Alto_case_study

Customer Count
customer percentage by Type

Legend: customer_a... — null, false, true

Values: 41.04%, 58.96%, 47.55%, 47.85%, 4.60%, 39.15%, 54.41%, 6.43%

x-axis: month_year — NOVEMBER -2023, DECEMBER -2023, JANUARY -2024
y-axis: SUM(total_customer)

Customer count difference
Percentage difference by month for each type

Legend: customer_a... — null, false, true

Values: 357, -449, -1,169, -768, -41

x-axis: month_year — NOVEMBER -2023, DECEMBER -2023, JANUARY -2024
y-axis: SUM(total_customer)

Revenue
Revenue by month and cart type

Legend: customer_a... — null, false, true

Values: 53,659, 58,640, 34,814

x-axis: month_year — NOVEMBER -2023, DECEMBER -2023, JANUARY -2024
y-axis: SUM(revenue)

Cancelled Orders
Total cancelled orders by cart type

Legend: delivery_stat... — canceled, delivered, pending

Values: 7,122, 128,220, 11,770

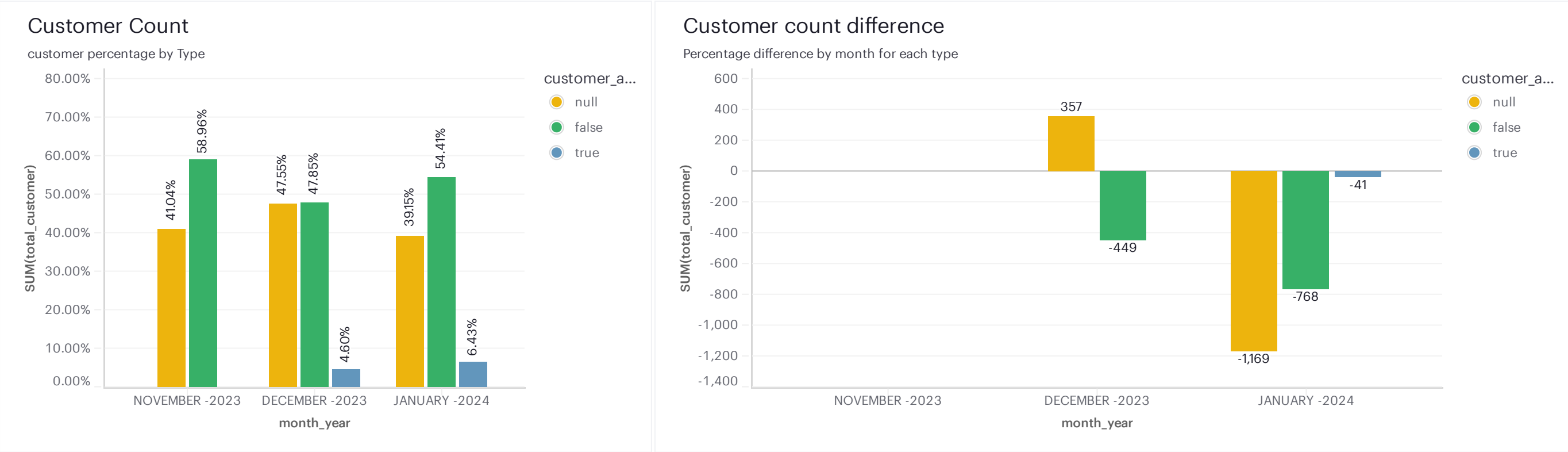x-axis: customer_added_non_med_to_order — null, false, true
y-axis: SUM(order_sum)

Avg screentime and delivery days
Average screen time and delivery days for each month

T month	◉ customer_added_non_med_to_order	# screentime_spent	# delievery_days
COUNT DISTINCT: 3	SUM: 2	SUM: 45.92 AVG: 7.65 MIN: 7.52 MAX: 7.81	SUM: 10.55 AVG: 1.76 MIN: 1.73 MAX: 1.80
DECEMBER	false	7.8058	1.7702
DECEMBER	true	7.6386	1.7883
DECEMBER		7.8025	1.8045
JANUARY	false	7.5167	1.7251
JANUARY	true	7.5542	1.7265
NOVEMBER	false	7.5997	1.7393

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Only med Histogram
Distribution of only medication order values

x-axis: BIN(order_total_dollars, 2.74) — 8.22, 10.96, 13.7, 16.44, 19.18, 21.92, 24.66, 27.4, 30.14, 32.88, 35.62, 38.36
y-axis: COUNT(order_total_dollars)

Non-med Histogram
Distribution of non-medication order values

x-axis: BIN(order_total_dollars, 3.38) — 13.52, 16.9, 20.28, 23.66, 27.04, 30.42, 33.8, 37.18, 40.56, 43.94, 47.32, 50.7
y-axis: COUNT(order_total_dollars)

Report run on Aug 18, 2024 at 10:36 PM UTC