

PROJECT OVERVIEW

Objective: Analyze user data from a Wolt-like service (Sep 2019 – Oct 2020).

Tools: Python, Pandas, Seaborn, Matplotlib

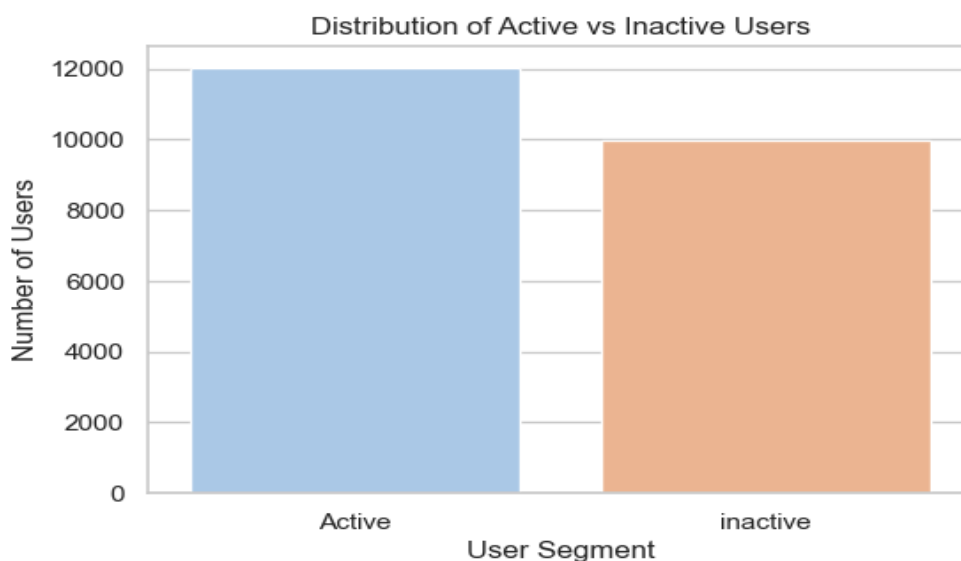
Deliverables: Exploratory Data Analysis, Key Metrics, Insights, Recommendations.

Data Preparation

Loaded CSV data and inspected columns- Dropped irrelevant/broken date columns- Created 'IS_ACTIVE_USER' column- Segmented users into Active and Inactive

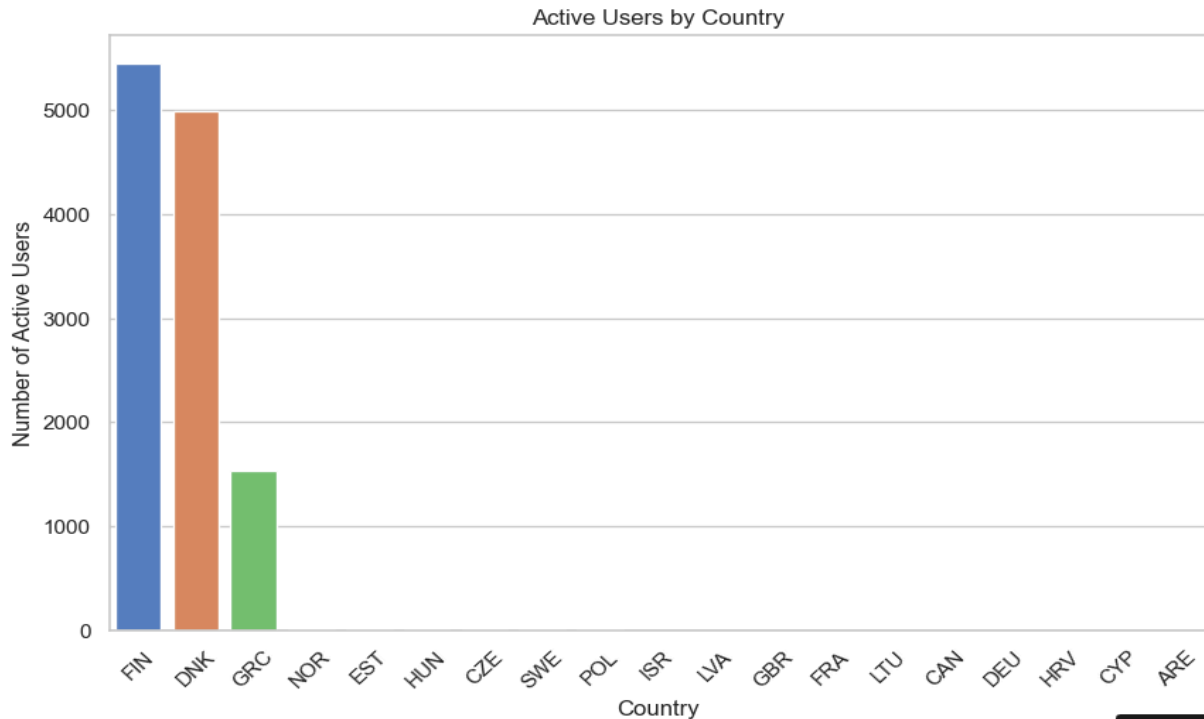
Detailed Summary & Recommendations

1. User Engagement Overview



Insight:

Out of **21,983 total registered users**, **12,028 users (54.71%)** placed at least one order between September 2019 and October 2020. Engagement is driven by onboarding success and first-order experience.



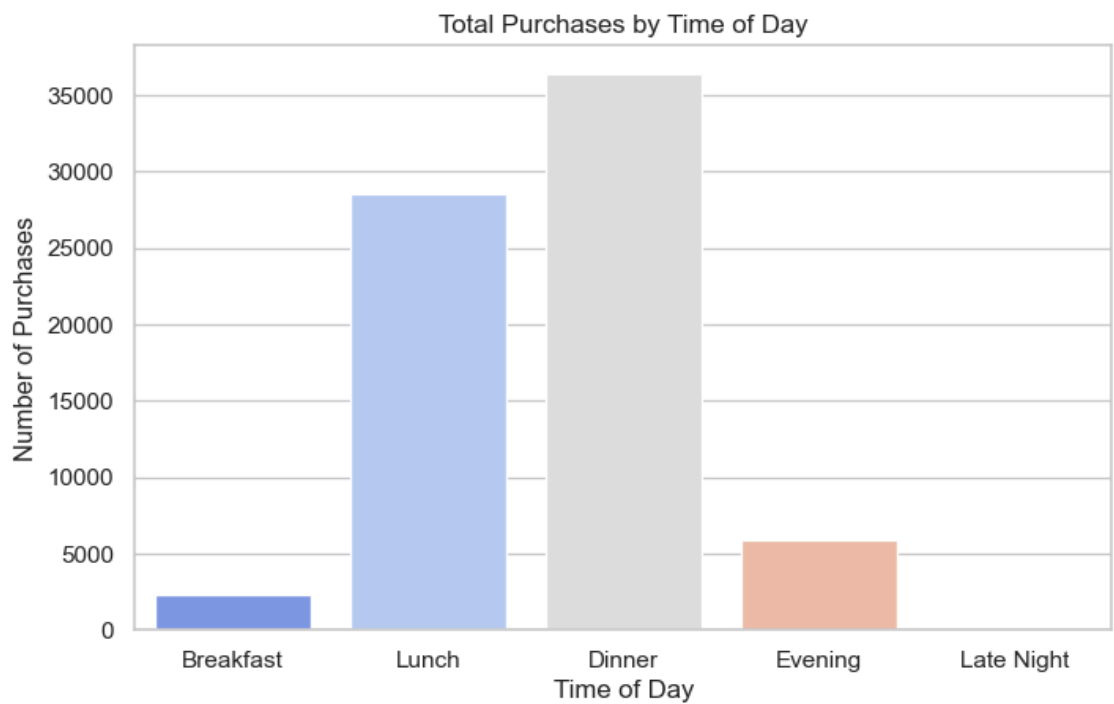
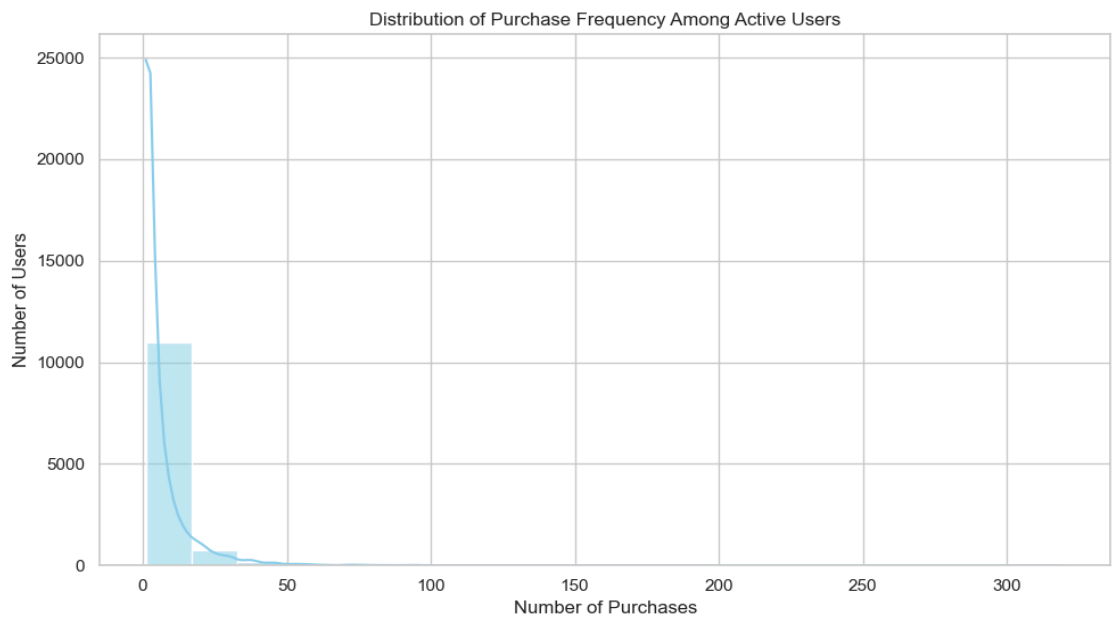
Relevance to Wolt:

This **Active User Rate** is a direct reflection of user onboarding success, app usability, and the effectiveness of first-time incentives. A lower rate may suggest friction in initial user experience or lack of compelling value proposition.

Recommendation:

- Run targeted campaigns for inactive users.
 - Introduce onboarding flows that drive first-order incentives and nudges.
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2. Purchase Frequency



Insight:

On average, an active user made **73,541 purchases** over the observed period.

Visual analysis shows most users placed only 1–2 orders, while a small group were power users.

Relevance to Wolt:

Understanding how often users return is crucial for customer lifetime value (CLTV) estimation and loyalty strategy.

Recommendation:

- Design loyalty programs for high-frequency users.
 - Trigger re-engagement campaigns after first order (e.g., discounts on second order).
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3. Average Order Value (AOV)**Insight:**

The average amount spent per order is **€6.11**

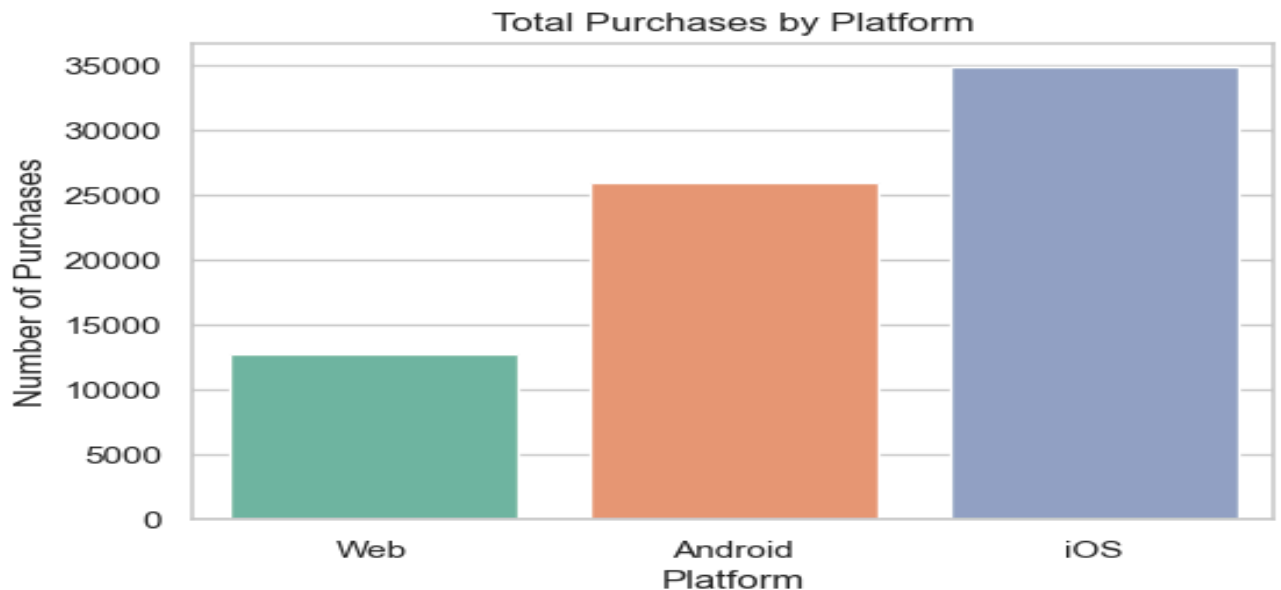
Relevance to Wolt:

AOV is essential for projecting revenue growth. Increasing AOV without losing customers improves profitability.

Recommendation:

- Bundle offers and upsell items to increase order value.
 - Experiment with free delivery thresholds above the average.
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4. Preferred Platform Usage



Insight:

Order distribution across platforms shows:

- Android: 25,946
- iOS: 34,887
- Web: 12,708

Relevance to Wolt:

Platform preferences inform product development priorities. Underperforming platforms may have UX issues or require marketing attention.

Recommendation:

- Prioritize high-traffic platforms for feature rollout.
- Optimize underused platforms to ensure consistent experience.