Project: Company Operations Analysis under Softtrack Education

Company: Cucumber Inc. **Role: As a Data Scientist**

Duration: 1.10.2024 to 24.12.2024

Description:

As a Data Scientist in the data consulting team at Cucumber Inc., I spearheaded an in-depth analysis of the company's operation across various domains, providing valuable insights and solutions to enhance business performance. Also I led a comprehensive analysis of company operations, leveraging data-driven insights to drive strategic decision-making across various departments, including sales, customers.

Key Achievements:

Section 1: Target Audience Analysis

- **First Time Visitors Identification :**
  - Developed SQL queries to identify and extract the names of customers who made their initial order during their first visit to the website.

- **High Spending and City Wise High Spending Customers :**
  - Queries to extract the names of customers who spent more than the average total amount, contributing to targeted retention strategies.
  - Utilized SQL queries to identify and list the names and cities of customers whose order total surpassed the city's average expenditure.

- **Top-Tier and High-Value Product Purchases :**
  - Implemented SQL queries to extract the names of customers who ordered the three most expensive products.
  - Devised SQL queries to identify customers who ordered all products with a price greater than ₹4000, contributing to targeted marketing strategies.

Section 2: Product-Market Fit Analysis

- **Unique Product Orders :**
  - Developed SQL queries to identify customers who ordered products not ordered by any other customer, aiding in product-market fit analysis.

- **Key Contributor Products :**
- Formulated SQL queries to identify the product contributing the most to each order's total amount, including quantity details.

- **High-Value Product Spending :**
- Utilized SQL queries to calculate the total amount spent by each customer on products with a price exceeding the average.

Section 3: Sales Analysis

- **Cross-Product Customers :**
- Devised SQL queries to identify customers who ordered both "Product A" and "Product B," contributing to product-market fit insights.

- **Price-Sensitive Customers :**
- Formulated SQL queries to identify customers who did not order any product priced above ₹8000, aiding in price sensitivity analysis.

- **Bulk Purchase Customer :**
- Utilized SQL queries to identify customers who ordered a total quantity of at least 10 units of "Product C."

Challenges:

- Addressed the complexity of analyzing data from multiple districts, ensuring consistency and accuracy.
- Focused on interpreting data to provide actionable recommendations for diverse business domains.

Skills Demonstrated:

- **Data Analysis:** Proficient in extracting actionable insights from complex datasets.
- **SQL Mastery:** Expertise in crafting intricate SQL queries for diverse analyses.
- **Statically Modeling:** Applied statistical techniques for product-market fit.
- **Strategic Thinking:** Contributed to data-driven strategic decision-making across departments.
- **Effective Communication**: Presented findings to diverse stakeholders, facilitating informed decision-making.

Result and Impacts:

- My contributions have played a pivotal role in optimizing operations, driving revenue growth, and enhancing customer. The project outcomes demonstrate a strategic blend of analytical prowess, technical proficiency, and a keen understanding of business dynamics.
- The comprehensive data analysis and insights provided have significantly contributed to strategic decision-making, product-market fit enhancement, and targeted customer engagement strategies. The project has facilitated a deeper understanding of customer behavior, product performance, leading to more informed business practices.
- Streamlined pricing strategies, leading to a measurable increase in revenue.
- Facilitated data-driven decision-making processes across the organization.