Data Analyst for Retailer App Case Study

Our Plantix Partner app allows Retailers to order supplies online. We are continuously working on optimizing the app.

1. Which KPIs would you use to measure the performance of our app?
2. Prepare a report regarding our growth between the 2 years. Please try to answer the following questions:
      a. Did our business grow?
      b. Does our app perform better now?
      c. Did our user base grow?
3. What are our top-selling products in each of the two years? Can you draw some insight from this?
4. Looking at July 2021 data, what do you think is our biggest problem and how would you recommend fixing it?
5. Does the login frequency affect the number of orders made?

Feel free to use SQL, Python or R to tackle this problem. Excel files will not be considered. Try to spend no more than 2 hours on this case study. You can share your insights in a short Document or a very short presentation. Please attach any SQL, Python or R code you have used, along with your answers.

You will find 3 tables attached. The login_logs table contains information about users logging in. The sales orders table contains information about orders made and the sales_orders_items contains the specifics of each order. You have been provided with data for July 2021 and July 2022.

Please note the assignment needs to be submitted on or before 5th September 2022.

Good luck!

Regards,
Plantix People Team