
..Summary Report – Alt Mobility Data Analysis

1. Key Findings

- 70% of orders are completed.
- Monthly revenue grew by 20% over the last quarter.
- 35% of customers are repeat buyers.

2. Customer Retention

- 1st-month cohort: 100% orders, 2nd month 45% returned, 3rd month 30%.
- Retention is dropping — indicates need for engagement strategy.

3. Payment Analysis

- UPI has highest success (98%), card lowest (85%).
- ~5% payments fail – mostly due to declined cards.

4. Recommendations

- Promote UPI as preferred payment.
- Engage 2nd month churned users with loyalty offers.
- Follow-up failed payments promptly to recover orders.