

Objectives

1. To analyze how demographics and payment methods influence spending and order values.
2. To assess how product types and pricing strategies affect customer engagement and purchases.
3. To examine how order statuses vary across customer segments, including gender and subscription levels.
4. To explore how website interaction influences order value and engagement.
5. To determine how payment methods affect order completion, cancellations, and returns.
6. To analyze shipping preferences by subscription levels and their impact on satisfaction and order completion.

Managerial Insights and Recommendations

1. Higher MRP products are linked to higher discounts, driving engagement.

Recommendation: Focus on strategic discounts that enhance perceived value, and use personalized offers to attract key customer segments.

2. Younger customers spend less and engage less with the website.

Recommendation: Use targeted marketing like influencer partnerships and exclusive deals to appeal to younger demographics.

3. Digital payments (Credit, UPI) have higher order values compared to COD, which shows lower and more variable values.

Recommendation: Offer incentives for using digital payments, reducing COD dependency to streamline operations and boost order value.

4. Freepass has the highest engagement, while Premium Plus sees more cancellations and returns.

Recommendation: Improve the value proposition of Premium Plus with exclusive benefits, and address return reasons to boost satisfaction.

5. Imported products drive higher engagement across channels, while Local products lag.

Recommendation: Highlight unique aspects of Imported products in campaigns, and enhance Local product appeal through storytelling or value bundles.

6. "Free" shipping is the most popular, while Express Plus is underutilized.

Recommendation: Keep free shipping attractive while promoting the benefits of premium options like Express Plus for higher-value orders.