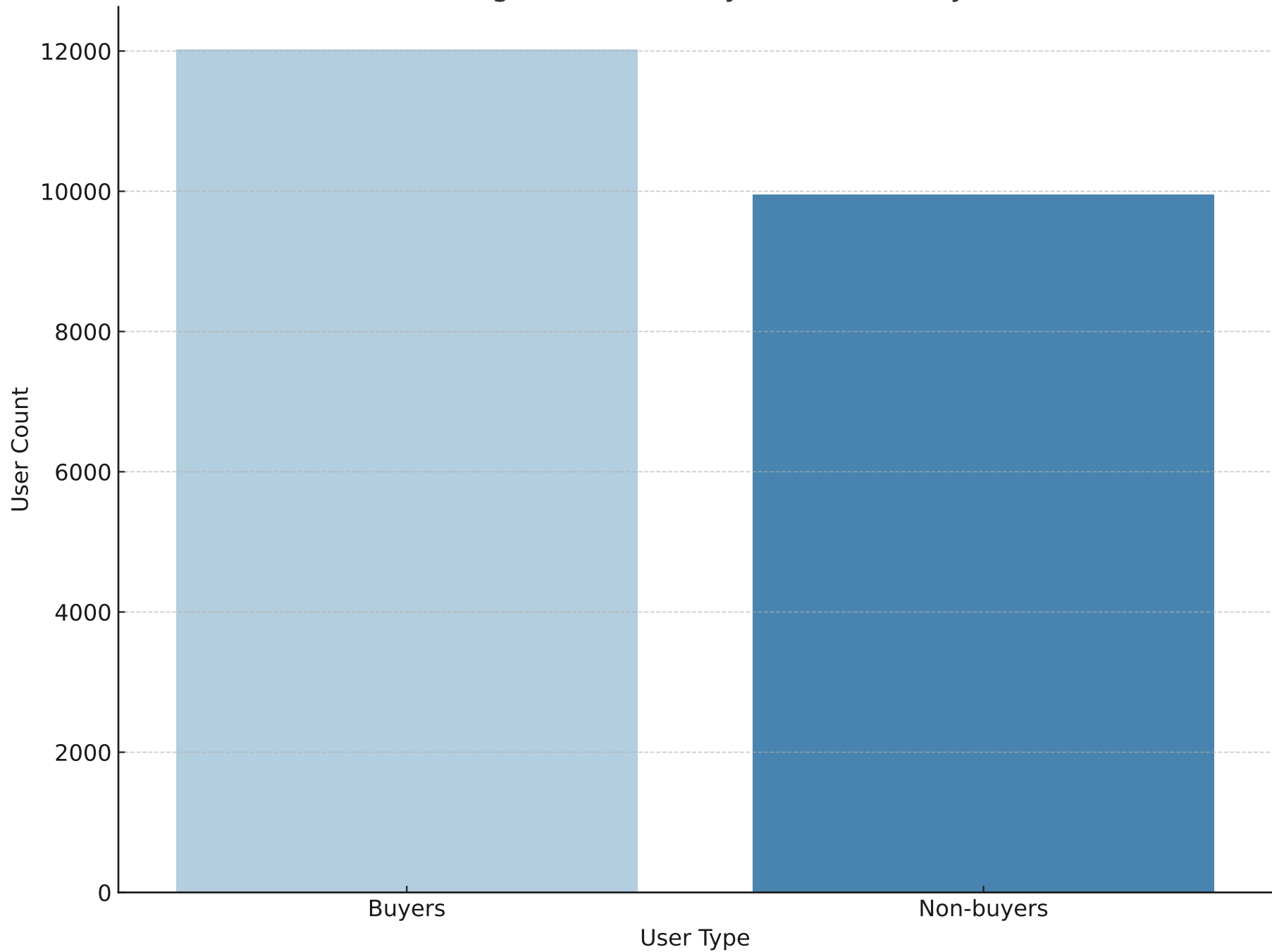


# Wolt Data Science Internship 2025

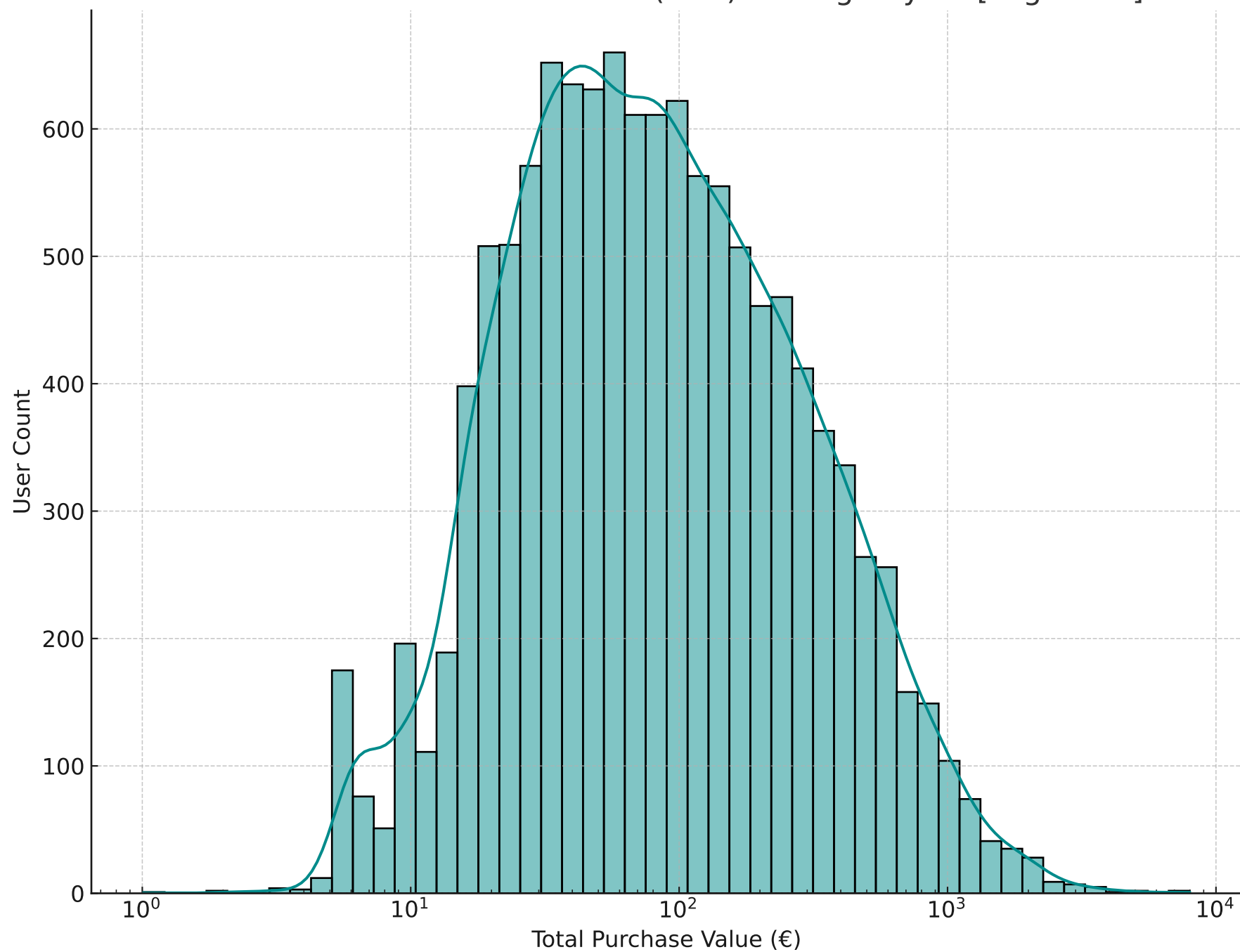
## Task 2 – Data Analysis Summary

Insights from user behavior and retention metrics

User Segmentation: Buyers vs Non-buyers



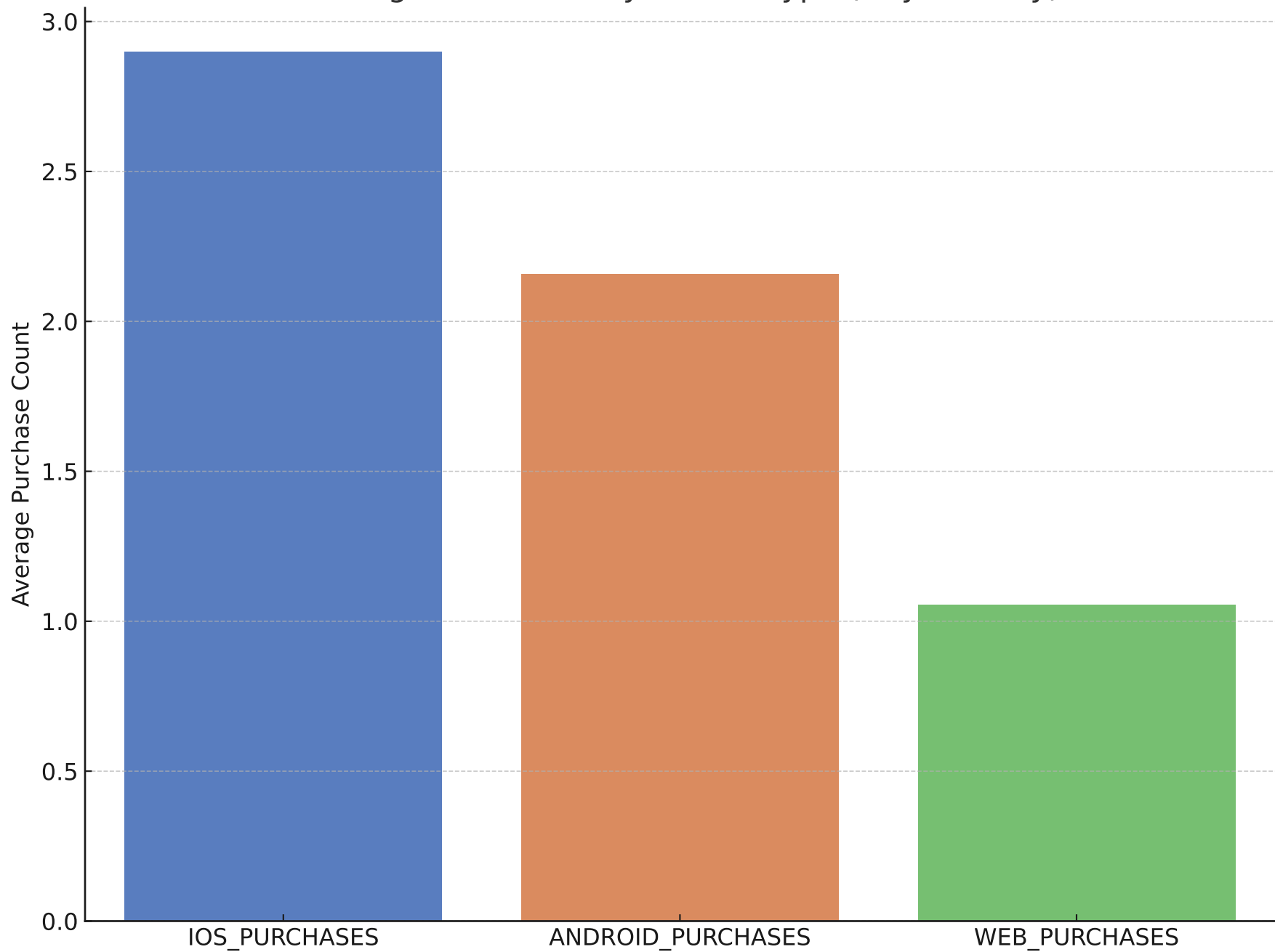
Distribution of Total Purchases (EUR) Among Buyers [Log Scale]



## Recommended Metrics to Track

1. **Conversion Rate**: % of users who made at least one purchase
2. **Repeat Purchase Rate**: % of users with >1 order
3. **Average Order Value (AOV)**: Total € / total orders
4. **Churn Rate**: % of users inactive for 90+ days

Average Purchases by Device Type (Buyers Only)



## Key Takeaways

• Large % of users register but never purchase

- ✓ Power users exist – long-tail behavior with high value
- ✓ Most purchases happen via iOS, followed by Android
- ✓ Proposed metrics help track conversion, engagement, churn