**REPORT – PLANTIX RETAILER APP CASE STUDY**

This report is based on the problem statements sent by the **Plantix People Team.**

As per the requirement, I have used **SQL** to solve the problem statements.

Now coming to the solutions for the problem statements:-

1. **Which KPIs would you use to measure the performance of our app?**
2. **Year-over-year Growth** – (2022 total revenue – 2021 total revenue)/2021 total revenue x 100
3. **Purchase Frequency –** Totalnumber of orders/Total number of unique customers (here Retailers).
4. **Application Traffic –** Total number of users viewing/logging in to the application.
5. **Number of Shipments** – Total number of orders shipped.
6. **Prepare a report regarding our growth between the 2 years. Please try to answer the following questions:**
7. Did our business grow?

Yes. As compared to the year **2021**, there is a vey good amount of growth in the business in the year **2022**. You can find the detailed information in the SQL query file I have attached.

1. Does our app perform better now?

Yes, it is performing better.

1. Did our user base grow?

Yes. As compared to the year 2021 (**271240 users**) , the number of users have increased in the year 2022 (**395117 users**).

1. **What are our top-selling products in each of the two years? Can you draw some insight from this?**

You can find the detailed table list in the SQL quey file I have attached.

For the year 2021, the product ID **12759** has the highest sales (60500 amount generated) and for the year 2022, the product ID **12917** has the highest sales (40431 amount generated).

1. **Looking at July 2021 data, what do you think is our biggest problem and how would you recommend fixing it?**

From my point of view, I can see a very good amount of growth in each aspects hence reflecting a very good amount of growth in revenue. But considering some facts by looking into the July 2021 data, I notice that the number of orders getting placed are very less as compared to the users logging in to your application. I find the same in 2022 July data too. So, I find the lack of user satisfaction with your application as the major problem. To overcome this, I recommend the team to provide the best quality services to the users like On-time Shipments, No-delay in Order Confirmations. And also making users aware of the product quality by giving detailed test results in your application and some certified labels from organizations regarding product quality inspection.

1. **Does the login frequency affect the number of orders made?**

No, the login frequency doesn’t affect the number of orders made in any way. The number of orders are not meeting up to the level of the number of users logging in.