

Business Problem Statement – Q-Commerce Analytics Project

A quick-commerce (Q-commerce) company operates multiple delivery platforms and offers a wide range of product categories. Despite strong order volumes, the business faces challenges related to **delivery delays, inconsistent service quality, refund requests, and uneven performance across platforms and product categories.**

The management team wants to understand:

- Which platforms and product categories contribute most to revenue and orders,
- How delivery time impacts customer satisfaction and refunds, and
- Which customer segments drive the highest value to the business.

The objective of this analysis is to leverage order, delivery, and customer interaction data to **identify performance gaps, optimize delivery operations, improve customer experience, and support data-driven decisions for growth and customer retention.**