capitalize on these insights, marketers should prioritize strategies that leverage Facebook's strong presence while considering complementary efforts on Youtube.

ORDERS VS TRAFFIC

The data reveals a consistent upward trend in both orders and total traffic throughout the year, with March marking a peak month for engagement. While orders exhibit slight fluctuations, total traffic shows more pronounced variations, with February recording the lowest figures. This suggests the influence of external factors or marketing initiatives on traffic levels. Leveraging insights from peak periods, such as March, and addressing challenges during low periods, like February, can inform strategic decisions and optimize campaign planning for sustained growth and customer engagement. Monitoring both metrics enables businesses to adapt strategies effectively and capitalize on opportunities across varying levels of engagement.

DELIVERY CHARGE VS SUCCESS RATE

The data shows that when delivery charges are high, fewer people complete their purchases. To fix this, businesses need to understand why customers might hesitate to pay more for delivery. They could try changing delivery prices to find a better balance between making money and keeping customers happy. Also, making it easier to pay online and listening to what customers say can help. By keeping an eye on how changes affect sales and listening to what customers want, businesses can keep growing.

AVERAGE DISCOUNT VS SUCCESS RATE

The data analysis highlights fluctuating trends in both average discounts and payment success rates. While no direct correlation between discounts and payment success is evident, there's a subtle hint that higher discounts might slightly elevate success rates, notably in October. Despite variations in discount rates, payment success remains relatively stable, indicating the influence of other factors on customer behaviour. Surprisingly, no clear seasonal patterns emerge in this relationship. Businesses should persist in monitoring discount strategies' impact on payment success while considering broader factors shaping customer decisions, paving the way for more informed pricing and promotional tactics.

**RECOMMENDATIONS**

1. Maintain adequate stock levels to sustain positive order trends.

2. Optimize the checkout process to enhance conversion rates.

3. Monitor and address any friction points in the cart-to-payment transition.

4. Strategically utilize the consistent average discount of 17% to incentivize purchases.

5. Consider further reducing average packaging and delivery charges.

6. Prioritize enhancing the user experience with ample product images.

7. Regularly assess performance metrics to adjust strategies effectively.

8. Ensure seamless navigation and user-friendly interface.

9. Implement targeted marketing campaigns to drive traffic.

10. Offer personalized recommendations to improve user engagement and retention.