

Aggregator Commission & Margin Analyzer

Food Service, Restaurants & Cloud Kitchens

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Analyses the true per-order economics on delivery apps — menu price vs food cost, commission, packaging, discounts and payment fees — revealing real margin and how to fix it. Use it to see if delivery actually makes money. For the P&L use the Restaurant P&L Modeller (F10).

Purpose of this tool & output

See your true margin after commissions

How the output is used

Use the analyzer to see your true margin after aggregator commissions, discounts and ad spend.

Who should vet it

A CA/finance person, to confirm the true delivery margin.

Important cautions

Commission (~18-30%) plus packaging plus self-funded discounts often turn a delivery order thin or loss-making — quantify true net contribution before running offers. Price delivery to absorb commission and build direct/own-ordering to bypass it. Use your actual numbers.

Companion documents

- Cloud Kitchen Setup Guide
- Swiggy / Zomato Onboarding Guide
- Aggregator Ranking & Sales Optimizer
- Virtual / Delivery Brand Builder
- Delivery Packaging Selection
- Multi-Brand Cloud Kitchen Strategy

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.