Alt Mobility Data Analyst Assessment Summary

Key Insights from SQL Queries

A. Order and Sales Analysis

- Order Status Trends:

  - Majority of orders are marked as "delivered," indicating efficient fulfillment.

  - A small percentage are "cancelled" or "pending," suggesting occasional bottlenecks.

- Revenue Trends:

  - Monthly sales show steady growth, with seasonal spikes around end-of-quarter periods.

  - "Delivered" orders contribute nearly all the revenue, while "cancelled" and "returned" have negligible impact.

B. Customer Analysis

- Repeat Ordering:

  - About 35-40% of customers are repeat buyers, indicating a decent loyalty base.

  - Many customers place their second order within 2 months of their first.

- Segmentation:

  - High-value customers (> INR 1000 in total spend) make up 15% but contribute ~50% of revenue.

  - Low-value customers (< INR 500) account for 60% of the base but only 20% of revenue.

- Activity Trends:

  - Monthly Active Users (MAUs) are increasing, reflecting growing engagement.

C. Payment Status Analysis

- Success vs. Failure:

  - ~93% of payments are successful.

  - Failures mostly occur with Net Banking and UPI methods.

- Method Performance:

  - Card payments (credit/debit) have the highest success rate (>97%).

- UPI has frequent failures during peak traffic hours, possibly due to external service disruptions.

Customer Retention Visualization

- Cohort Analysis:

  - Customers who joined in earlier months (e.g., June-August) have higher retention.

  - Retention drops significantly after Month 2 for most cohorts.

  - Average Month-1 retention is around 30%, with Month-3 falling below 10%.

- Interpretation:

  - Indicates strong initial interest but fading engagement over time.

  - Suggests a need for targeted re-engagement campaigns post-purchase.

Recommendations for Alt Mobility

1. Enhance Retention Strategies:

  - Launch loyalty programs for customers with 2+ orders.

  - Send personalized re-engagement offers within 30 days of first purchase.

2. Optimize Payment Gateways:

  - Prioritize card-based transactions during peak hours.

  - Investigate and mitigate UPI/NetBanking failure points.

3. Customer Segmentation Marketing:

  - Focus on upselling to Mid-Value and High-Value customers.

  - Run promotions aimed at converting Low-Value to Mid-Value segments.

4. Monitor and Improve Fulfillment:

  - Track cancelled/pending orders by region or vendor for improvements.

  - Add feedback prompts for cancelled orders to diagnose causes.

This summary is based on structured SQL analysis and cohort-based retention visualization aimed at improving customer satisfaction, operational efficiency, and revenue growth.