Beverage Brand Case Study

A D2C beverages brand, Yle has been in operation for 2 years. The brand sells their beverages solely through their own app. Management wants to understand if zombies (zombies are another term for inactive users, who have not been transacting for elongated periods of time) are a real issue for them and if yes, ways to solve this problem. Problem statements are:

1. How would you define zombie for this brand
2. Are zombies real issue for the company/management
3. What insights can you come up with on zombie behavior
4. What experiments/strategy you can propose to reduce/win-back zombies

^Yle is an expensive beverage and use cases are parties/special occasions (low frequency and high volume purchase behavior)

Attached data has the following (use data wherever applicable):

User Table (public.case_users)	
user_id	Unique_id of each user
sign_up_date	User sign-up date on the platform
age	User's age
gender	User'e gender
city	User's location
income	User's annual income
os	ios/android
device_make	apple/samsung/xiaomi etc.
acquisition_source	organic/referral/performance
active_days	count of app active days in lifetime

Transaction Table (public.case_transactions)	
user_id	Unique_id of each user
txn_id	Unique id of each transaction
product_id	Unique id of each product
amount	Amount of transaction
num_items	Number/quantity of items ordered
discount	Cashback /discount applicable on this txn
txn_timestamp	Transaction_timestamp
txn_status	Transaction status - success/failed
payment_mode	Payment_mode - cc/dc/upi/nb/cod
delivery_timestamp	Time stamp of delivery
delivery_status	Status of delivery

Product table (public.case_products)	
product_id	Unique id of each product
product_price	Unit price of product
category	Product category
product_taste	sweet/sour/bitter/salty/savoury
product_size	small/regular/large

^Please feel free to make assumptions and list them out in analysis with reasonings