**Data Collection**

As part of the assignment process we have taken Trice Systems Pvt Ltd Company as an example and used there live data to analyse and see how we can use statistical methods to infer as to what is happening and how they can improve there customer experience

As part of data collection we have collected the below data and the reason for the same is explained as below

**Customer Master**

**Order ID:** This is the unique table that records each order and ties it to the respective customer to analyse patterns and behavior, this table is unique and cannot have duplicates

**User ID:** This is the table the uniquely identifies each customer and helpsidentify whatallhe transacted and where all did he travel along in the app, what are his favourite things on the store, what are his demographics, what he orders and dosent order

**Order Date:** Helps us in identifying a pattern as to the frequency of his purchase, is he a monthly purchases, weekly or daily, helps in targeting promotion before his next purchase cycle

**Order Type:** This helps in identifying what is his favourite type on the app, Store orders, Food orders, subscription orders etc, this helps in identifying if he is a food lover or a planned purchaser etc

**Store:** Which vendor store the customer likes, this is based on the frequency of his purchase which we can capture using the data available in the above tables to triangulate his choice nad preference

**Service *aka* Category:** This helps in identifying at a service level what customer he is, a meat lover, vegetarian, foodie, gamer etc

**Bill Amount:** This field helps in identifying what is the bill amount and when taken in conjuncture with order frequency gives us avg order value, avg cart value, service wise bill value etc

**Order Master**

**Order ID:** This is the critical link that connects the customer table in relation with order table as the unique common factor and identifier, without this link the entire data becomes useless since we cannot establish the relation between both the tables

**Payment ID:** This table identifies how the payment came in, what mode customer used, what are his preferred usage mode, like Card, Net Banking, UPI, COD, etc and based on this learning we can offer him any promotions as and when they come

**Store Name:** Which vendor store the customer likes, this is based on the frequency of his purchase which we can capture using the data available in the above tables to triangulate his choice nad preference

**Product Name:** This table identifies the name of the product that the customer bought and analyzing this we can get his preferred product that he buys frequently, in conjuncture with other info we can arrive the frequency bought, regularity etc.

**Data for Survey:-**

We designed the questionnaire and it was released in various social media channels( whatsapp groups, emails to existing clients) through formstack. The questionnaire was released on Oct 14 to 26. The responses are collected and analyzed deeper for business insights.