SQL PROJECT - Maven Fuzzy Factory Analysis

Problem Statement:

Objective: To increase the overall profitability and customer satisfaction of business by optimizing user acquisition, retention, product performance, and operational efficiency.

Problem Statement: As an company, facing challenges in understanding the factors that drive conversions, customer retention, and product profitability. I need to identify and optimize key performance indicators (KPIs) across the customer journey, from the initial website visit to purchase and post-purchase behaviour

1.TRAFFIC SOURCE ANALYSIS

Traffic source analysis is about understanding **where your customers are coming from** and **which channels are driving the highest quality traffic**

a.Using UTM parameters to identify paid sessions and no of orders generated by those sessions

b.Understanding where the bulk of sessions are coming from breaking down to **UTM source**, **campaign** and **referring domain**

c. As we understand that maximum no of sessions are coming from **gsearch nonbrand ,**

Calculating CVR of it .

2.ANALYZING WEBSITE CONTENT

Website content analysis is about understanding which pages are **seen the most by your users**, to identify where to focus on improving your business

a.Analyzing pageview data to see which page are viewed most i.e **finding top entry page**

b.Identified which of **those hours are getting more no of views**

3.ANALYZING SEASONALITY & BUSINESS PATTERNS

Analyzing business patterns is about **generating insights to help you maximize efficiency and anticipate future trends**

a.As gsearch is biggest driver in business pulling **the monthly trends for gsearch and calculating CVR**

b. Calculation no of orders weekly in the **year 2012**

4.PRODUCT SALES ANALYSIS

Analyzing product sales helps you **understand how each product contributes to the business**

a.Analyzing the no of orders by finding out **sales , margin , revenue , avg value order** for each product

b.Identifying the sales for the year 2012 by calculating sales, total revenue, and total margin generated

5.PRODUCT REFUND ANALYSIS

Analyze refund rates and reasons to identify quality issues or customer dissatisfaction.

a.Identifying each **product return rate**

b. **Yearly** analysis of product rate