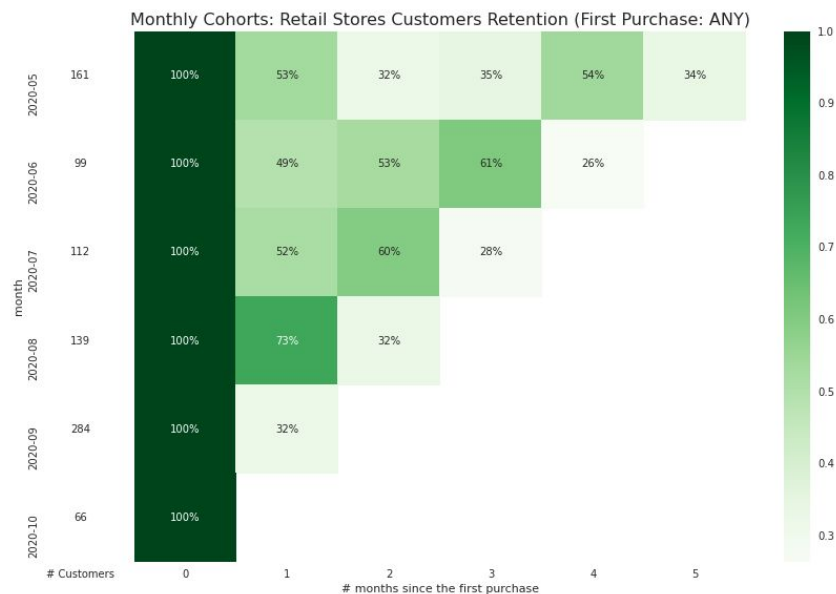


# Case Nº1: Monthly retention regardless of product line of the first purchase

Here we answer the question “How well Wolt manages to retain its customers within Restaurant/Retail (regardless of product line of the first purchase)”. We can see that monthly retention within Retail is better than one within Restaurant.



## Case Nº2: Connection between monthly retention and product line of the first purchase

Here we answer the question “Is there any impact of first purchase product line on general customer retention (general means without division by product line)”. In other words “How well customers are engaged to continue using Wolt in general”. We can see that customer retention is better if first purchase product line is Retail.



## Case Nº3: Monthly retention for Restaurant and Retail product lines separately

Here we answer the question “If the first purchase product line is Restaurant/Retail, how good retention is for Restaurant/Retail respectively”



## Other insights

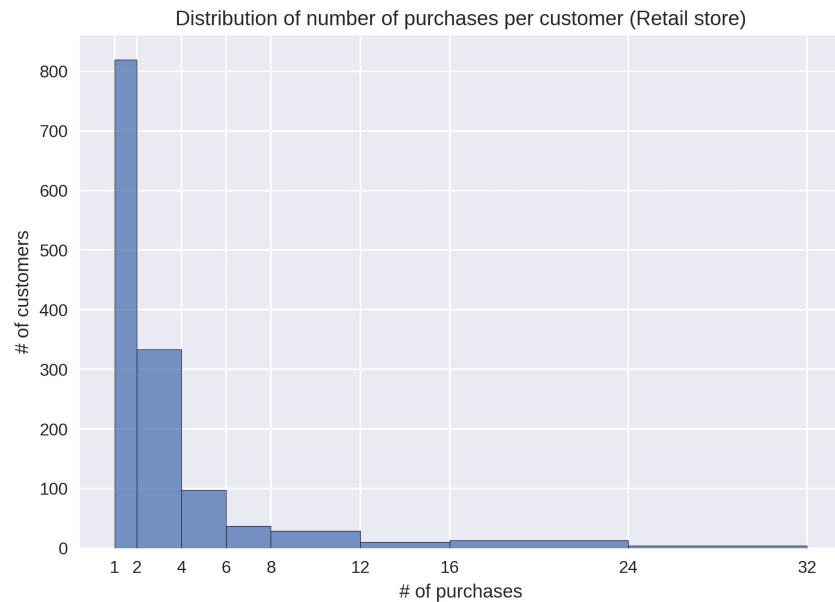
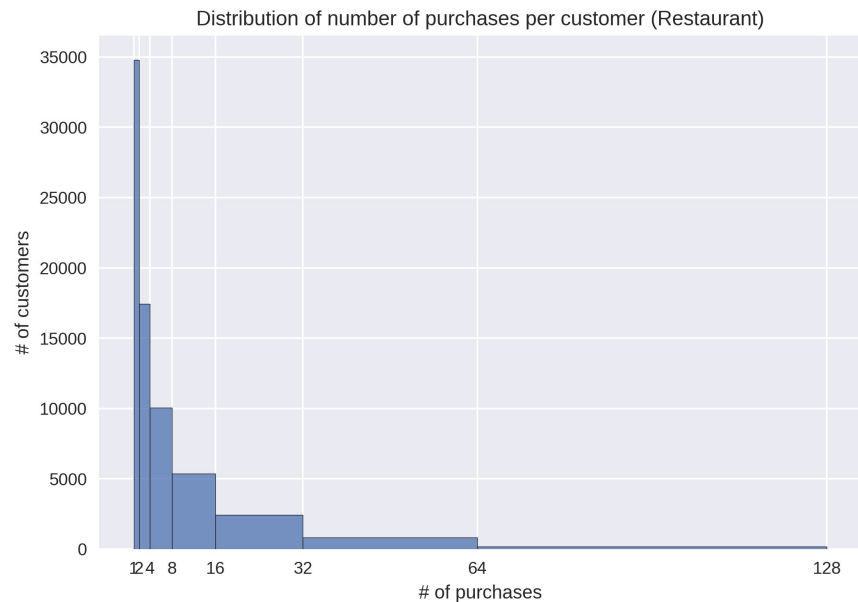
51.04%

of "Restaurant" customers  
continue using "Restaurant" service  
after the first purchase

39.06%

of "Retail store" customers  
continue using "Retail store" service  
after the first purchase

# Distribution of number of purchases per customer



## Problems in the data

- There are purchases in the *purchases* table with User IDs, which do not appear in the *first\_purchases* table. It is a problem, because in this case we do not know the date of the first purchase and can not create cohorts. Such data was removed from the dataset.
- There are customers, who made more than 150 orders (Restaurant) and 30 orders (Retail) in six months. It might be that such orders were created in the system but not paid by a customer, or it is incorrect data. Below you can see User IDs of these customers and number of their orders.

### Restaurant

User ID: #orders

---

5e92f86d8543cc9871d7057a: 172  
5ebb171bdf7d418abd2b0da6: 168  
5ec04f84d2868704abb52f98: 204  
5ed37beb85374d378ed67758: 181  
5ee54eb4113c1657c503a95f: 165  
5eea584439f726a586098e28: 185

### Retail

User ID: #orders

---

5ea934ca1ba80db16b44ac2f: 52  
5eada4393741b5599110c6b5: 52  
5ebd45eb6ba9b45457052e3a: 30