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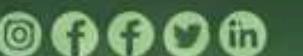


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# Mekky Data Analytics Report

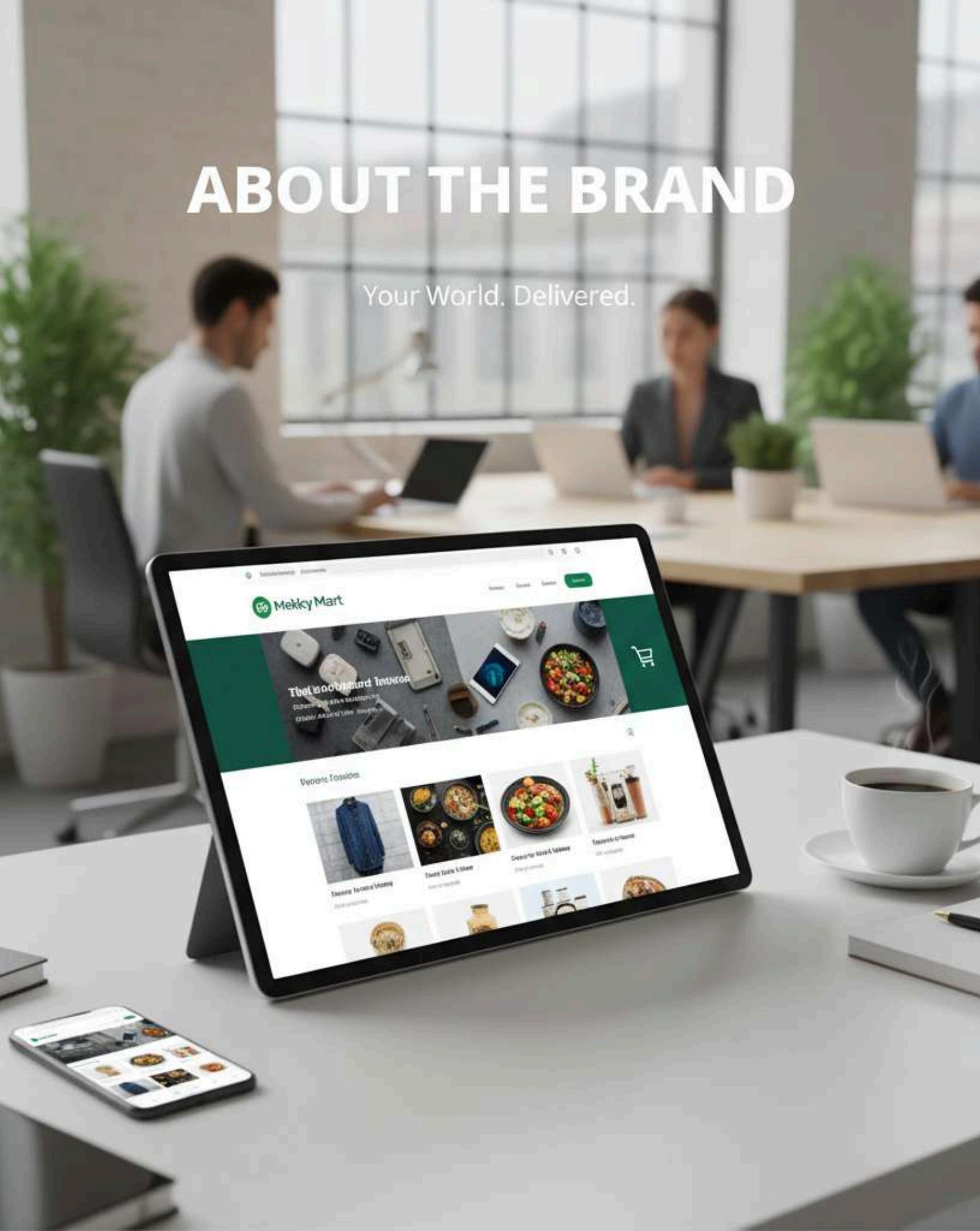
## Data-Driven Strategies for Growth and Operational Excellence

PRESENTER:  
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DATE:

November 2025

# About The Brand



The Brand Sector: Established retail and e-commerce entity.

Core Offering: Fast-moving consumer goods (FMCG) and general retail items (implied by the data, e.g., groceries/quick delivery).

Goal: Maintain aggressive growth while transitioning from an intuitive, startup-style approach to a data-driven enterprise.

## Problem Case



## Problem Case

### Why This Project Matters?

Mekky scaled quickly, but operations, marketing, and customer understanding did not keep pace. We had:

- Blind Spots: No clear view of who the most valuable customers were or why others were leaving.

## Problem Case



## Problem Case

### Why This Project Matters?

- Inefficiency: Marketing spend and operational bottlenecks (like delivery) were draining resources.
- Lost Insights: Customer feedback was collected but not systematically linked to business risk or product quality.



# Why The Analysis?

Yes Mekky has achieved impressive growth, but scaling has revealed critical unknowns that could limit future success.

This analysis addresses five essential questions asked by leadership, moving the company from reactive operations to proactive, data-driven strategy.

## The Goal



# The Goal

Our goal is not just to report numbers, but to provide clear, actionable answers in five core areas:

- 1. Customer Value:** Who are our most valuable customers, and which are on the brink of leaving?
- 2. Product & Sales:** What products are driving our revenue, and where should we invest inventory?
- 3. Operational Efficiency:** Which regions are failing on delivery promises, and how does this directly impact customer behavior?



## The Goal (Contd.)

4. **Marketing ROI:** Are our campaigns generating profit, or are we wasting spend?
5. **Feedback Loop:** How can we translate raw customer reviews into immediate, profit-saving operational changes?

This presentation provides the insights needed to optimize spending, prioritize customers, and future-proof Mekky's operational quality.

# Data Cleaning Processes: Methodology & Data Pipeline

This slide explains the process behind my findings, focusing on the critical steps taken to ensure data quality.



## Data Cleaning & Preparation

- **Source Data:** Integrated multiple CSVs (Customers, Orders, Feedback, Marketing, etc.).
- **Fixing Bugs:** Resolved critical data type issues, including standardizing `customer_id` (object vs. integer mismatch) to enable successful table merges.



## Exploratory Data Analysis (EDA)

- **Customer Segmentation:** Grouped customers by value (Premium, Regular, Inactive) to focus retention efforts.
- **Operational Deep Dive:** Calculated and compared median delivery latency across all regions to pinpoint specific bottlenecks.

# Data Cleaning Processes: Methodology & Data Pipeline (Contd.)



## Data Cleaning & Preparation

- **Datetime Correction:** Successfully handled complex datetime conversion errors (the NaN issue) to enable accurate calculations of delivery latency and customer tenure.
- **Data Enhancement:** Calculated key metrics: Days Since Last Order, Delivery Latency, and Marketing ROAS.

## Exploratory Data Analysis (EDA)

- **Root Cause Analysis:** Linked negative customer sentiment directly to specific product and operational categories.

# Executive Summary: Our Three Strategic Pillars



## 1. RETENTION RISK (Customer Service/Churn)

**Finding:** Unhappy customers accelerate toward churn significantly faster than satisfied customers.

**Action:** Implement a "2-Day Fix" promise. When a customer gives bad feedback, contact them and solve their problem within 48 hours to keep them active.



## 2. MARKETING ROI (Profitability)

**Finding:** The Email Channel delivers the highest Return on Ad Spend (ROAS).

**Action:** Although Email generates more return on ad spend. There is not much significant difference in returns when compared to other marketing channels. Hence, we should continue to utilize the channels to reach customers.



## 3. OPERATIONAL ROOT CAUSE (Quality Control)

**Finding:** Product Quality is the dominant driver of negative feedback.

**Action:** Initiate a Targeted Quality Audit on the Top 3 complaint product categories and their supply chain.



# The Mandate:

## Moving from Intuition to Insight

### THE CHALLENGE:

- Mekky needed to answer critical questions about **Customer Value, Marketing ROI, and Operational Strain.**

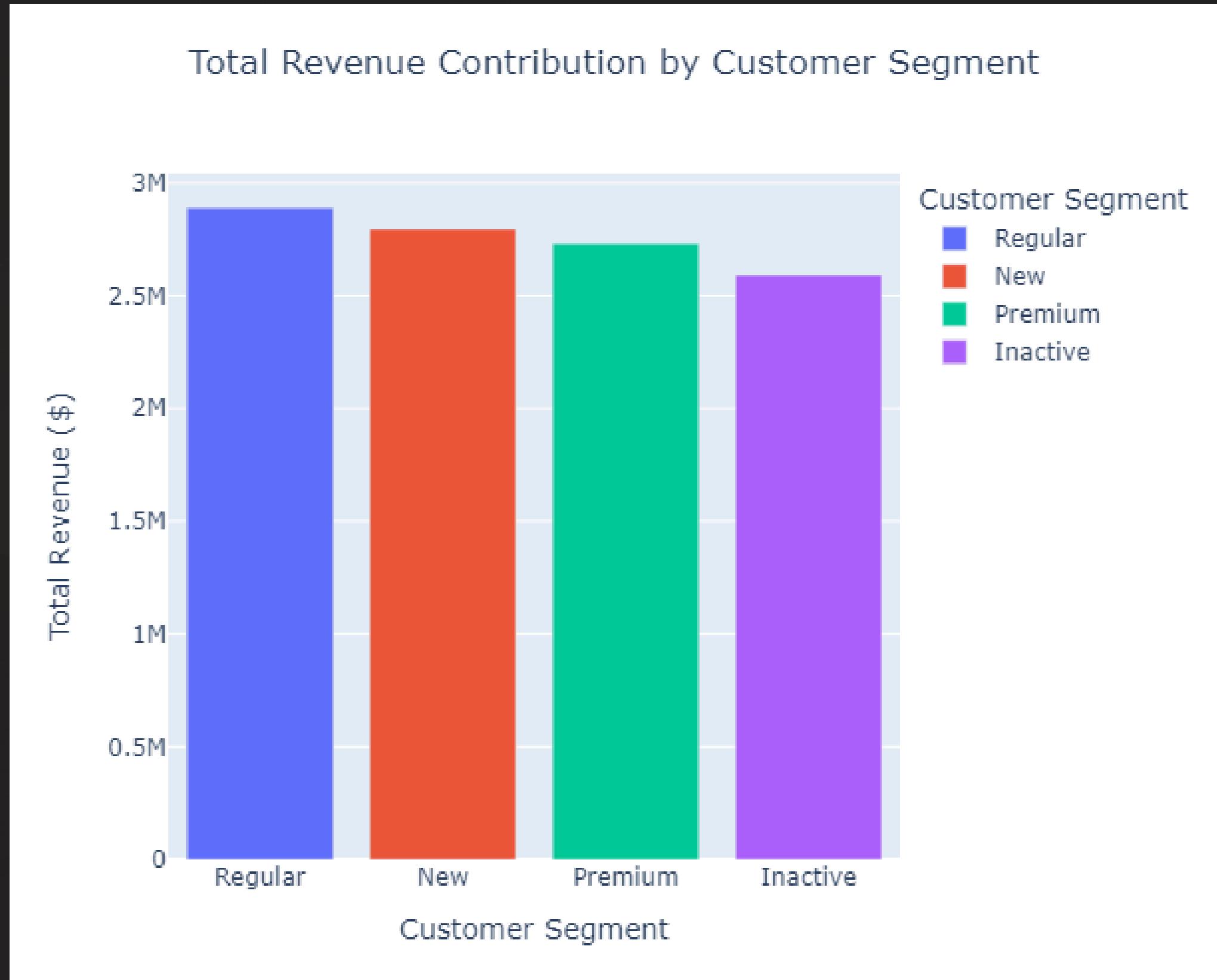
### OUR OBJECTIVES:

- Quantify the most **valuable customer segments** (Retention).
- Determine which marketing spend has the **highest financial return (ROI)**.
- Identify the **root cause of customer dissatisfaction** (Operational Risk).

# Our Revenue Base: Who Drives Mekky's Value?

## INSIGHT:

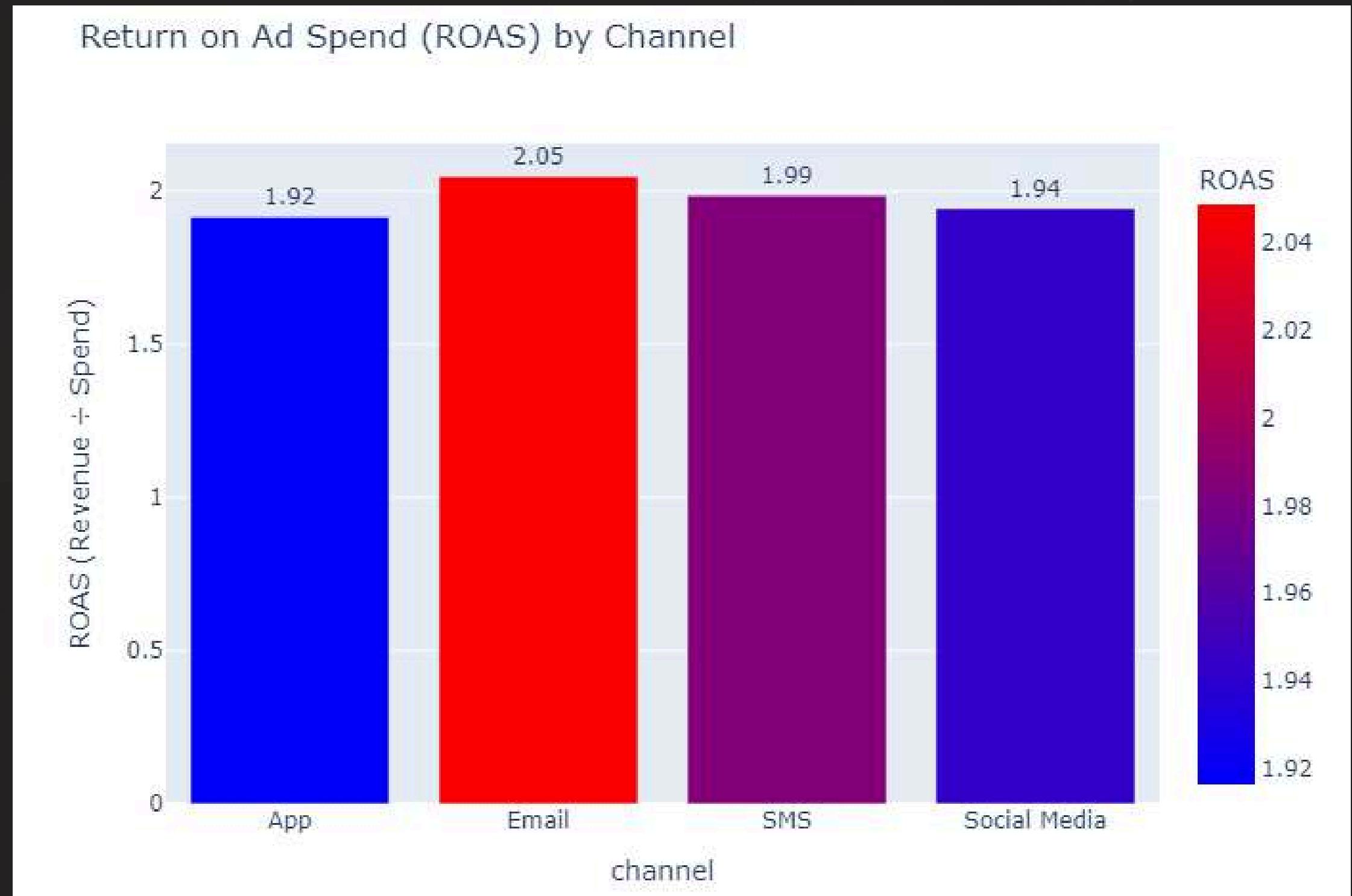
- Revenue is **highly concentrated** in the top-tier segments.
- The Regular and New segments are responsible for the vast majority of our total revenue.



# Where Our Money Works Hardest: ROAS by Channel

## FINDINGS:

- The **Email** channel consistently delivers the highest average ROAS.



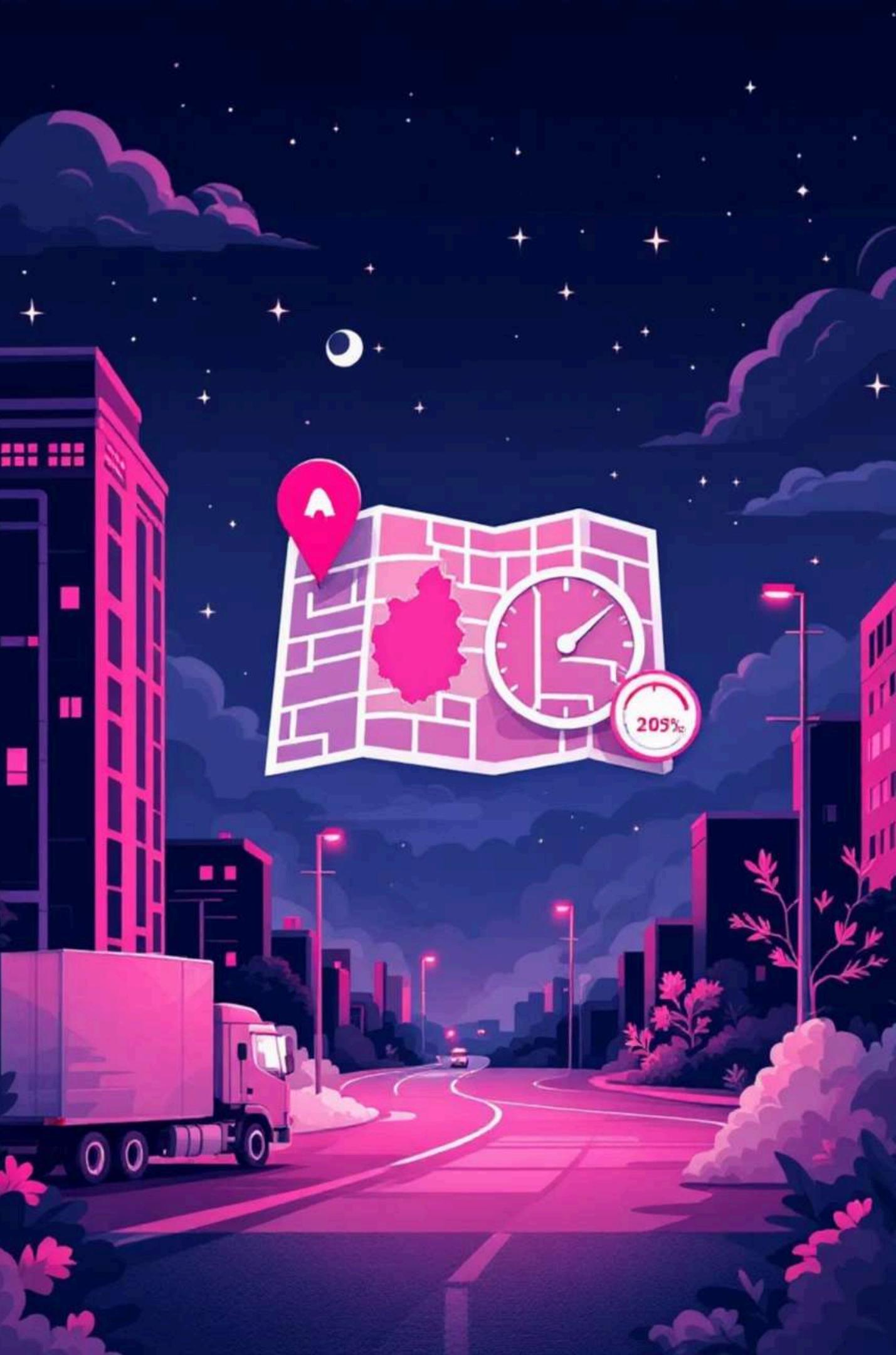
# Fulfilling the Promise: Delivery Time Performance

## FINDINGS:

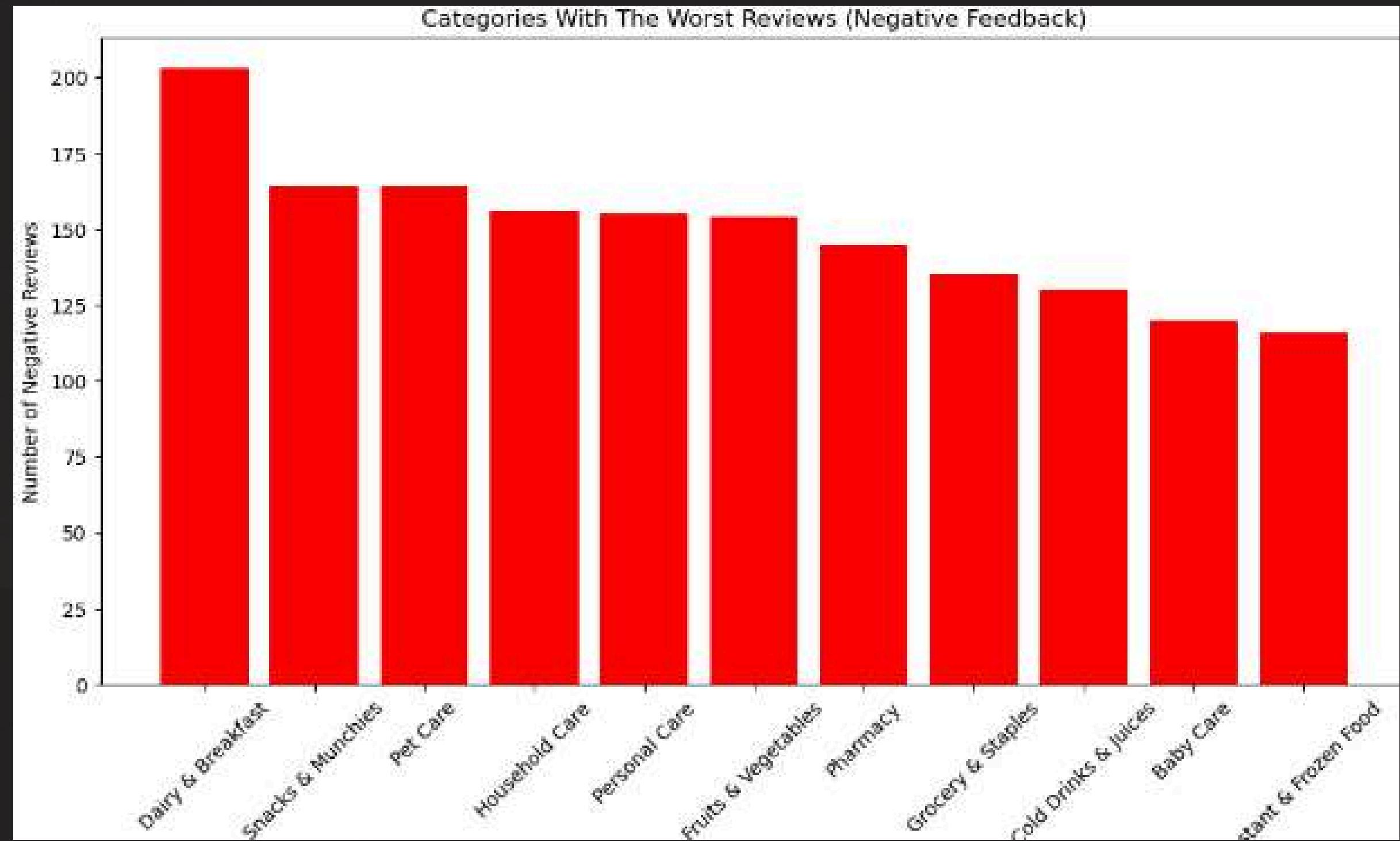
- Delivery performance is generally strong, but there is a clear geographic performance gap.
- The Windsor region is lagging significantly behind the company average.

## IMPLICATION:

- This indicates a **localized operational or logistics partner issue**, not a company-wide failure.
- Resolving this bottleneck will reduce a key source of localized complaints.



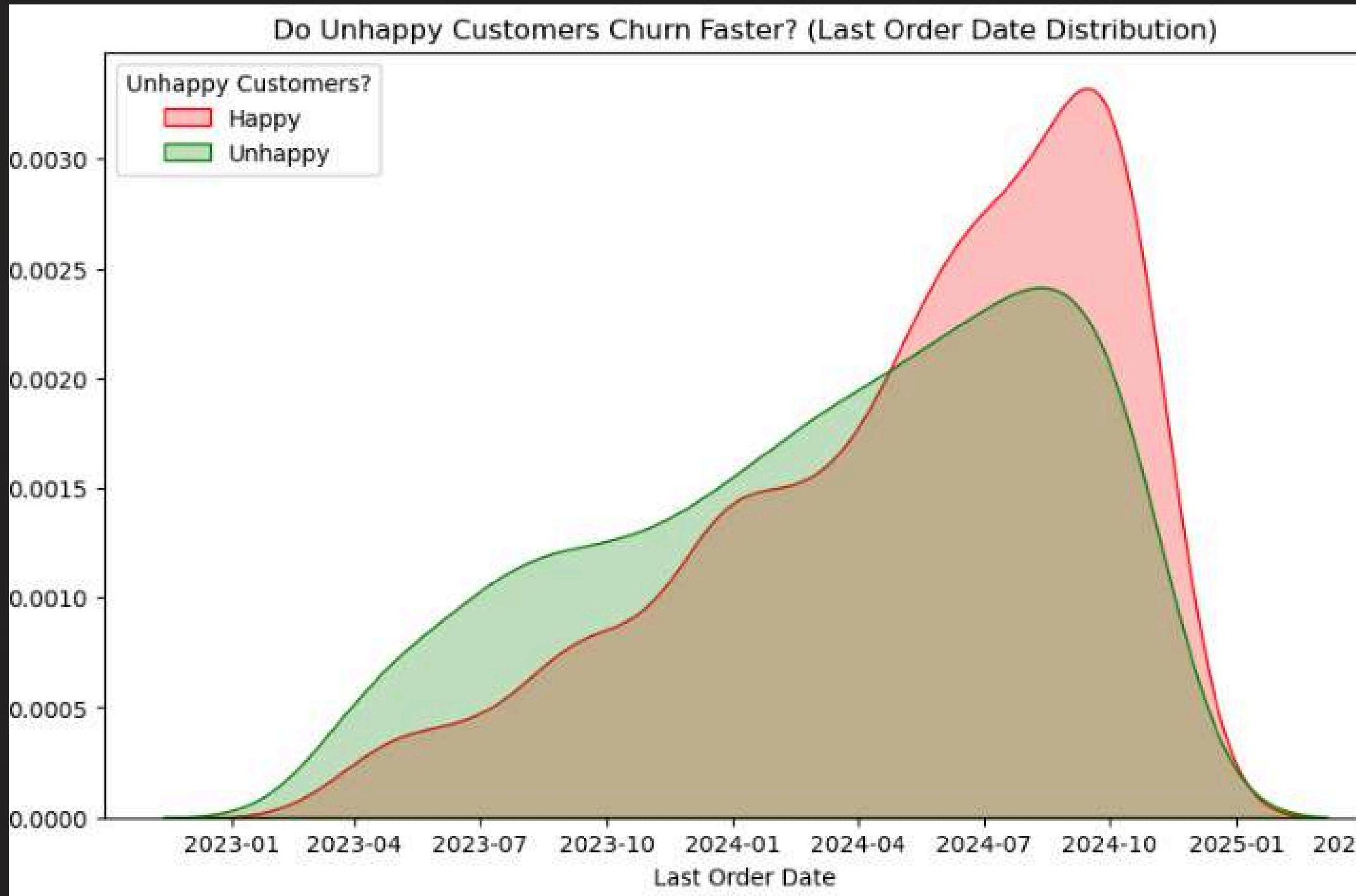
# Why Customers Get Upset: The Dominant Complaint



## FINDINGS:

- The single biggest product category with worst reviews are **Diary & Breakfast**.

# Data Proof: Unhappy Customers Churn Faster

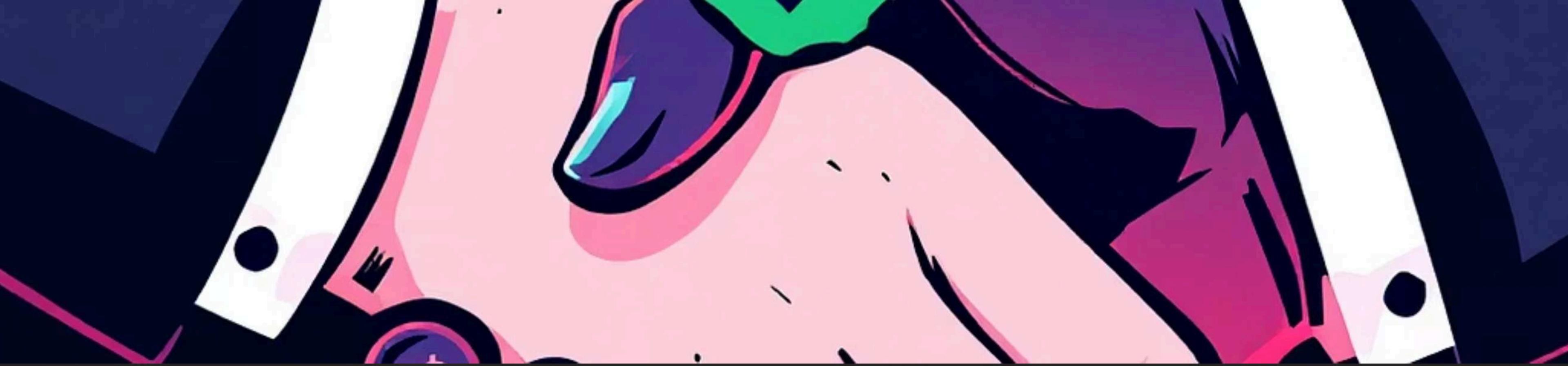


## FINDING:

- Unhappy customers leave sooner, their last orders occur much earlier than happy customers.

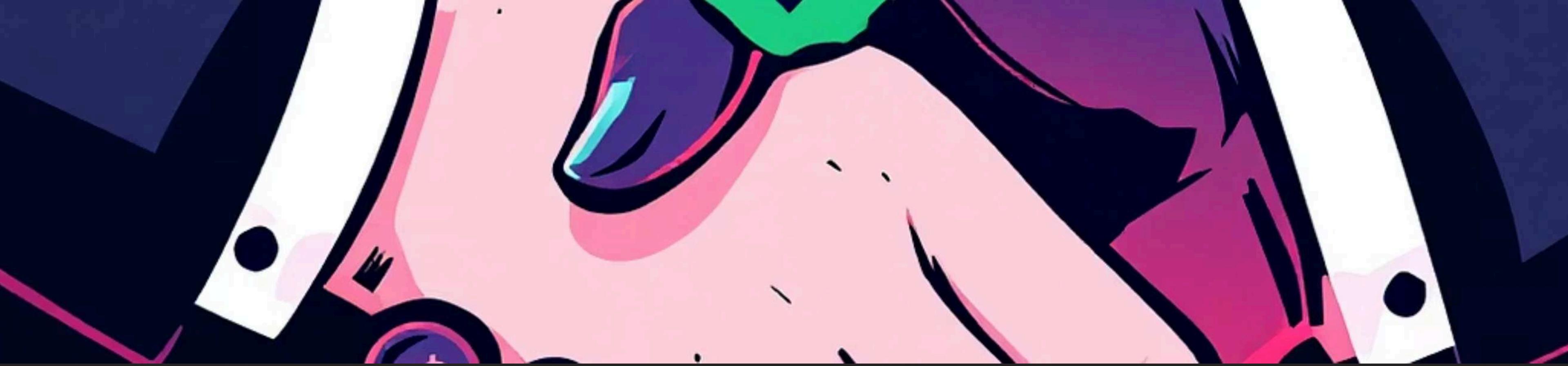
## RECOMMENDATION:

- Prioritize customer satisfaction initiatives to slow churn and retain more customers.



## KEY SUMMARY:

- **Risk:** Product quality is driving fast churn from our most valuable segments.
- **Action:** Implement a "2-Day Fix" promise. When a customer gives bad feedback, contact them and solve their problem within 48 hours to keep them active.



## KEY SUMMARY (Contd):

- **Risk:** Specific regions are consistently failing to meet promised delivery times..
- **Action:** Audit the 3 Slowest Cities. Send a small team to those areas to inspect the fulfillment process and remove the obstruction that is causing the delays.

THANK YOU  
FOR  
YOUR TIME

