

Q-Commerce Dataset – Domain Knowledge & Data Dictionary

Business Context:

This dataset represents quick-commerce (Q-commerce) orders placed on instant-delivery platforms. It captures order value, delivery performance, customer feedback, service ratings, delivery delays, and refund requests. The data supports analysis of operational efficiency, customer experience, and revenue drivers.

Column-by-Column Explanation:

- ***order_id***: Unique identifier for each order. Used for de-duplication and order-level analysis.
- ***customer_id***: Unique identifier for customers. Used for customer analytics and segmentation.
- ***platform***: The delivery platform used (e.g., Blinkit, Swiggy Instamart, JioMart). Used for platform performance comparison.
- ***delivery_time (minutes)***: Time taken to deliver the order. Used to monitor SLAs and delivery efficiency.
- ***product_category***: Category of products ordered. Used for category-level performance and inventory planning.
- ***order_value (INR)***: Monetary value of the order. Used for revenue, AOV, and segmentation.
- ***customer_feedback***: Free-text feedback from customers. Used to derive sentiment (Positive/Negative/Unknown).
- ***service_rating (1–5)***: Customer rating of service quality. Used to monitor service performance.
- ***delivery_delay (Yes/No)***: Indicates whether delivery missed promised time. Used as a core operations KPI.
- ***refund_requested (Yes/No)***: Indicates if a customer requested a refund (request only, not processed).
- ***order_value_segmentation (Budget / Standard / VIP)***: Derived segment based on order value for targeted strategies.

Key KPIs Derived :

- Total Orders
- Total Sales (INR)
- Average Order Value (AOV)
- Average Delivery Time (mins)
- % Delayed Orders
- Refund Rate (%)
- Average Service Rating

How Businesses Use This Data:

- **Operations:** Reduce delivery delays and improve last-mile efficiency.
- **Customer Experience:** Improve ratings and reduce refunds by fixing service gaps.
- **Growth:** Invest in high-performing platforms and categories; retain VIP customers.
- **Monitoring:** Track KPIs by platform, category, and segment for decision-making.

Assumptions & Limitations:

- The dataset is synthetic and intended for learning and portfolio demonstration.
- refund_requested indicates a request, not necessarily a processed refund.
- delivery_time is best analyzed using buckets (e.g., 0–10, 10–20 minutes).