Problem Statement

Customer satisfaction is one of the important things to take business to new heights. Lynda, the customer relationship manager of an ecommerce company is accountable to ensure that the company is taking every initiative to meet the customer needs and expectations. She wants customers to have a long, faithful, and cost-effective journey with her organization. This involves providing best offers to their customers, creating attractive branding strategy, giving out of box solutions to the customer concerns, and maintaining complete customer fulfilment.

The manager wants to analyze the revenue generated by top N customers in each year. She also wants to see customer order frequency as her aim is to generate more robust information about customer purchasing behavior, to create a compelling EOSS scheme.
Additionally, the manager needs to understand customer acquisition and orders placed by them. She needs to examine the number of customers acquired in each region. Finally, she needs to analyze the performance of various regions, states, and cities.

This way the manager can take initiatives to improve customer conversion rates, increase customer retention, and maximize customer lifetime value.

The following questions should be answered:

1. Which customer from the West region has placed an order with the highest price?
2. Which state in the North East region has generated the highest revenue?