



TECH TRACK

*BUSINESS ANALYTICS :
OPTIMISING CUSTOMER EXPERIENCE, CLV, AND
PROFITABILITY*



Overview of the Problem

An e-commerce company has observed steady growth in sales but struggles with optimising customer experience, increasing Customer Lifetime Value (CLV), and maximising revenue from existing customers. The company also faces challenges in managing customer feedback and returns, which affect profit margins. Your role in this task is to **leverage analytics to provide insights into customer behaviour, purchasing patterns, and product performance to recommend strategies for improving customer retention and increasing overall profitability.**

Participants will need to analyse the provided dataset and present actionable insights and strategies to optimise revenue, customer retention, and operational efficiency.

Problem Statement

The e-commerce company has shared data from multiple sources, including customer orders, product details, return history, and customer feedback. Your task is to:

1. **Customer Lifetime Value Analysis:** Calculate and predict the Customer Lifetime Value (CLV) for different customer segments.
2. **Product Return Rate Analysis:** Identify the key drivers behind high product return rates and suggest ways to minimize them.
3. **Customer Feedback Sentiment Analysis:** Analyze customer feedback to identify areas for improving customer satisfaction.
4. **Revenue Growth Strategy:** Develop strategies to increase Average Order Value (AOV), cross-sell, and up-sell opportunities.
5. **Customer Retention:** Identify at-risk customers based on engagement and purchasing behaviour and recommend strategies for retention.

Deliverables

1. CLV Analysis:

- ☐ Calculate the lifetime value of different customer segments and suggest ways to enhance their value.

2. Return Rate Reduction:

- ☐ Analyse the return data and identify patterns in returned products. Provide recommendations for reducing return rates.

3. Sentiment Analysis:

- ☐ Use customer feedback data to perform sentiment analysis and identify areas where the company needs to improve its products or services

4. Revenue Growth Optimisation:

- ☐ Propose strategies to increase revenue through targeted campaigns, upselling, and cross-selling.

5. Customer Retention:

- ☐ Develop a data-driven approach to identify customers at risk of churning and suggest retention strategies.

Evaluation Criteria:

- **Insightfulness of Analysis**

- Does the solution provide actionable insights?

- **Data-Driven Decision-Making**

- Are the recommendations backed by sound data analysis?

- **Creativity**

- Are there innovative approaches to solving the challenges?

- **Presentation**

- How well are the findings communicated, using visualisations or summaries?

Good luck! We look forward to seeing how you tackle this challenge and come up with innovative ideas for Meesho's growth and success.