

# Summary of Findings

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## 1. Order and Sales Analysis

- The company processed **15,000 orders**, with the majority having a status of "**delivered**", followed by "pending" and "shipped".
  - The **total sales amount** was approximately **₹38.08 million**, with an **average order value** of about **₹254**.
  - Sales showed steady monthly growth, peaking during major periods (visualized in SQL analysis).
  - The top 5 orders had values between **₹480–₹500**, indicating premium customers exist
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## 2. Customer Behaviour Insights

- Out of 15,000 orders, many were made by **repeat customers**.
  - Around **1,800 customers** placed **2 or more orders**, showing a healthy base of loyal users.
  - The number of **new customers** increased steadily month-over-month, demonstrating successful acquisition efforts.
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## 3. Payment Performance Analysis

- Out of 15,000 payments:
    - **4991(33.27%)** were marked as "**completed**"
    - **5006(33.37%)** were "**pending**"
    - **5003(33.35%)** were "**failed**"
  - **PayPal** was the most commonly used method for completed transactions.
  - This highlights a significant issue with **2/3** of all payments either stuck or failed
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## 4. Order-Payment Relationship

- A joined dataset revealed the complete order journey: from order placement to payment.

- This allows detailed reporting on **order success**, **payment method usage**, and **customer payment behaviour**.
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## 5. Customer Retention (Cohort Analysis)

- A Power BI-based **cohort retention matrix** was created to analyse customer return behaviour over time.
  - It showed:
    - **Initial months** have high customer counts.
    - Over time, a typical **retention drop-off** was observed across months.
    - Some cohorts (like early 2023) showed better long-term engagement than others.
  - This insight can help **target re-engagement campaigns** at the right time intervals.
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## Recommendations for Alt Mobility

1. **Focus on repeat customers:** Encourage second-time purchases through offers or loyalty programs.
  2. **Improve failed payment handling:** Investigate reasons behind failures and provide backup payment options.
  3. **Leverage cohort analysis:** Identify high-retaining cohorts and study what made them successful.
  4. **Boost PayPal reliability:** As it's the most-used method, ensure seamless PayPal experiences.
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## Tools Used

- SQL (MySQL Workbench)
- Power BI (for visualization)