

## **Project Title: Customer Analytics for Shipping Performance**

We're looking to enhance our understanding of our shipping processes and customer satisfaction by analyzing our customer data. We'd like your expertise in PostgreSQL to conduct a thorough analysis using the following dataset:

**Dataset Link:** [Customer Analytics Dataset](#)

### **Here are the objectives for the project:**

1. **Shipping Performance Analysis:**  
Analyze how different modes of shipment affect the delivery performance. We want to understand which modes result in products reaching on time.
2. **Customer Satisfaction Metrics:**  
Evaluate the relationship between customer ratings, prior purchases, and whether the products reached on time.
3. **Impact of Discounts:**  
Investigate how discounts offered on products correlate with customer ratings and shipping performance.
4. **Weight Analysis:**  
Analyze how the weight of products influences delivery performance and customer ratings.
5. **Warehouse Block Analysis:**  
Examine if the warehouse block (A, B, C, D, E) has any impact on shipping times and customer satisfaction.

### **Deliverables:**

- **SQL Queries:** Write SQL queries to extract meaningful insights from the dataset.
- **Visualizations:** Use Power BI to create visualizations that represent the findings effectively.
- **Report:** Provide a summary report with findings and recommendations based on the analysis.