

Insights

Case Study Review

1. Daily active users KPI helps how many users login to our app and build a story with it.
2. Yes the business has grown. Total products ordered in 2022 has been increased by 8.5% with respect to year 2021.
3. Yes the app performance is better compared to July 2021. There was an increase of login by 18.5%.
4. User base has grown from 10867 in 2021 to 13022 in 2022. Total of 10.6% of unique users have logged in to the app.
5. Top selling product in 2021 with product id is 8219 having 34.94% of acceptance rate and 65.06% of rejection rate and top selling product in 2022 with product id is 12547 having 77.90% of acceptance rate and 22.10% of rejection rate.
6. This shows that our app has been performing well in 2022 compared to 2021 as product acceptance rate has been increased.
7. Looking at the July'21 data the biggest problem is that the rejection rate is higher than the shipped rate. 189 products have been rejected from a total of 554 that is 34.11%.
8. Products are being rejected because either the product is not available or the payment is not done by the users. To overcome this problem we can make sure the availability of the product and for the second we can make Cash on Delivery available so that users can order more products.
9. Login frequency affects the number of orders made as app login is increased by 18.59% in the year 2022.
10. Number of users also increased by 10.62% in the year 2022 which means that the orders on products also increased. There is an 11% increase in buyers. Sales also increased by 8.8%.

Table Insights

Sales_orders Table

Total number of orders is 13630.

Out of total orders 7663 orders are rejected, 5923 orders are shipped, 43 orders are pending and only 1 order is being reviewed.

| | | |
|------|----------|------|
| 2021 | Rejected | 3764 |
| 2021 | Shipped | 2434 |
| 2021 | Pending | 18 |
| 2022 | Rejected | 3899 |
| 2022 | Shipped | 3489 |
| 2022 | Pending | 25 |
| 2022 | Review | 1 |

Total count for each depot.

| fk_depot_id | total_count |
|-------------|-------------|
| 1 | 3847 |
| 2 | 1408 |
| 3 | 1093 |
| 4 | 1116 |
| 5 | 1112 |
| 7 | 170 |
| 8 | 2011 |
| 9 | 2037 |
| 10 | 404 |
| 11 | 393 |
| 12 | 39 |

Total Shipped count

| fk_depot_id | shipped |
|-------------|---------|
| 1 | 1866 |
| 2 | 655 |
| 3 | 331 |
| 4 | 587 |
| 5 | 482 |
| 7 | 94 |
| 8 | 720 |
| 9 | 879 |
| 10 | 103 |
| 11 | 198 |
| 12 | 8 |

Total Rejected count

| fk_depot_id | rejected |
|-------------|----------|
| 1 | 1969 |
| 2 | 752 |
| 3 | 762 |
| 4 | 527 |
| 5 | 628 |
| 7 | 76 |
| 8 | 1268 |
| 9 | 1154 |
| 10 | 301 |
| 11 | 195 |
| 12 | 31 |

Distinct buyer in each year

| year | Distinct_Buyers |
|------|-----------------|
| 2021 | 2452 |
| 2022 | 2980 |

Order placed by each depot in 21

| fk_depot_id | Total_count | period |
|-------------|-------------|--------|
| 1 | 1836 | 2021 |
| 2 | 666 | 2021 |
| 3 | 641 | 2021 |
| 4 | 301 | 2021 |
| 5 | 565 | 2021 |
| 7 | 115 | 2021 |
| 8 | 1186 | 2021 |
| 9 | 906 | 2021 |

Order place in 2022

| fk_depot_id | Total_count | period |
|-------------|-------------|--------|
| 1 | 2011 | 2022 |
| 2 | 742 | 2022 |
| 3 | 452 | 2022 |
| 4 | 815 | 2022 |
| 5 | 547 | 2022 |
| 7 | 55 | 2022 |
| 8 | 825 | 2022 |
| 9 | 1131 | 2022 |
| 10 | 404 | 2022 |
| 11 | 393 | 2022 |
| 12 | 39 | 2022 |

Day count of shipped and rejected product

| sales_order_status | DayOfWeek | sales_order_status | %Shipped | %Rejected |
|--------------------|-----------|--------------------|----------|-----------|
| Rejected | Friday | 2379 | 46.4901 | 53.1316 |
| Rejected | Monday | 2338 | 44.6536 | 55.1326 |
| Rejected | Thursday | 2138 | 46.0711 | 53.4144 |
| Rejected | Tuesday | 2063 | 42.6079 | 57.1498 |
| Rejected | Saturday | 2014 | 43.2969 | 56.3059 |
| Rejected | Wednesday | 1992 | 45.1305 | 54.5683 |
| Shipped | Sunday | 706 | 19.5467 | 80.4533 |

Sales_order_items Table

Product of both years with acceptance and rejection percent.

| period | distinct_product | accepted_quantity_percent | rejected_quantity_percent |
|--------|------------------|---------------------------|---------------------------|
| 2021 | 554 | 36.19 | 63.81 |
| 2022 | 483 | 52.44 | 47.56 |

Top selling products in 21

| period | fk_product_id | total_quantity | Quantity_accepted | accepted_quantity_percent | rejected_quantity_percent |
|--------|---------------|----------------|-------------------|---------------------------|---------------------------|
| 2021 | 8219 | 2433 | 850 | 34.94 | 65.06 |
| 2021 | 10235 | 1840 | 1045 | 56.79 | 43.21 |
| 2021 | 8428 | 1412 | 693 | 49.08 | 50.92 |

Top selling products in 22

| period | fk_product_id | total_quantity | Quantity_accepted | accepted_quantity_percent | rejected_quantity_percent |
|--------|---------------|----------------|-------------------|---------------------------|---------------------------|
| 2022 | 12547 | 2018 | 1572 | 77.90 | 22.10 |
| 2022 | 8444 | 1945 | 1139 | 58.56 | 41.44 |
| 2022 | 8221 | 1246 | 879 | 70.55 | 29.45 |

Rejected products

| period | rejected_products |
|--------|-------------------|
| 2021 | 189 |
| 2022 | 111 |

% increase in order

| 22_order_count | 21_order_count | percent_increase |
|----------------|----------------|------------------|
| 10662 | 9826 | 8.51 |

% of rejected product each year

| period | rejected_products | total_products | rejected_prodcut_percent |
|--------|-------------------|----------------|--------------------------|
| 2021 | 189 | 554 | 34.1155 |
| 2022 | 111 | 483 | 22.9814 |

Total sales in each year

| year | total_sales_year |
|------|------------------|
| 2021 | 60315970.969 |
| 2022 | 116858178.44 |

Weekly sales in 21

| week_sale | weeks |
|-------------|-------|
| 5619028.18 | 26 |
| 12873728.47 | 27 |
| 12581512.82 | 28 |
| 16763692.58 | 29 |
| 12478008.92 | 30 |

Weekly sales in 22

| week_sale | weeks |
|-------------|-------|
| 6725256.11 | 26 |
| 30519949.88 | 27 |
| 31106821.25 | 28 |
| 27526157.29 | 29 |
| 20979993.91 | 30 |

% increase in weekly sales

| total_week_sale | week_sale_2021 | week_sale_2022 | increase_percent_week_sale |
|-----------------|----------------|----------------|----------------------------|
| 35434829.88 | 12063194.19 | 23371635.69 | 31.91 |

%increase in week sales in 22

| total_week_sale | week_sale_21 | week_sale_22 | increase_week_sale_in_22 |
|-----------------|--------------|--------------|--------------------------|
| 2726.00 | 1243.20 | 1482.80 | 8.79 |

Login_logs Table

Login attempts increased by 18.59% in 22

| | Total_logins | Total_login_in_year_2021 | Total_login_in_year_2022 | increase_%_login_in_year_2022 |
|---|--------------|--------------------------|--------------------------|-------------------------------|
| ▶ | 666357 | 271240 | 395117 | 18.5902 |

User with max login

| | user_id | login_attempts |
|---|---------|----------------|
| ▶ | 63652 | 3868 |

User increased by 10.62% in 22

| | Total_unique_users | users_of_year_2021 | users_of_year_2022 | %_increase_in_unique_users |
|---|--------------------|--------------------|--------------------|----------------------------|
| ▶ | 20282 | 10867 | 13022 | 10.6252 |

Friday has most login

| | Day | login_attempts |
|---|--------|----------------|
| ▶ | Friday | 117249 |