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Capstone: Funnel Case Study Data

Let’s get started with solving the first question

*Subject 1: Identify the increase or decrease in the number of orders using Session Details sheet*

Solution: For this question I have divided my solving approach as the day of week and month of year

Here in pivot chart, we can majorly analysis that increase in orders happened in first quarter (January, February, March, April) and most of them happened on Tuesday and Thursday

Here is analysis of majorly increase of order in below the tables with date and insights[to be continued..]

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| **Date** | **Listing** | **Orders** | **Overall conversion** | **Order Change with respect to same day last week** | **insight** |
| 17-01-2019 | 22368860 | 1284532 | 5.74% | 106% | Here, number of traffic generated is more 22368860 than last week same day 10641496 and also cost of meal for two is lower in this date |
| 21-01-2019 | 22151687 | 1476653 | 6.67% | 23% | \* |
| 22-01-2019 | 37570998 | 2221600 | 5.91% | 85% | \* |
| 31-01-2019 | 20848646 | 1272061 | 6.10% | 20% | \* |
| 05-02-2019 | 22368860 | 1349861 | 6.03% | 115% | Here, number of restaurants operating last day same week was only 274777 compared to this date that has 408982 |
| 26-02-2019 | 22368860 | 1364832 | 6.10% | 120% | here out of stock items, average packaging charge & delivery charges are lower than last day same week |
| 28-02-2019 | 22586034 | 1405660 | 6.22% | 22% |  |
| 09-03-2019 | 46685340 | 1820150 | 3.90% | 102% | Here, delivery charge is 28 almost half of last week same day that is 56 rs and average cost of meal for two is lower |
| 24-03-2019 | 45338648 | 1839416 | 4.06% | 22% | \* |
| 26-03-2019 | 20848646 | 1259241 | 6.04% | 78% | \* |
| 11-04-2019 | 20631473 | 1208741 | 5.86% | 92% | \* |
| 14-04-2019 | 46685340 | 1930656 | 4.14% | 28% | \* |
| 18-04-2019 | 22803207 | 2091398 | 9.17% | 73% | \* |
| 19-04-2019 | 22151687 | 1419728 | 6.41% | 25% | \* |
| 27-06-2019 | 22368860 | 1322811 | 5.91% | 115% | Here, count of operating restaurant is higher 399922 from same day last week 381025 and the % of discount given is also high of 2% |
| 23-07-2019 | 21282993 | 1172435 | 5.51% | 135% | Here, the major reason is average cost meal of two is very low 382 compared to last week same day 458 and the discount is given 2% more with less delivery charge |
| 18-08-2019 | 45338648 | 1582215 | 3.49% | 107% | Here, number of images per restaurant is 40 more compared to last week same day 31 so traffic is generated more and also packaging charge is also low |
| 21-09-2019 | 43991955 | 1473202 | 3.35% | 112% | Here, the ratio of out of stock items is very low that is 37 compared to last week same day has 64 so that increases the order |
| 09-10-2019 | 20631473 | 1402435 | 6.80% | 22% | \* |
| 21-10-2019 | 22803207 | 1462471 | 6.41% | 32% | \* |
| 09-11-2019 | 45787545 | 1839957 | 4.02% | 26% | \* |
| 24-11-2019 | 46236443 | 1647515 | 3.56% | 135% | Here, the ratio of out of stock items is very low that is 34 compared to last week same day has 112 so that increases the order |
| 01-12-2019 | 46685340 | 1989333 | 4.26% | 21% | \* |
| 22-12-2019 | 43094160 | 1677083 | 3.89% | 21% | \* |

Decrease in orders analysis

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| **Date** | **Listing** | **Orders** | **Overall conversion** | **Order Change with respect to same day last week** | **insight** |
| 10-01-2019 | 10641496 | 623698 | 5.86% | -45% | \* |
| 29-01-2019 | 22368860 | 628519 | 2.81% | -72% | Here, number of operationg restaurant is very lower 274777 compared to last week same day has 383015 |
| 19-02-2019 | 21934513 | 620260 | 2.83% | -56% | \* |
| 02-03-2019 | 46685340 | 900972 | 1.93% | -38% | \* |
| 19-03-2019 | 21934513 | 707578 | 3.23% | -46% | \* |
| 04-04-2019 | 22151687 | 628275 | 2.84% | -52% | Here, given discount for this date is 10% very low compared to last week same day that has 17 % |
| 12-04-2019 | 20631473 | 1138287 | 5.52% | -27% | \* |
| 25-04-2019 | 22803207 | 1282226 | 5.62% | -39% | \* |
| 20-06-2019 | 10207150 | 616058 | 6.04% | -54% | \* |
| 16-07-2019 | 20631473 | 498841 | 2.42% | -63% | Here, average cost of meal for two is very high 458 compared to last week same day 388 , so hugh drop is order shows |
| 11-08-2019 | 43991955 | 765773 | 1.74% | -54% | \* |
| 14-09-2019 | 44440853 | 696459 | 1.57% | -54% | \* |
| 17-11-2019 | 43991955 | 699650 | 1.59% | -57% | Here, for this day out of stock items increases to 112 on an average compared to last week same day has 34 |

\*Blank insight also indicates similar pattern

*Subject 2: Identify the increase or decrease in the number of traffic using channel wise traffic sheet*

Average traffic change with respect to same day last week

From this pivot chart, we can analysis that on day of Thursday we can see major high and drop in month of January and June

Here is majorly increase in traffic insights

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Date** | **Listing** | **Orders** | **Traffic Change with respect to same day last week** | **reason** |
| 17-01-2019 | 22368860 | 1284532 | 110.20% | Here , the traffic seems to double [8052789,6039592,2460574]of last week same day[387156,2873204,1170564] from sources facebook,youtube and twitter |
| 22-01-2019 | 37570998 | 2221600 | 76.53% | Here, the traffic seems to increase almost 80% [13525559,19827367]of last week same day[7661877,2341129] from sources Facebook and twitter |
| 27-06-2019 | 22368860 | 1322811 | 119.15% | Here, the traffic seems to double [8052789,6039592,2460574,5815903] of last week same day[3674574,2755930,1122786,2653859] from sources facebook,youtube and twitter |

Here is the majorly decrease in traffic insights

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| --- | --- | --- | --- | --- |
| **Date** | **Listing** | **Orders** | **Traffic Change with respect to same day last week** | **reason** |
| 10-01-2019 | 10641496 | 2740185 | -48.96% | Here, traffic is dropping around 50%[387156,2873204,1170564] from sources Facebook ,YouTube and twitter from last week same day[7505512,5629134,2293351] |
| 29-01-2019 | 22368860 | 2628341 | -40.46% | Here, traffic is dropping around 50%[8052789,2460574] from sources Facebook YouTube and twitter from last week same day[13525559,19827367] |
| 20-06-2019 | 10207150 | 2526269 | -53.00% | Here, the difference is 11510189 from last week same day from all the sources dropping |

*Subject 3: Check if there is change in Overall Conversion as compared to previous dates*

Here is analysis of majorly increase in conversion

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| --- | --- | --- | --- | --- | --- | --- | --- |
| **Date** | **Overall conversion** | **Conversion change with respect to same day last week** | **L2M** | **M2C** | **C2P** | **P2O** | **insights** |
| 05-02-2019 | 6.03% | 114.77% | 26.25% | 40.40% | 70.81% | 80.36% | it may be due to increase conversion due to high L2M(Due to count of operation restaurant is very high and also more images display) |
| 26-02-2019 | 6.10% | 115.77% | 24.50% | 41.20% | 74.46% | 81.18% | it may be due to increase conversion due to high M2C(Due to number of image is high) |
| 09-03-2019 | 3.90% | 102.02% | 20.79% | 33.66% | 70.72% | 78.78% | it may be due to increase conversion due to high C2P(Due to delivery charge is half(very low) of last week same day) |
| 26-03-2019 | 6.04% | 87.23% | 24.50% | 40.00% | 72.27% | 85.28% | it may be due to increase conversion due to high P2O(Due to average cost for two is very low) |
| 11-04-2019 | 5.86% | 106.57% | 24.75% | 38.80% | 75.92% | 80.36% | it may be due to increase conversion due to high M2C(Due to discount given is high) |
| 18-04-2019 | 9.17% | 56.54% | 23.75% | 67.20% | 73.00% | 78.72% | it may be due to increase conversion due to high M2C(Due to discount given is high) |
| 23-07-2019 | 5.51% | 127.84% | 23.75% | 39.60% | 75.19% | 77.90% | it may be due to increase conversion due to high L2M(Due to number of operating hotels are high) |
| 18-08-2019 | 3.49% | 100.48% | 21.00% | 32.98% | 64.60% | 78.00% | it may be due to increase conversion due to high C2P(Due to average cost for two is low) |
| 21-09-2019 | 3.35% | 113.69% | 20.16% | 34.34% | 64.60% | 74.88% | it may be due to increase conversion due to high M2C(Due to average cost for two is low) |
| 09-10-2019 | 6.80% | 27.00% | 26.25% | 40.00% | 76.65% | 84.46% | it may be due to increase conversion due to high M2C(Due to out of stock items is low) |
| 21-10-2019 | 6.41% | 21.04% | 25.00% | 41.60% | 73.73% | 83.64% | it may be due to increase conversion due to high C2P(Due to discount is high) |
| 22-10-2019 | 6.22% | 21.07% | 25.00% | 38.80% | 74.46% | 86.10% | it may be due to increase conversion due to high C2P(Due to average cost for two is low) |
| 24-11-2019 | 3.56% | 124.05% | 21.00% | 34.00% | 65.96% | 75.66% | it may be due to increase conversion due to high M2C(Due to out of stock items is low) |
| 22-12-2019 | 3.89% | 21.03% | 21.21% | 35.70% | 64.60% | 79.56% | it may be due to increase conversion due to high M2C(Due to number of image is high) |
| 28-12-2019 | 3.90% | 20.03% | 21.00% | 34.34% | 67.32% | 80.34% | it may be due to increase conversion due to high C2P(Due to discount is high) |

Here is analysis of majorly drop in conversion

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| --- | --- | --- | --- | --- | --- | --- | --- |
| **Date** | **Overall conversion** | **Conversion change with respect to same day last week** | **L2M** | **M2C** | **C2P** | **P2O** | **insights** |
| 29-01-2019 | 2.81% | -52.48% | 11.75% | 41.60% | 72.27% | 79.54% | it may be due to reduce conversion due to low L2M(Due to count of operation restaurant is low) |
| 19-02-2019 | 2.83% | -54.09% | 25.75% | 16.80% | 76.65% | 85.28% | it may be due to reduce conversion due to low M2C(Due to number of image is low) |
| 02-03-2019 | 1.93% | -42.39% | 21.00% | 34.00% | 33.32% | 81.12% | it may be due to reduce conversion due to low M2C(increase out of stock items) |
| 19-03-2019 | 3.23% | -46.63% | 26.25% | 42.00% | 75.92% | 38.54% | it may be due to reduce conversion due to low P2O(Due to average cost for two is higher) |
| 04-04-2019 | 2.84% | -53.50% | 26.25% | 20.00% | 69.35% | 77.90% | it may be due to reduce conversion due to low M2C(due to low discount on items) |
| 12-04-2019 | 5.52% | -20.43% | 24.50% | 38.00% | 73.00% | 81.18% | it may be due to reduce conversion due to low M2C(Due to number of image is low) |
| 25-04-2019 | 5.62% | -38.69% | 25.00% | 38.40% | 69.35% | 84.46% | it may be due to reduce conversion due to low M2C(due to discount decreases to 12% on items) |
| 16-07-2019 | 2.42% | -59.20% | 10.00% | 39.60% | 73.00% | 83.64% | it may be due to reduce conversion due to low L2M(due to low traffic) |
| 11-08-2019 | 1.74% | -54.35% | 22.05% | 32.64% | 32.64% | 74.10% | it may be due to reduce conversion due to low C2P(due to increase in packaging charges) |
| 14-09-2019 | 1.57% | -51.25% | 21.00% | 14.96% | 67.32% | 74.10% | it may be due to reduce conversion due to low M2C(increase out of stock items that is 64) |
| 17-11-2019 | 1.59% | -53.93% | 21.21% | 13.60% | 71.40% | 77.22% | it may be due to reduce conversion due to low M2C(increase out of stock items that is 112) |

Above are the analysis done based on Excel data and the hypothesis derived from it.

Thank you.