

Summary of Findings: Customer-Sales Analysis for Alt Mobility

Key Insights from SQL Queries:

Order and Sales Analysis:

- **Order Fulfilment Breakdown:**
Orders are categorized into pending, shipped, or delivered statuses. Delivered orders are used for revenue calculations. This segmentation helps track logistical efficiency and customer satisfaction.
- **Revenue Trends:**
Revenue was analysed at monthly (`strftime('%m', order_date)`), year-month, and yearly levels.
Year-over-year growth is visible through increasing revenue trends in recent periods. Seasonal patterns can be inferred—specific months show spikes, which could inform inventory planning and marketing campaigns.

Customer Analysis:

- **Monthly Active Customers:**
Query results show how many unique customers placed at least one order each month. Data reflects consistent customer activity across months with identifiable growth periods.
- **Repeat Purchase Behaviour:**
Customers making more than one order were isolated, helping understand loyalty and retention.
This can identify high-value customers and drive personalized engagement strategies.

Payment Status Analysis:

- **Payment Failures by Method:**
Certain payment methods (e.g., credit cards, wallets) may show higher failure rates. Knowing this allows Alt Mobility to prioritize reliable options or improve checkout user experience for problematic methods.
- **Payment Status Distribution:**
Shows the overall percentage of completed, pending, and failed payments.
High failure or pending rates could impact customer trust and revenue realization.

Order Details Reporting:

- A unified view of orders and associated payments was created.
Shows `days_to_payment`, which can be used to understand payment behaviour.
Includes payment status labels, payment amounts, and methods, providing a complete view of each transaction.

Observations from Customer Retention Analysis:

- The customer retention chart (from Looker Studio) spanning January 2020 to March 2025 indicates:
- Steady growth in the number of active customers over the last few years.
- No sharp declines in retention—a good indicator of stable customer experience and satisfaction.
- Minor fluctuations (e.g., post-holiday or off-season dips), which are typical in e-commerce cycles.
- Customer base has grown significantly, with 4,252 active users as of the latest period.

Recommendations for Alt Mobility:

1. Enhance Retention Programs:

Since active customer growth is stable, introduce loyalty or rewards programs to reinforce repeat purchases. Use the list of customers with more than one order for targeted marketing.

2. Improve Payment Reliability:

Address high failure rates in specific payment methods. Offer more robust retry options and communicate clearly when payments fail.

3. Targeted Promotions During Low Months

Use monthly revenue and active customer dips to launch seasonal promotions or bundled offers.

4. Expand Revenue Streams:

With growing customer engagement, explore upselling or cross-selling, based on order behaviour patterns.

5. Optimize Fulfilment Efficiency:

Monitor pending versus delivered order ratios. High pending orders may indicate bottlenecks in supply chain or logistics.

6. Invest in Visual Analytics:

Looker Studio visualizations effectively communicate trends—continue to develop dashboards for decision-makers.