

Alt Mobility Data Analysis - Summary Report

1. Key Findings

- Only 33% of payments are successful, indicating major issues in the payment process.
- High Volume of Pending Orders: Over 5,069 out of 15,000 orders (33%) remain pending, suggesting a backlog due to fulfillment delays, inventory issues, or payment problems.
- Gap Between Shipped and Delivered Orders: More orders are marked as delivered (5,057) than shipped (4,872), suggesting errors in status tracking or data syncing.
- Operational Bottlenecks: Only 32% of orders are delivered, indicating issues in last-mile logistics or shipping delays affecting customer satisfaction.

2. Customer Retention

- Out of the total customer base, 4,402 are repeat customers, showing strong customer loyalty.
- Only 2,932 are unique (new) customers, signaling the need for better marketing outreach.
- By acquiring and retaining more customers, the company can boost repeat orders and ensure long-term growth.

3. Payment Analysis

- High Failure Rate: 33% of payments failed, likely due to technical issues or poor checkout experience.
- Low Completion Rate: Only 33% of payments were successful, requiring process improvements.
- Many Pending Payments: 33% of transactions are pending, possibly due to system delays impacting trust and fulfillment.

4. Recommendations

- Improve UPI & Payment Experience: Add more options like Google Pay, PhonePe to reduce payment failures.
- Invest in Customer Acquisition Marketing: Use Facebook, Instagram ads and billboards in Tier-1

cities.

- Reward Repeat Customers: Offer loyalty discounts and encourage word-of-mouth marketing.
- Enhance Customer Communication: Send automated updates on payment and order status to build trust.
- Monitor and Improve Data Quality: Fix tracking inconsistencies and audit data regularly.