**ABSTRACT**

The project focuses on analysing customer order details, including demographic information and location data, to optimize the order fulfilment process and enhance customer satisfaction. Through data analysis and visualization techniques, we examine the distribution of order status and feedback provided by customers, identifying patterns and trends across different demographic variables such as occupation and location. Insights gleaned from the analysis inform actionable recommendations aimed at improving operational efficiency and addressing customer pain points. By understanding how order status and feedback vary across customer segments, stakeholders can make informed decisions about process improvements, resource allocation, and customer engagement strategies. The project aims to not only optimize the order fulfilment process but also enhance overall customer satisfaction by addressing common issues and improving the overall customer experience. Through data-driven insights, the project contributes to more efficient operations and improved service quality, ultimately fostering stronger relationships with customers and driving long-term business success.