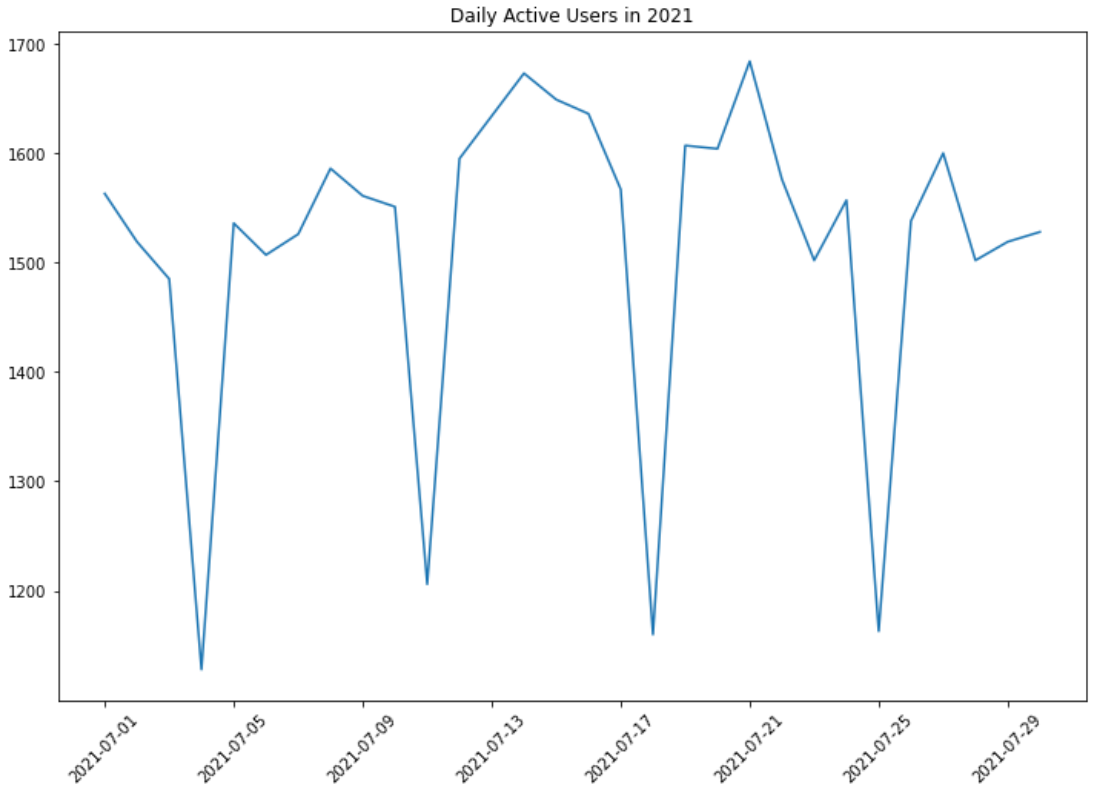
Key Findings

1. KPI's used

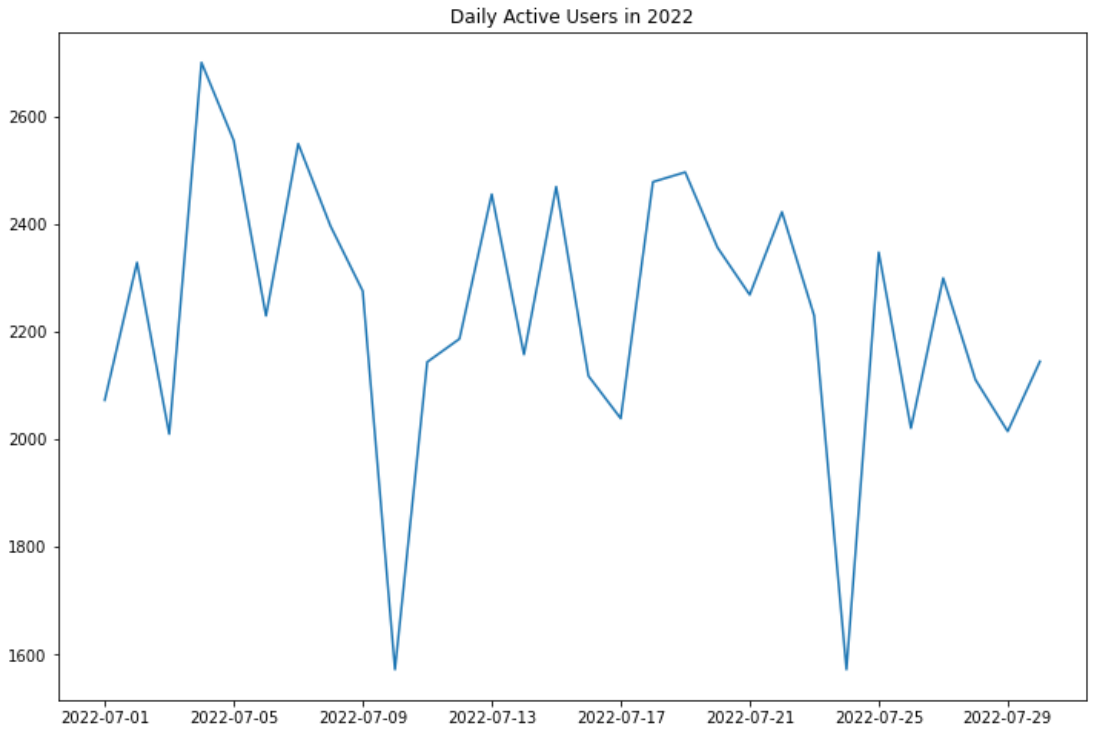
   a.) Daily Active Users

   Calculated to get the idea of how many users are interacting daily.

   The average number of Daily Active users in July 2021 was 1515.



The average number of Daily Active users in July 2022 is 2234.



b.) Frequency of session per user

Calculated to get an idea of how many sessions occur majorly when users interact with the app daily.

The median frequency of sessions per user in July 2021 is 7.0

The median frequency of sessions per user in July 2022 is 10.0

c.) Retention rate $\frac{Count\ of\ common\ users\ in\ July\ 21\ and\ July\ 22}{Count\ of\ unique\ users\ in\ July\ 21}$

The retention rate comes out as zero and similar can be seen in the code. Which is cause of concern as none of the users using the app in July 21 are using the app in July 22.

2. The company's revenue grew by a sharp 93% in July 2022 compared to July 2021.

   Revenue generated by the company in July 2021 was 60315970.969000004.

   Revenue generated by the company in July 2022 was 116858178.44.

   The number of orders placed grew by 19.27% in July 2022 compared to July 2021.

   The number of orders made in July 2021 were 6216.

   The number of orders made in July 2022 is 7414.

The user base also grew by almost 20% in July 2022 compared to July 2021.

The number of Unique users in July 2021 was 10867.
The number of Unique users in July 2022 is 13022.

3. Product Id of the top 5 bestsellers in July 2021 and July 2022, respectively, are as given below:-

   July 2021: 8219, 8210, 7640, 1548, 10975
   July 2022: 12547, 3610, 8219, 8444, 7640

   These product IDs contribute more than **35**% of revenue in their respective periods.

4. The biggest issue with July 2021 data is that more than 18% of revenue comes from just one product with product ID **8219**. This is a cause of concern as there might be competitor companies who might come up with a similar product and eat out our market share, causing the decline in our growth.

5. The frequency of sessions directly relates to the number of orders placed. The following graph can give a better idea about this: