**Business Problem: Diagnosing Revenue Instability & Conversion Drop-offs**

**Context**

An e-commerce company faces unpredictable revenue streams despite steady increasing consumer base.

**Key concerns:**

1. Declining customer engagement.

2. Suspected inefficiencies in high-value customer retention

**Core Objectives**

**1. Pinpoint Revenue Leaks**

- Identify systemic gaps in order conversion.

- Assess if customer onboarding month impacts lifetime value.

**2. Optimize Conversion Funnel**

- Diagnose underperforming customer segments.

- Map conversion anomalies to operational timelines

**3. Cohort Retention Strategy**

- Track engagement decay patterns post-first purchase

- Flag high-risk cohorts for targeted interventions

**Deliverables**

- Root-cause analysis of revenue-conversion gaps

- Customer segment - based conversion efficiency report

- Cohort retention heatmap with retention benchmarks

- Prioritized recommendations to stabilize revenue

**Impact Focus**

- Plug revenue leakage in critical segments

- Redirect acquisition spend to high-conversion demographics

**Available Dataset.**

Customer table contains a list of all NEW customers acquired during the period of 1-Jan-2021 to 30-Jun-2021 along with their-

* customer ID (Cust ID),
* date customer registered on app (Customer Created Date),
* week of registering (Week),
* customer profession group (Cust Profession).

Orders Data contains a list of all purchase orders till date (Order No), created by customers acquired during the period of 1-Jan-2021 to 10-Sep-2021 along with

* customer ID (Cust ID),
* Order created date (Order Date).
* Final Status of the Order (Order Status): When a customer creates a purchase order, it may or may not eventually be purchased. When a purchase order is purchased, it is marked as ‘Won’ (in column Order Status) and
* Order value in INR (Order Amount).