

## Key Insights and Conclusions

The analysis of UrbanCart's transactional data provides several important insights into customer behavior, revenue drivers, payment preferences, and product-level performance. By answering 25 real-world business questions using SQL, this project highlights how data can be transformed into actionable business intelligence.

From a customer and order perspective, UrbanCart demonstrates strong engagement with a high level of repeat purchasing behavior. The platform has processed a substantial number of orders from a relatively compact customer base, indicating customer loyalty and frequent repeat transactions. Certain cities, particularly high-performing ones like Barishal and Rajshahi, contribute a disproportionate share of total orders and higher average order values, identifying them as key focus markets.

Revenue analysis shows that a small set of products and categories drive a large portion of total revenue. High-value products such as **Power Bank 10000mAh** consistently generate significant revenue and frequently appear in high-value baskets. At the same time, several fast-selling products were identified with relatively low stock levels, highlighting potential risks of stock-outs and lost revenue if inventory is not managed proactively.

Customer segmentation insights reveal clear differences in purchasing behavior across gender, city, and customer lifetime stages. High-value customers contribute significantly more revenue than average customers, emphasizing the importance of retention, personalization, and loyalty programs. Additionally, customers tend to purchase multiple items per order, suggesting strong potential for upselling and bundling strategies.

Payment and order flow analysis indicates that **Cash on Delivery (COD)** remains the most widely used payment method, while digital wallets—especially **Nagad**—are strongly associated with higher-value orders. This suggests that promoting digital payment methods could not only improve checkout efficiency but also increase average order value and reduce cancellations.

Advanced product and basket analysis uncovers strong cross-selling opportunities. Several product pairs are frequently purchased together, and certain combinations consistently result in higher order values. These insights provide a clear foundation for implementing “frequently bought together” recommendations, bundle offers, and targeted cross-sell promotions.

## Overall Conclusion

The project demonstrates that UrbanCart has a solid transactional foundation with strong customer retention, identifiable revenue drivers, and clear opportunities for growth. By leveraging SQL-based analytics, the business can make informed decisions around inventory planning, personalized marketing, payment optimization, and product bundling. Implementing these insights can help UrbanCart increase average order value, improve customer experience, and drive sustainable revenue growth.