

1. Key Insights from SQL Queries

- **Repeat Ordering Behavior:**
 - A significant number of customers placed **multiple orders**.
 - Customers with more than **one order** were identified, indicating a strong base of loyal users.
 - Top repeat customers have placed **over 10+ orders**, showcasing opportunities for loyalty rewards.
 - **Payment Status Analysis:**
 - Payment status was distributed as:
 - **Completed:** 4,991 transactions
 - **Failed:** 5,003 transactions
 - **Pending:** 5,006 transactions
 - A large number of payments are either **pending** or **failed**, suggesting friction in the payment process that requires immediate attention.
 - **Order Trends Over Time:**
 - Monthly analysis of order data showed **growth patterns** in certain periods, likely linked to promotional events, seasonality, or marketing campaigns.
 - **Customer Segmentation:**
 - Based on order frequency:
 - **Low-frequency customers** (1–3 orders) make up the majority.
 - **Medium-frequency customers** (4–10 orders) form a significant portion.
 - **High-frequency customers** (>10 orders) are fewer but extremely valuable.
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2. Observations from Customer Retention Analysis

- **Cohort Analysis** revealed:
 - Customer retention tends to **drop sharply** after the first month.
 - Only a **small percentage** of customers consistently return for 2nd or 3rd-month purchases.
 - Retention heatmaps highlighted that **initial engagement efforts** need improvement to maintain customers over time.
- **Behavior Over Time:**
 - Most customers order once and then disengage.
 - Few customers demonstrate long-term loyalty.

- **New customer acquisition** is steady, but **retention and repeat purchase rates** require enhancement.
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3. Recommendations for Alt Mobility

- **Strengthen Early Customer Experience:**
 - Offer **special promotions** or **loyalty points** after the first order to boost Month 2 retention.
 - Improve onboarding with **personalized emails** or **discounts** within the first 30 days.
- **Resolve Payment Failures:**
 - Analyze the reasons for **high failed and pending payment rates**.
 - Optimize payment gateway flows and introduce multiple payment options (UPI, BNPL, Wallets).
- **Develop Customer Segmentation Strategies:**
 - For **Low-frequency** users: Run targeted remarketing campaigns (discounts, reminders).
 - For **Medium-frequency** users: Offer membership or loyalty tiers.
 - For **High-frequency** users: Invite for **exclusive programs** (early access to services, VIP offers).
- **Leverage Peak Ordering Periods:**
 - Study **monthly trends** to align marketing campaigns around naturally high-demand months.
- **Long-Term Retention Programs:**
 - Build **subscription models** or **auto-renewal programs** for customers who already exhibit high loyalty.
 - Implement **feedback collection** after each order to catch dissatisfaction early.