Funnel Case Study Insights

1. The maximum change in order compared to last week happened during weekends. The maximum change occurred on 24th November 2019.

| **Date** | **Day** | **Day Type** | **Order Change with respect to same day last week** | **Reason** |
| --- | --- | --- | --- | --- |
| 11/24/2019 | Sunday | Weekend | 135.48% | One of the highest conversions from menu to cart (150%) |

1. The maximum change in traffic compared to the last week, occurred on 27th June 2019. This change in traffic occurred because the session count shoot up across all the channels.

| **Date** | **Day** | **Day Type** | **Traffic Change with respect to same day last week** | **Reason** |
| --- | --- | --- | --- | --- |
| 6/27/2019 | Thursday | Weekday | 119.15% | changes across all the channels |

1. On 23rd July 2019, the maximum change in the overall conversion rate occurred compared to the last week. This has happened because of the funnel conversion from **Listing→Menu** which is the highest on 23rd July 2019.

| **Date** | **Day** | **Day Type** | **Conversion change with respect to same day last week** | **Reason** |
| --- | --- | --- | --- | --- |
| 7/23/2019 | Tuesday | Weekday | 127.84% | change across listing to menu conversion |

# Funnel Conversion Insights

* The maximum change in list→menu conversion took place on 23 July 2019.
* The maximum change in menu → cart conversion took place on 24 November 2019.
* The maximum change in cart → payment conversion took place on 9 March 2019.
* The maximum change in payment → order conversion took place on 26 March 2019.