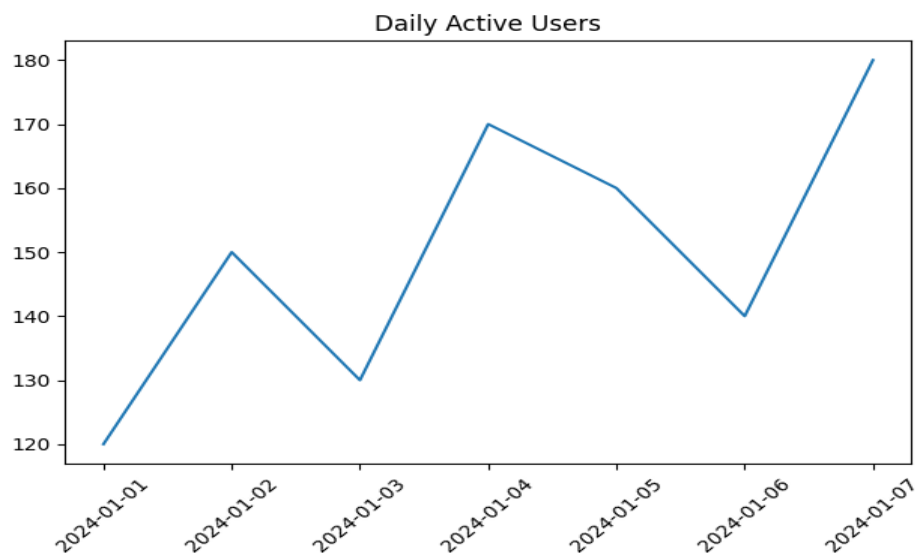# Data Analyst Intern Assignment Report
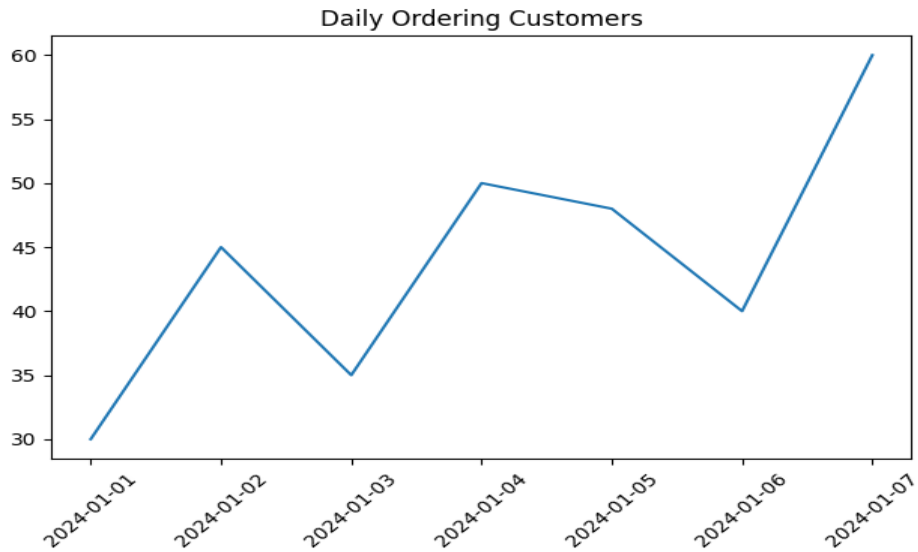
1. Data Cleaning & Preparation

- Converted date columns into proper datetime format.
- Removed duplicate records.
- Filtered only valid orders.
- Ensured consistent ID fields for joins.

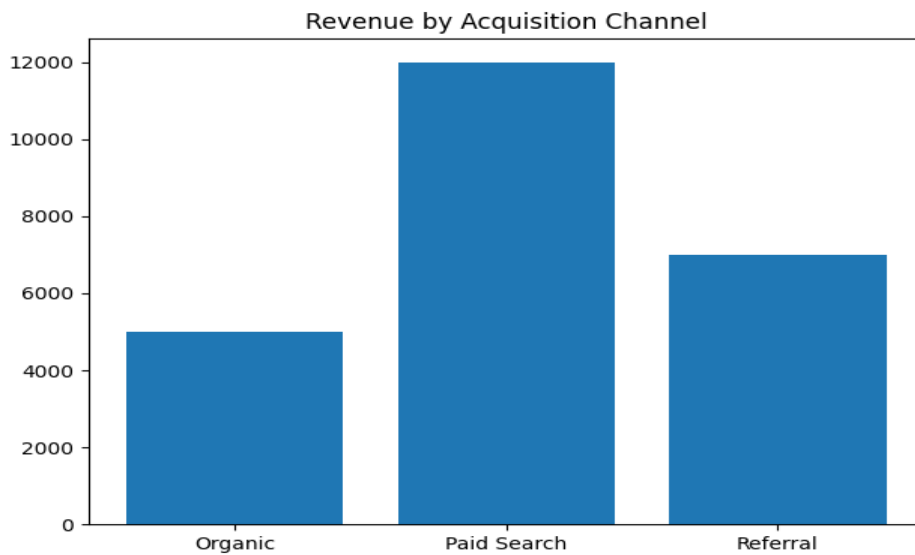## 2. User Engagement → Purchase Funnel

Daily Active Users Trend:

Daily Ordering Customers Trend:

Daily Ordering Customers

3. Customer Behavior Insight

Revenue by Acquisition Channel:

Revenue by Acquisition Channel

Insight: Paid Search appears to generate the highest revenue in this sample analysis. This suggests marketing investments in paid channels may drive strong returns.