NMart Product Analysis Report

PROBLEM STATEMENT

The objective of this analysis is to understand the user experience of placing an order via the product which was newly launched by NMart. And improve the product and improve it based on the user transaction and drop offs at each stage.

ASSUMPTIONS

App

- The app is user friendly.
- No user registration needed.
- App is compatible with all devices.
- The app is performing well, no lags.
- Customer support is provided to improve user satisfaction rates.

Stage-1: During search stage

- The app is performing well, no lags.
- It is assumed that the app is user-friendly.
- Price of item is displayed at search stage itself.
- The product listings do not include expired items.
- The application primarily features high-priced items.
- Application does not have advertisements influencing user behaviour.
- Users may not find the specific item they are searching for on the app.
- Certain items searched for are available only in stores with poor ratings.

Stage-2: During selection stage

- Users may encounter instances where a product becomes sold out during the selection process.

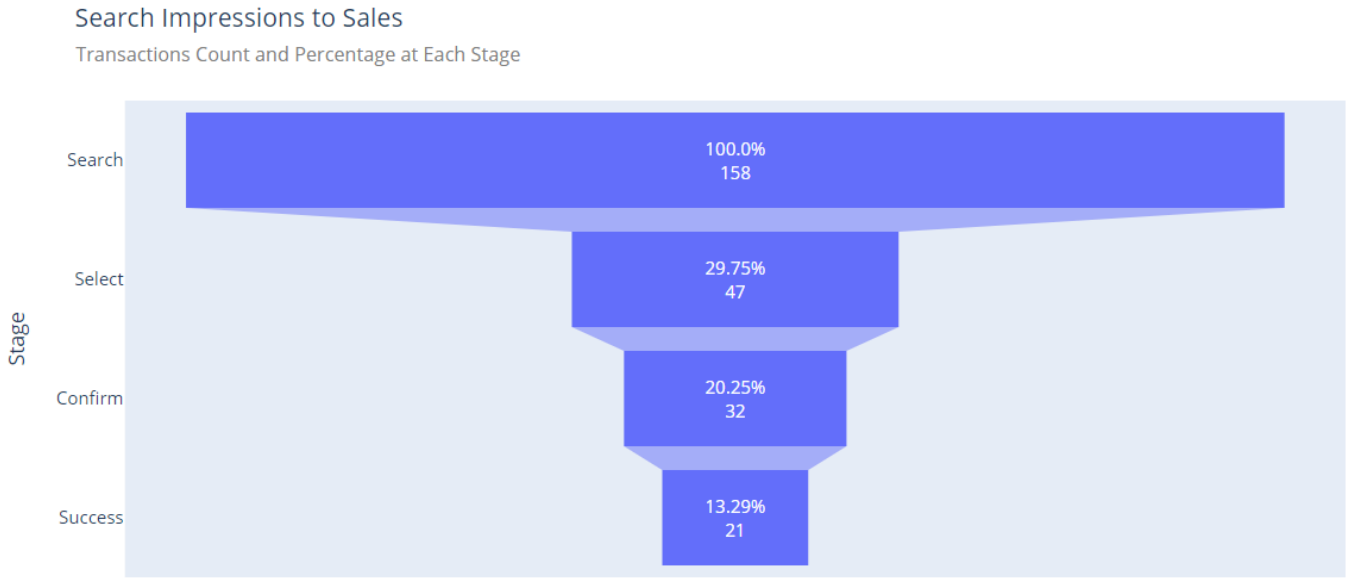
Stage-3: During confirm stage

- All payment options available.
- No extra delivery charges applied.
- Users are not encountering hidden charges during the transaction process.
- Users experiencing problems with the payment process may exhibit lower conversion rates.
- Accidental clicks on the back button may lead to a decrease in transaction completion rates.

FINDINGS

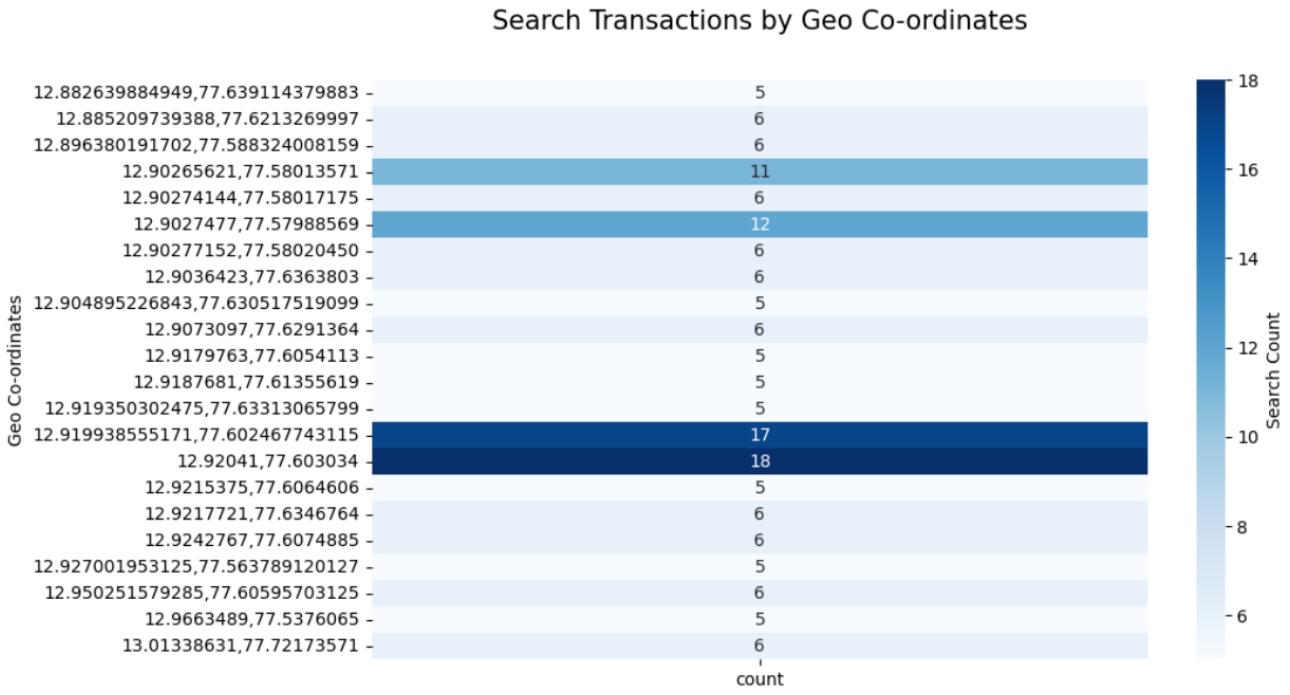
a. Product Analysis

1. How many users progressed to the success stage? (Python)



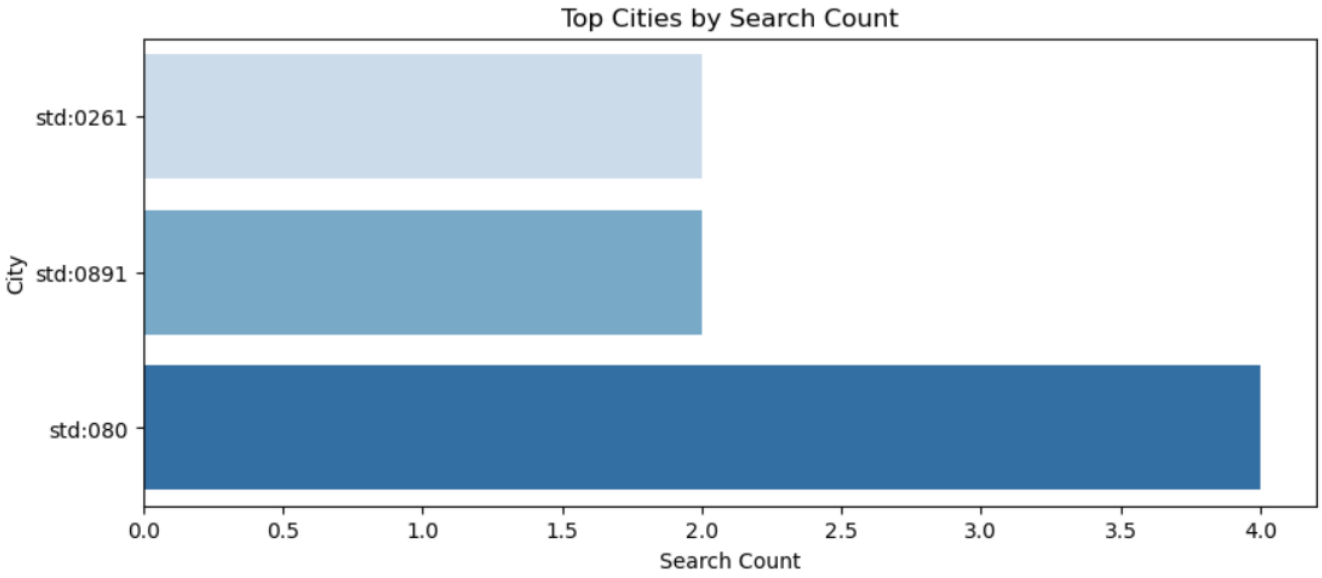
- 13.29% users only progressed to the success stage.

2. Top locations by search count? (Python)



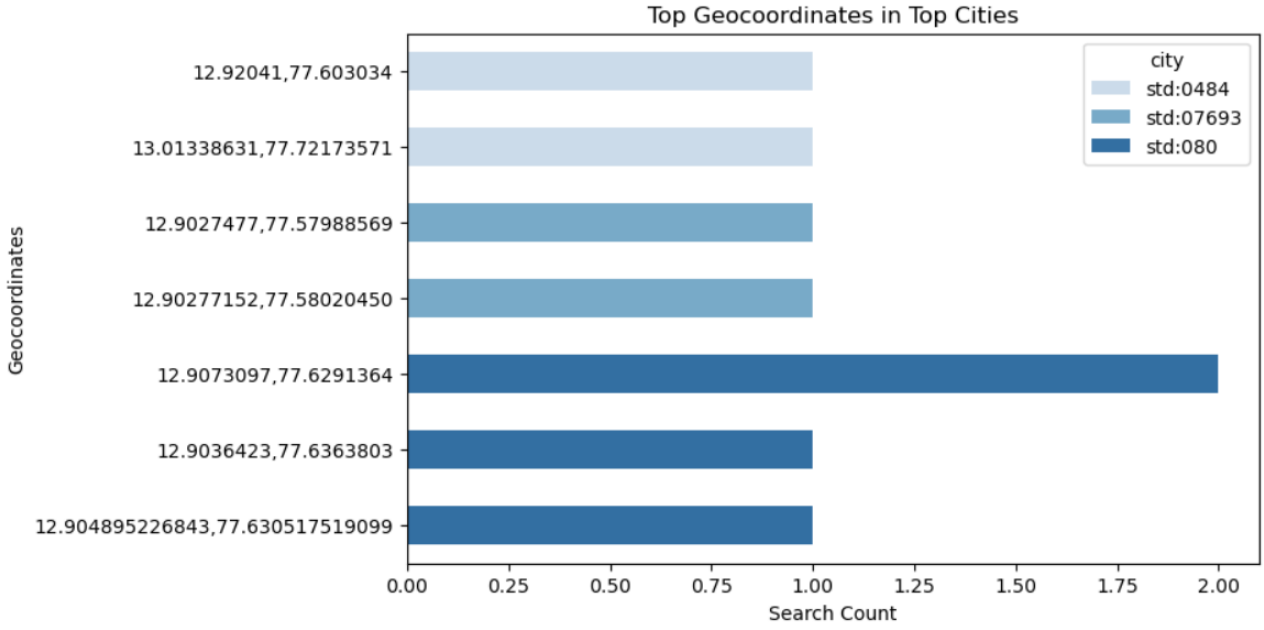
- The dark blue coloured geocoordinates are the most search count received locations.

3. Top 3 cities by search? (Python)



- Users from city with std: 080 are most searched by transaction count.

4. Top locations in top 3 cities? (Python)



5. Rank of the searches by the user based on timestamp. (SQL)

	userid integer	transaction_id [PK] character varying	time_stamp timestamp without time zone	rnk bigint
1	2629	C2311271316337891383105	2023-11-28 16:12:00	1
2	2629	ff3751c7-1fc0-404e-84b5-10b4dba33371	2023-11-28 17:54:00	2
3	2629	70411ca3-12c1-4129-8b17-5c2d69d054...	2023-11-28 18:14:00	3
4	2629	C2311272304565095677376	2023-11-28 19:24:00	4
5	2629	C2311272032423003142575	2023-11-28 23:35:00	5
6	2673	ccc0e6fb-c9bb-46cd-b43e-91d813cca2...	2023-11-28 15:32:00	1
7	2673	C2311271836385681572516	2023-11-28 16:12:00	2
8	2673	C2311281437299555677442	2023-11-28 17:54:00	3
9	2673	C2311281132514160364004	2023-11-28 18:14:00	4
10	2673	C2311280732173728632000	2023-11-28 19:24:00	5
11	2673	C2311272051250186456196	2023-11-28 23:35:00	6
12	2793	C2311271625426075677253	2023-11-28 15:32:00	1

6. What is the busiest hour by search count? (SQL)

	extract numeric	count bigint
1	15	18
2	16	10

- 3pm marks as the most search transaction hour.

7. What is the busiest hour by purchase count? (SQL)

	time_stamp numeric	order_count bigint
1	15	13

- 3pm marks as the peak purchase hour about all users.

RECOMENDATIONS

1. Ensure that the app's inventory is optimized to guarantee the availability of frequently searched items.
2. Make items listed on the app more affordable and aligned with market prices to attract a wider customer base.
3. Actively promote top-rated stores on the app to enhance user trust and incentivize other retailers to improve their ratings.
4. Implement a feature displaying item availability counts to enhance transparency. Notify users when items are running low to prompt timely orders.
5. Implement a system to reach out to users who experience accidental click-backs or encounter issues during the payment process. Encourage them to resume transactions for increased conversion rates.
6. Establish a continuous improvement framework. Regularly assess user feedback, market trends, and app performance to adjust strategies and features accordingly.
7. Enhance the payment process to ensure a seamless user experience and minimize the occurrence of unsuccessful transactions.