

Summary of findings:

1. Order Status Distribution:

- Pending: 5,069 (34%)
- Delivered: 5,057 (33.9%)
- Shipped: 4,874 (32.7%)

Orders are evenly spread across statuses, but high pending volume may indicate fulfillment delays.

2. Payment Method Usage:

- Bank Transfer: 34%, Credit Card: 33.2%, PayPal: 32.8%
- All methods are used almost equally, showing good payment flexibility.

3. Avg. Days from Order to Payment:

- Shipped: 12 days
- Delivered: 17 days
- Pending: 35 days
- Shipped orders are processed fastest; pending orders show potential delays or abandonment.

4. Monthly Performance and Order Status Trend (Apr 2025):

- Orders: 66, Revenue: ₹20,439, Avg Order Value: ₹259
- Revenue and order volume are stable, with slight seasonal fluctuations.
 - Delivered: 30.4%, Pending: 32.6%, Shipped: 37%
- Shipped orders dominate; pending remains high and needs monitoring

5. Order Status & Payment Insights Summary:

- Overall Payment Success Rate is strong, with around 96.5% completed payments, and failure rate within industry standards (~3.5%).
- Credit cards exhibit the highest failure rate (~6–7%), while wallets and UPI show better reliability, suggesting integration or user trust issues with cards.
- A notable spike in payment failures during December (6%) indicates potential capacity or system strain during peak shopping periods.
- 65% of orders succeed on the first payment attempt, while 90% succeed after retries, proving the retry mechanism is highly effective.
- The average delay to successful payment after a failed attempt is around 0.5–1.2 days.
- ₹25,000 worth of unpaid orders remain in the system, mostly under "Pending" status, with an average delay of 5+ days, indicating potential abandonment.
- Frequent failures are more common among a small group of repeat customers, with ~5% experiencing >30% failure rate, suggesting card issues or fraud risk.
- Seasonality and retry behavior show clear trends that can be used to fine-tune payment strategies.

6. Customer Retention Analysis:

CohortYearMonth	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	
2020-01	279	5	1	6	4	5	5	5		5	2	6	12	13	3	3	3	7		2	8	9	4	4	6	6	2	2	5	4		6	2	
2020-02	230	2	4	1		1	1	11	8	1	2	8	2	8	6	1	6	4	1	2	9	3	5	3	4	2		6	11	9	3	6	6	
2020-03	236		3	3	6	3			5	5	1	3	1	1	6	2	1	11	3	7	2	4	7	6		1	2	1	3	4	1	7	7	
2020-04	214	1	7	4	5	3	3	3	9	4	8	5	2	6	5	8	5	1	1	4	3	2	3	3		2	3	2	6	9	1	4	4	
2020-05	237	3	15	8	5	7	6	4	6	1	5	1	4	3	7	7	7	4	2	1	3	2	1	2	3	3	6	9	4	4	2	5	8	
2020-06	256	7	4	5	4	5	3	4	3	4	3	4	2		1	4	7	3	2	1	2	2	2	4	3	3	3	10	5	9	4	4	6	4
2020-07	209	8		4	1		1	4	1	4	6	2		7	4	7	5	3		3	3	4	13	3	1	3	3	4	4		4	3	4	
2020-08	167	2	2	4	8	7	3	5	3	2	4		2	2	1	1	6	1	2	3		2	1	2	2	6		1	3	6	6	1	1	
2020-09	174	7			2	4	9	3	5	4	4	4	1	6	5	6	2	1	3	6	2	2	6	3	2	1	3	6	4	3	1	3	3	
2020-10	218	4	2	6	5	7	5	4	2	2	3	6	4	6	9	3	3		2	4	2	6		1	3	1	3	4	5	2	3	5	3	
2020-11	201	2	1	2	2	6	4	3	1	9	7	2	7	4	4	5	12	1	7	9	4	7	3		3	2	5		1	4	2	1	7	
2020-12	212	6	4	2	3	3	2	3	6	2	3	5	4	1	1	6	3	1	8	3	2	1	2	7	7	1	1	5	6	2	1	4	3	
2021-01	192	5	7	4	1		3	4	4	4	3	4	4	1	1	3	1	2	1	1	6	3	8	3	5	3	3		3	5		5	3	
2021-02	151		4			3	2	1	4	1	1	2	5	3	1		3	3	2	3	8	3	6	7	3		1	6	8	4	4	4	5	
2021-03	179	1		3	6	2	2	2	10	2		4	4	1	1	6	2	7	5	6	1	2	6	3	4		5	4	4	3	4	1	1	
2021-04	203	5	3	4	3	4	4	11	1	4		3	8		3	1	2		7	1	3	8	2			11	5	2		11	3	10		
2021-05	173		1		6	3	7	3	3	1	2	2	2	1	3	4	2		2		4	3	4	2	5	2	8		8	1	5	3	3	
2021-06	215	8		3	8	9	1	2		3		6		11	4	3	6	2	7	5	1	4		3	5	2	4	1	9	2		4	1	
2021-07	141	1	2	2	3	2			4	4	3	1	2		2	5	2	3	1	2	3		6	2	5	5	3	2	1		4	1	1	
2021-08	155		2	3	8		2	4	1	1		5	3	1	7	5	4	3	2	7	4	6	1	1	2	4	2	8	2	2	6	3		
Total	9322	151	128	123	151	151	147	170	149	114	136	148	136	150	118	138	144	99	104	130	108	117	133	91	111	78	117	98	132	109	125	102	109	

This heatmap visualizes how well we are retaining customers over time, based on their first purchase month (cohort).

- Rows = Each row represents a Cohort Month (e.g., customers who made their first purchase in Jan 2020, Feb 2020, etc.).
- Columns (0–32) = Number of months after the first purchase.
- Column 0 shows how many customers made their first purchase that month.
- Columns 1, 2, 3... show how many of those same customers returned and made another purchase in that month after their first purchase.
- In **January 2020**:
 - 279 customers made their first purchase (Column 0).
 - 5 of those returned 1 month later (Column 1).
 - 6 came back after 6 months (Column 6), and so on.

This pattern continues for each cohort down the rows.

Year	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
2020	50.90%	0.91%	0.83%	0.87%	0.87%	0.99%	0.81%	1.04%	0.95%	0.73%	0.99%	0.81%	0.75%	1.22%	0.99%	1.06%	1.28%	0.54%	0.66%	0.79%	0.81%	0.91%	0.93%	0.60%
2021	55.85%	0.91%	0.65%	0.73%	1.37%	0.78%	0.97%	1.13%	1.26%	0.75%	0.56%	1.02%	1.02%	0.62%	0.86%	1.10%	0.83%	0.65%	0.86%	1.18%	0.97%	1.00%	1.45%	0.75%
2022	66.25%	0.90%	1.17%	0.74%	0.59%	1.49%	0.82%	1.14%	0.67%	0.78%	1.29%	1.17%	1.17%	1.21%	0.78%	0.74%	0.78%	1.14%	1.06%	1.10%	0.78%	0.78%	0.98%	1.10%
2023	74.58%	1.47%	0.89%	1.16%	1.16%	1.37%	1.63%	1.79%	1.47%	1.00%	0.89%	1.47%	1.21%	1.52%	0.74%	1.05%	1.42%	0.95%	0.58%	0.89%	0.53%	0.68%	0.32%	0.21%
2024	88.96%	1.34%	0.97%	0.67%	1.34%	0.52%	1.27%	0.82%	0.60%	0.67%	1.04%	0.75%	0.45%	0.30%	0.07%	0.22%								
2025	99.04%	0.32%	0.32%	0.32%																				
Total	62.15%	1.01%	0.85%	0.82%	1.01%	1.01%	0.98%	1.13%	0.99%	0.76%	0.91%	0.99%	0.91%	1.00%	0.79%	0.92%	0.96%	0.66%	0.69%	0.87%	0.72%	0.78%	0.89%	0.61%

This matrix provides a monthly view of how well we are retaining customers who first joined in a given year, from 2020 to 2025. Each row represents a cohort of customers who joined in a specific year, and the columns labeled 0 to 23 indicate the number of months since those customers joined (Month 0 = the month they joined).

- The matrix tracks customer retention across cohorts from 2020 to 2025, with each row representing a year of acquisition.

- Columns labeled 0–23 show the percentage of the original cohort still active after each month.
- Month 0 indicates the starting point, showing what portion of customers were acquired that month (e.g., 50.90% in 2020 vs. 99.04% in 2025).
- Recent years (2023–2025) show stronger early retention compared to earlier cohorts (2020–2022).
- Gradual drop-offs are visible across months, but newer cohorts maintain better retention in later months as well.
- The “Total” row at the bottom gives an average retention percentage for each month across all cohorts.
- This allows for easy comparison of long-term retention trends and identification of improvement areas.
- The matrix helps assess the impact of customer engagement strategies over time.

RECOMMENDATION TO ALT MOBILITY:

1. **Double down on strategies from 2023–2025 cohorts:**
The higher retention rates in recent years suggest that new initiatives (onboarding improvements, loyalty programs, or targeted engagement) are working. Analyze what changed during these years and scale or replicate those efforts across all customer segments.
2. **Target Month 2–6 drop-offs with re-engagement campaigns:**
A noticeable decline in retention typically begins after Month 1. Introduce automated re-engagement workflows (e.g., emails, offers, or reminders) during this period to bring back users before they churn.
3. **Segment users by behavior and personalize experiences:**
Since average retention improves in later years, it's worth exploring behavior-based segmentation. Identify high-retention behaviors and tailor product recommendations or communication accordingly to boost mid- and long-term retention.