# **Case Study- Data**

**Customer Purchase Trend and Retention**

# **Overview of the case study**

The case study contains 2 data sets (Customer data and Orders Data).

* Data Set 1 - Customer Data
* Data Set 2 - Orders Data

*Note- Date column might require data cleaning. Feel free to create new columns with clean data.*

Customer data contains a list of all NEW customers acquired during the period of 1-Jan-2021 to 30-Jun-2021 along with their

* customer ID (**Cust ID**),
* date customer registered on app (**Customer Created Date**),
* week of registering (**Week**),
* customer profession group (**Cust Profession**).

While, Orders Data contains a list of all purchase orders till date (**Order No**), created by customers acquired during the period of 1-Jan-2021 to 10-Sep-2021 along with

* customer ID (**Cust ID**),
* Order created date (**Order Date**) .
* Final Status of the Order (**Order Status**) When a customer creates a purchase order, it may or may not eventually be purchased. When a purchase order is purchased, it is marked as ‘Won’ (in column **Order Status**) and
* Order value in INR (**Order Amount**).

**Note**: Revenue is counted only when the order is marked as ‘Won’ else it's a lost opportunity. Some cases where Order Amount is blank or Order Status is ‘Other’ are to be considered as 0 revenue.

# **Objective**

1. Prepare analysis on the Orders Data and Customer Data while touching upon monthly revenues, users, monthly revenue per user etc
2. Prepare an analysis showing how many users placed a Purchase order, while how many actually converted bifurcated by
   1. Month
   2. Customer Profession
3. Prepare a COHORT analysis showing the purchase pattern of users by month
   1. Cohort Analysis: Cohort analysis is a type of analysis where we understand the behavior of customers by groups over a period of time. Eg. How are the customers who joined in the month of Jan 2021 are performing in the coming months in terms of # of orders placed, # of purchases made etc
4. See example Cohort Analysis table

***Note-*** *Insight generation is the most important part of the analysis. Please share a writeup alongside data/graphs explaining what is your take on the metric, potential reasons, and recommendations*

# **Other Details**

Make any necessary assumptions that you may have to take while you are attempting it and mention them in your analysis. Feel free to shoot an email if you have any questions. **Your solutions should contain**

a) A document/ppt/excel (or any other tool that you deem fit) with your analysis

b) Excel data report supporting your analysis