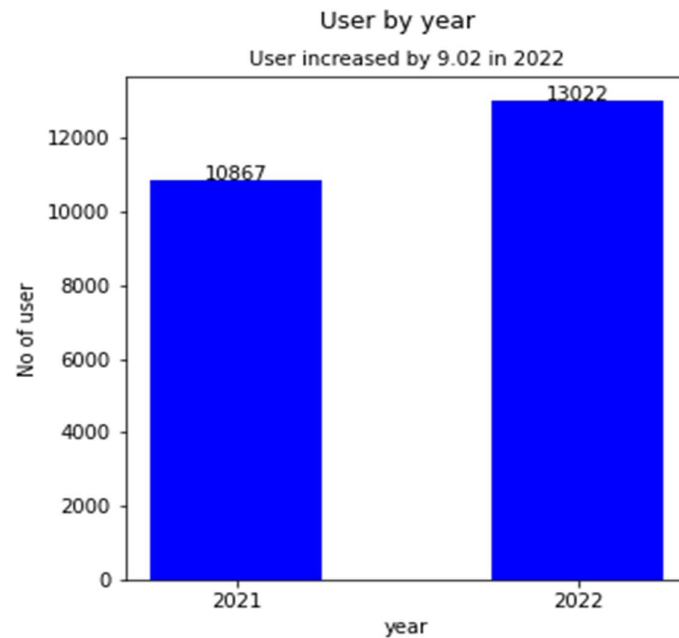# Data Analyst for Retailer App Case Study
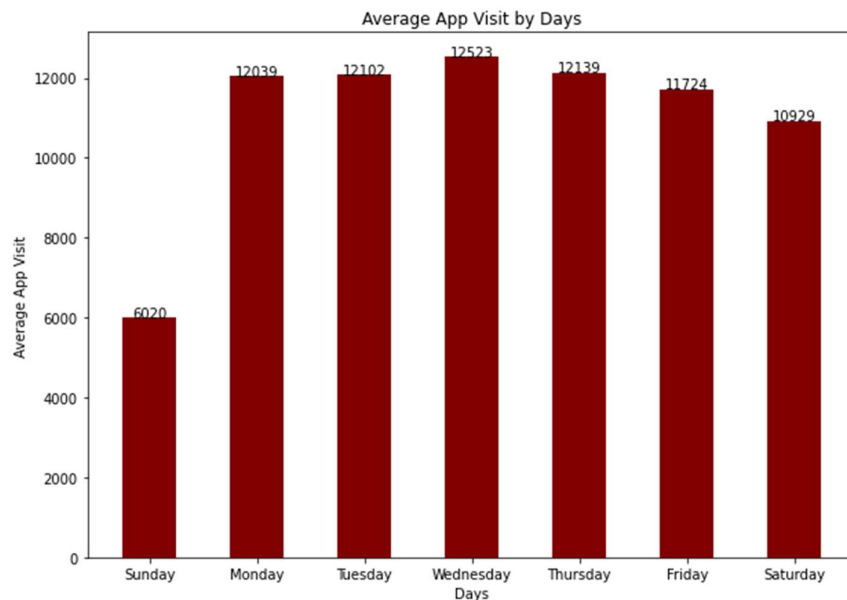
Objective:

To Draw Insight for given dataset and finding answer of following question

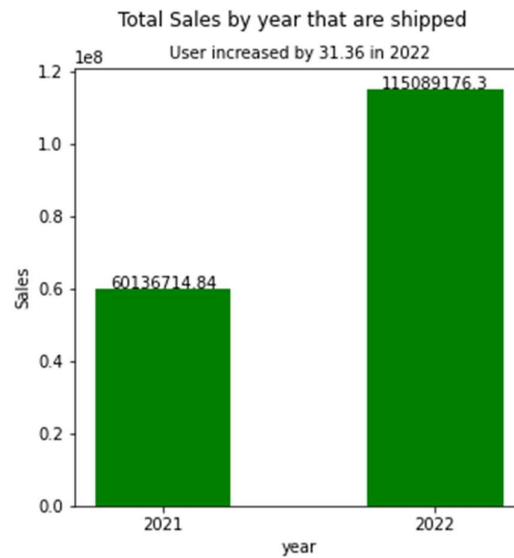## Q1. Which KPIs would you use to measure the performance of our app?

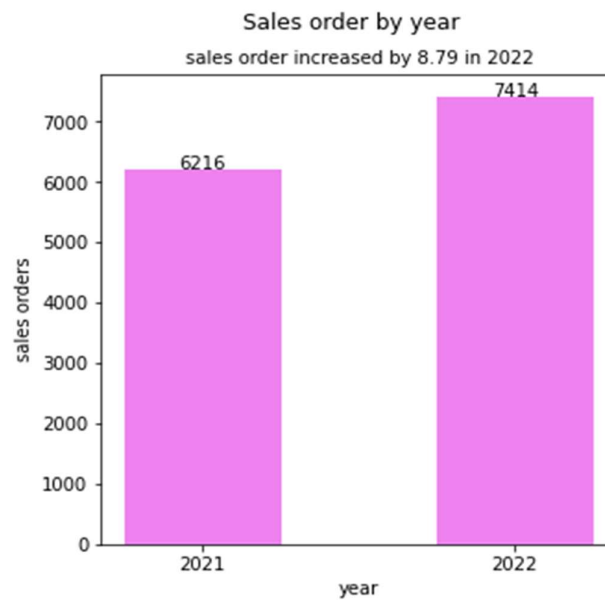❖ By Unique User

❖ By Average app Visit by Days

❖ By Sales

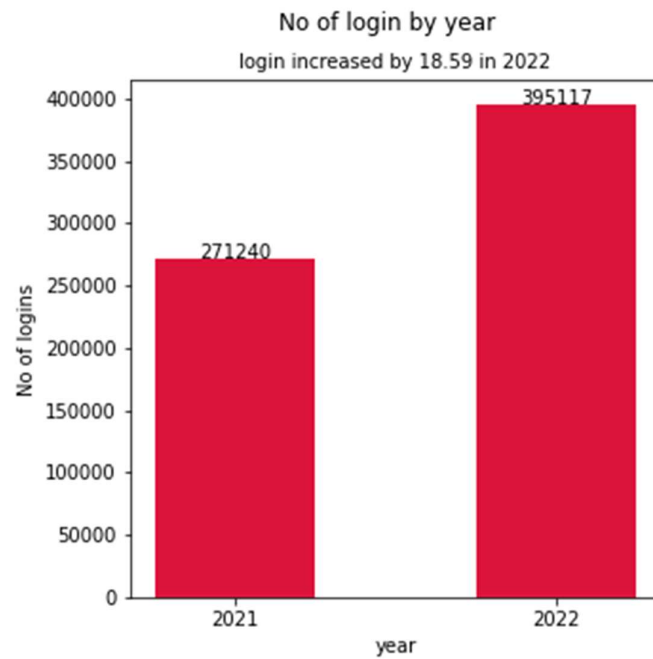Total Sales by year that are shipped

User increased by 31.36 in 2022

Q2 Prepare a report regarding our growth between the 2 years. Please try to answer the following questions:

❖ . Did our business grow?

Sales order by year

sales order increased by 8.79 in 2022

❖ . Does our app perform better now?

No of login by year

login increased by 18.59 in 2022

❖ Did our user base grow?

User by year

User increased by 9.02 in 2022
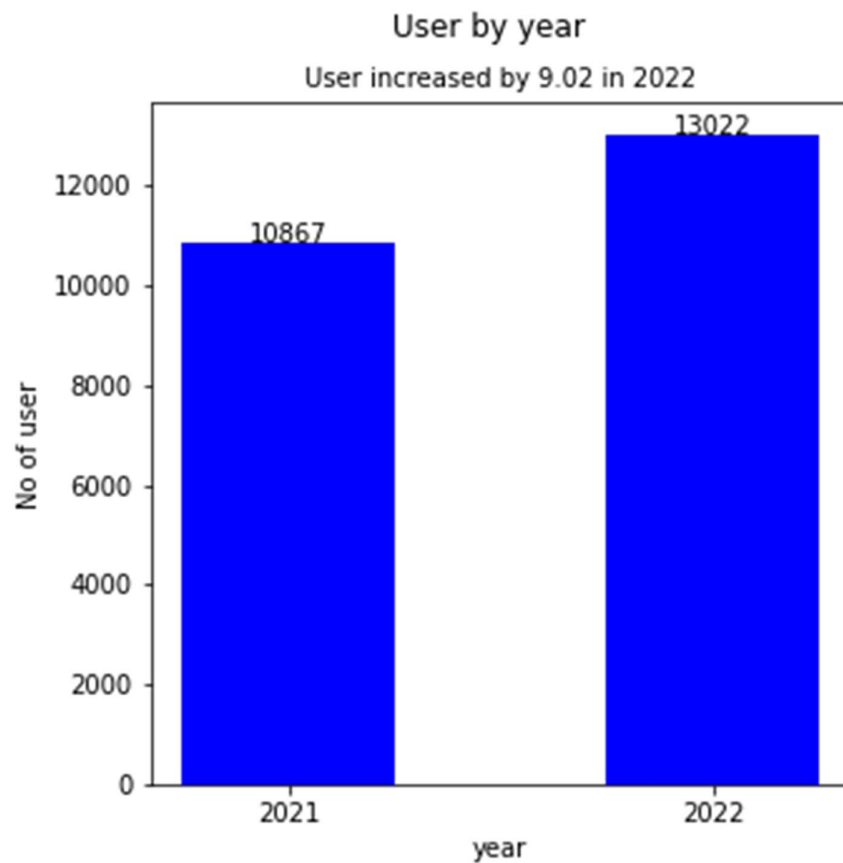
Q3 What are our top-selling products in each of the two years? Can you draw some insight from this?

❖ In 2021

	Year	Product_id	Total_quantity_ordered	Accepted_quantity
0	2021	8219	2433	850
1	2021	10235	1840	1045

❖ In 2022

	Year	Product_id	Total_quantity_ordered	Accepted_quantity
0	2022	12547	2018	1572
1	2022	8444	1945	1139

If we insure the availability of product we can reduced product orders getting rejected and can achieve maximum sells

Q4 Looking at July 2021 data, what do you think is our biggest problem and how would you recommend fixing it?

Orders in 2021
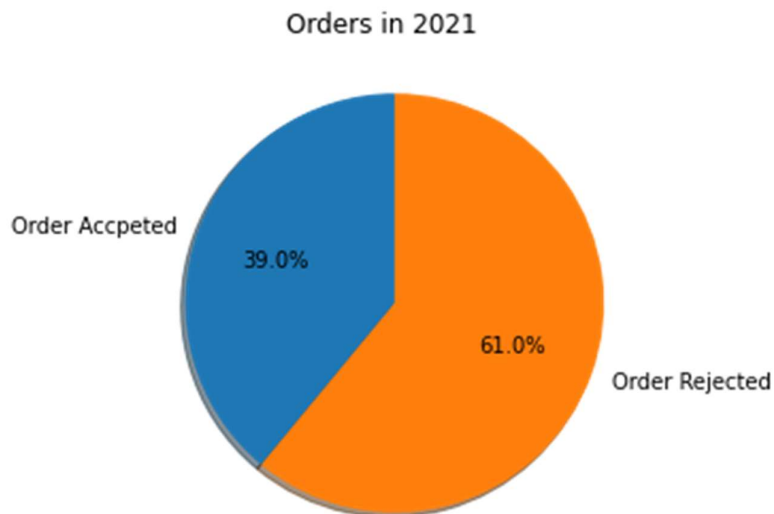
More orders are rejected as compared to those are accept

If we ensure the availability of products then only include in the product list

Q5 Does the login frequency affect the number of orders made?

❖ Yes app login increased by 18.59% in the year 2022
❖ Number of users increased by 9.02% in the year 2022
❖ And sales orders increased by 8.79 % in the year 2022