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Zepto Case Study

Background

Zepto is one of the fastest growing quick-commerce platforms in the country and we heavily leverage data to improve our customer experience, product offerings, inventory and pricing.

While we are focussed on driving top line revenue growth, it is also crucial for us to track the customer behaviour on the platform which is done by building algorithms to test hypotheses and discover patterns in the data. For this exercise, we are going to consider the case of predicting a customer's future actions.

Spec

Attached to this doc is a CSV file representing 200K transactions from a set of generated customers over the course of last 4 months. The data has the following format:

UserID	Timestamp	PurchaseValue
hash_value	`2022-11-07 02:57:17.727`	100.00

The first column is the UserID and it's possible to have multiple rows with the same UserID. The second column is a date time stamp and the third column is the monetary value of the purchase.

The goal of this exercise is to:

1. Predict the customers that most likely to churn out of the platform
2. Explore customer behaviour patterns and define appropriate segments
3. Determine the customer lifetime value of the top users assuming they haven't made any prior purchases

Submission Guidelines

Please host the solution on Github and share the repo link with us. The repo should contain the Jupyter notebook with the code, output, plots and necessary explanations. Good Luck ⭐