**Funnel Analysis**

[Reason for the Increase(High) & Drop(Low)]

10th Jan 2019 : -47% (There was a less traffic came on Facebook, YouTube & Twitter but mostly Facebook)

17th Jan 2019 : 106%(Because there was a less traffic on 10th Jan that’s why we can see so much high)

22nd Jan 2019 : 93% (There was almost huge 19M traffic came from Twitter)

29th Jan 2019 : -73% (There was a L2M conversion percentage was dropped & the reason for the drop was there is a less restaurant available on that day)

5th Feb 2019 : - 123%(There was a less conversion on 29th Jan so we can automatically see so much high)

20th June 2019 : -54%(There was less traffic came from Facebook, Youtube, Twitter & others)

27th June 2019 : 128%

16th July 2019 : -63%(There was a L2M conversion percentage was dropped)

23rd July 2019 : 145%

**Date of highs and lows in the orders with respect to same day last week**

**Dates of Lows** **Date of Highs**

10th Jan, 2019 : -45% 17th Jan 2019 : 106%

22nd Jan : 85%

29th Jan : -71% 5th Feb : 114%

19th Feb : -55% 26th Feb : 120%

2nd March : -37% 09th March : 102%

19th March : -45% 26th March : 77%

4th April : -52% 11th April : 92%

12th April : -27% 18th April : 73%

25th April : -38%

20th June : -54% 27th June : 114%

16th July : -63% 23rd July : 135%

11th Aug : -54% 18th Aug : 106%

14th Sep : -53% 21st Sep : 111%

17th Nov : -57% 24th Nov : 135%

**Change in traffic as compared to same day last week**

**Date of Lows**

10th Jan , 2019 : -49%( Facebook traffic : 387K, Youtube : 28M, Twitter : 11M)

Overall less traffic came from these three channels

29th Jan : -49%

20th June : -53%(Facebook : 36M, Youtube : 27M, Others : 26M)

Overall less traffic came from these three channels from as compared to previous date.

**Date of Highs**

17th Jan 2019 : 110%

22nd Jan : 77%(Highest traffic 198M received from Twitter)

27th June : 119%

**Overall Conversion**

**Flactuating Conversions :**

**L2M** : 29th Jan 2019 : 12%

16th July : 10%

**M2C** : 19th Feb : 17%

04th April : 20%

18th April : 67%

14th Sep : 15%

17th Nov : 14%

**C2P :** 2nd March : 33%

11th Aug : 33%

**P2O :** 19th March : 39%