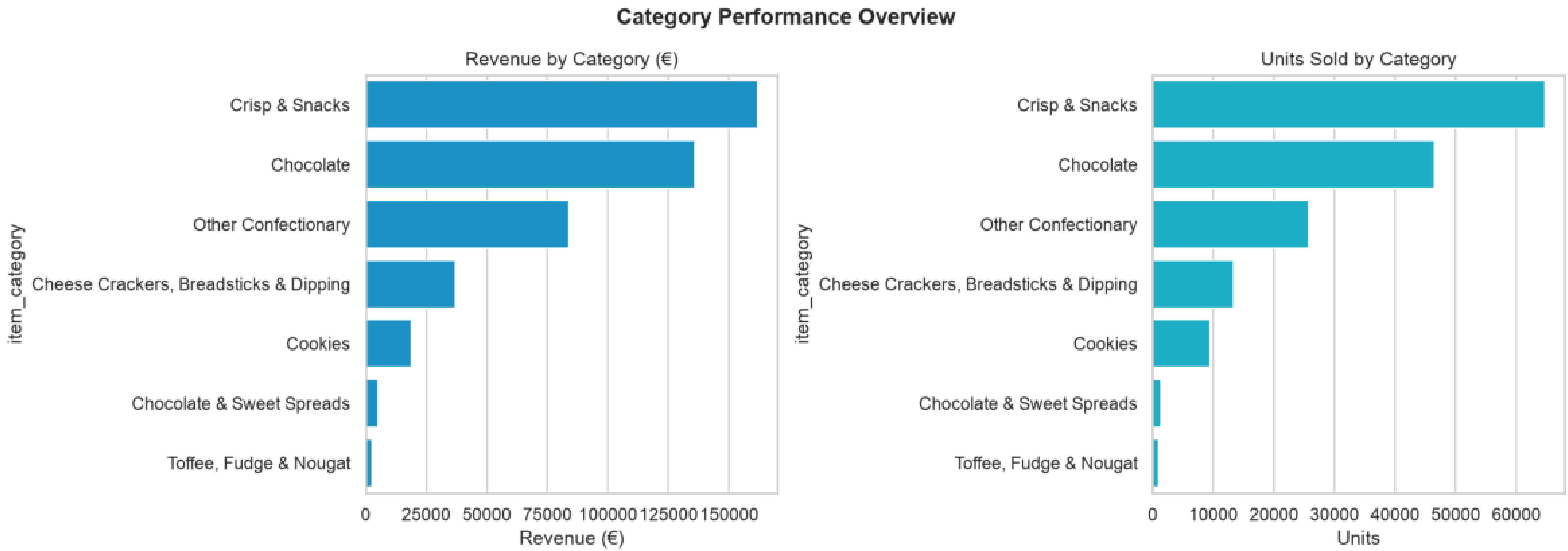
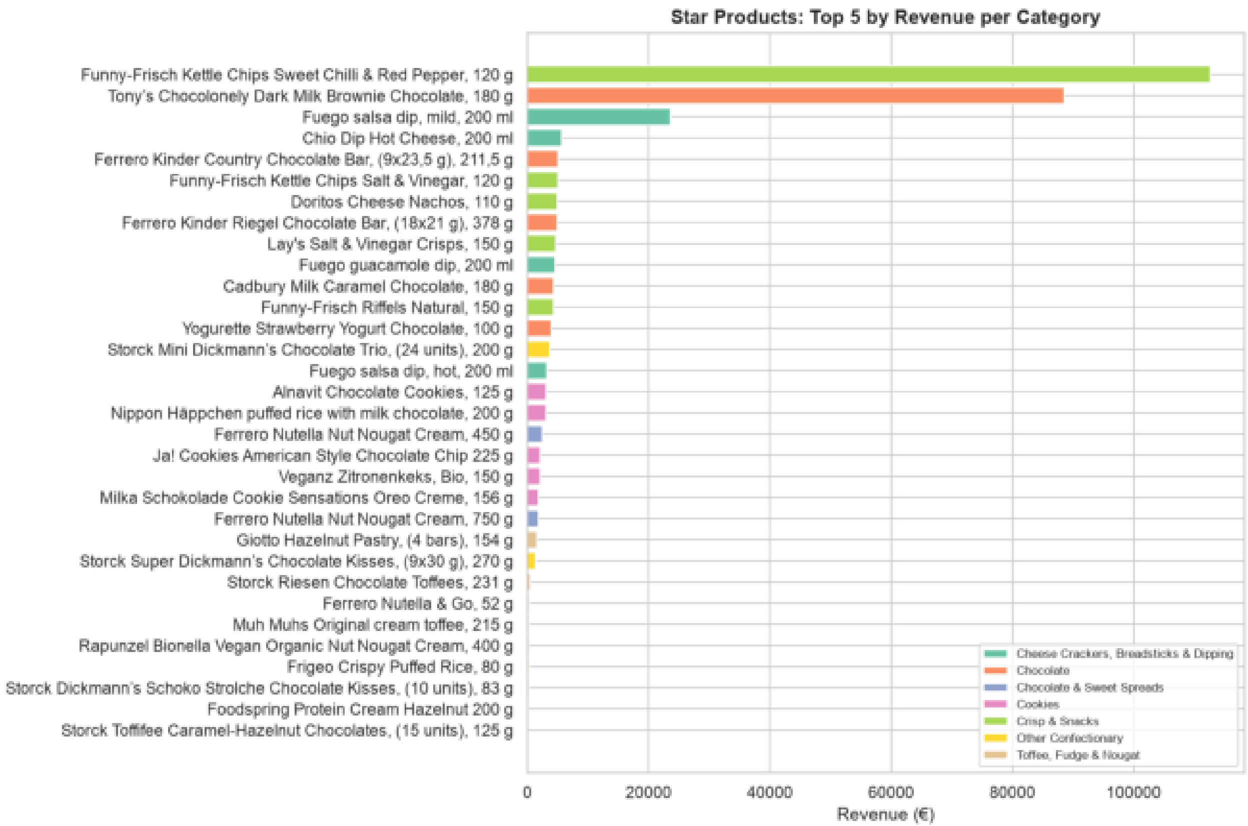
Executive Summary

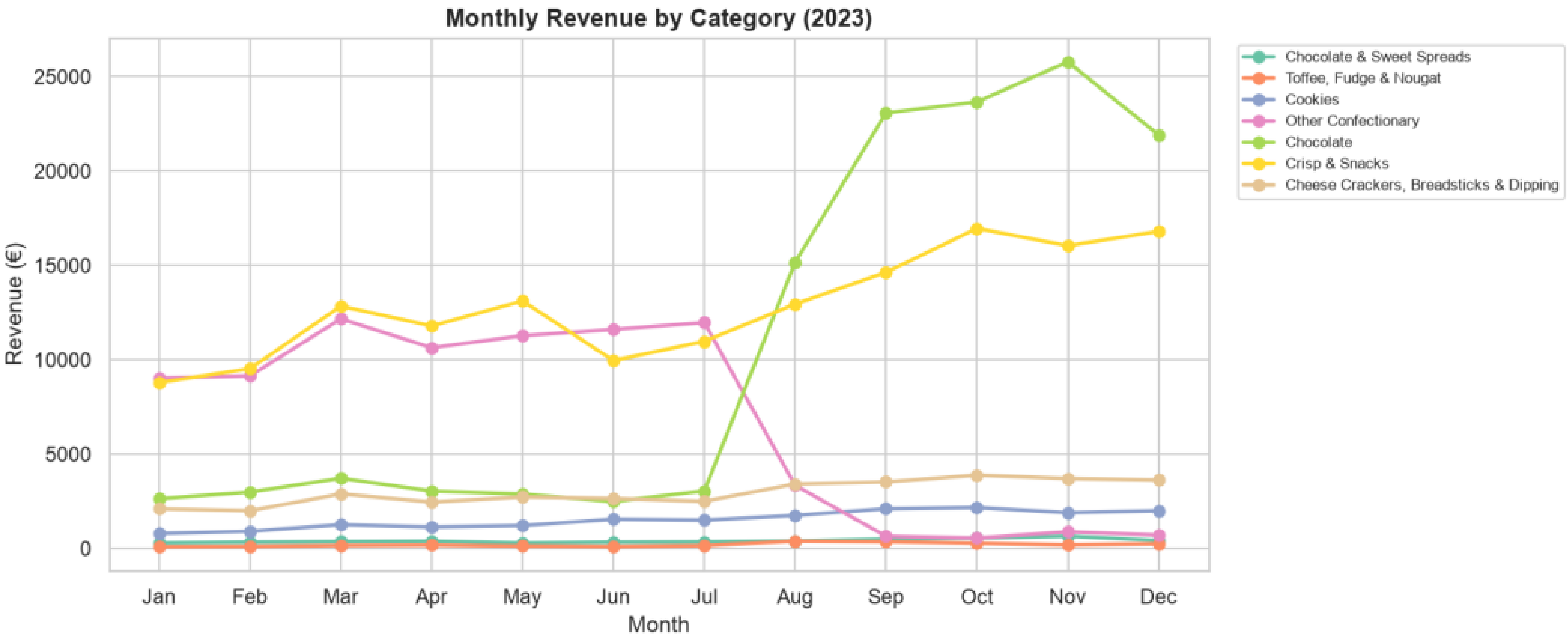
- 98,871 orders across 2,001 customers generate about €445,434 in basket revenue.
- Top category by revenue: Crisp & Snacks.
- Chocolate accelerates strongly in late 2023, indicating seasonal demand.
- Crisp & Snacks stays consistently strong; cross-category baskets suggest bundling potential.
- Promo-acquired first customers: 47 first purchases include promo items; 40.4% are promo-only.



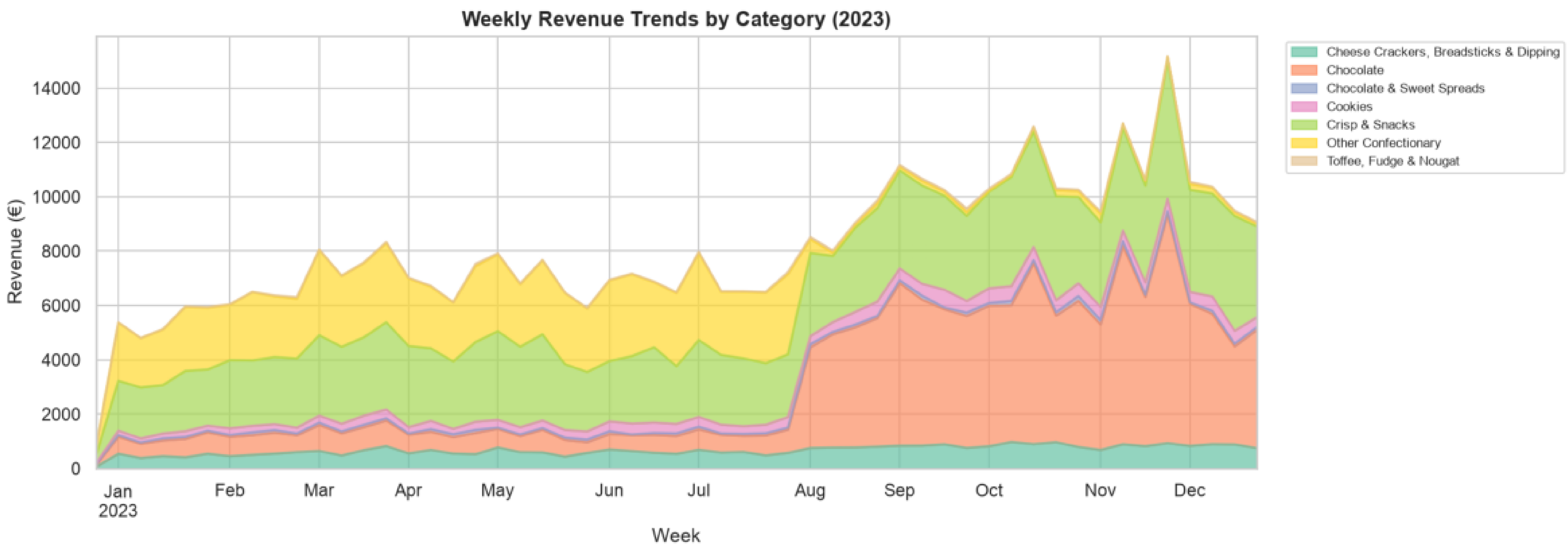
- **Crisp & Snacks leads on both revenue and units.**
- **Chocolate is the key growth driver in H2.**
- **Smaller categories remain opportunities but may need assortment/promotion tuning.**



- **Within every category, a small set of items drives most revenue (Pareto-style concentration).**
- **Star products are the best candidates for targeted promotions and merchandising.**

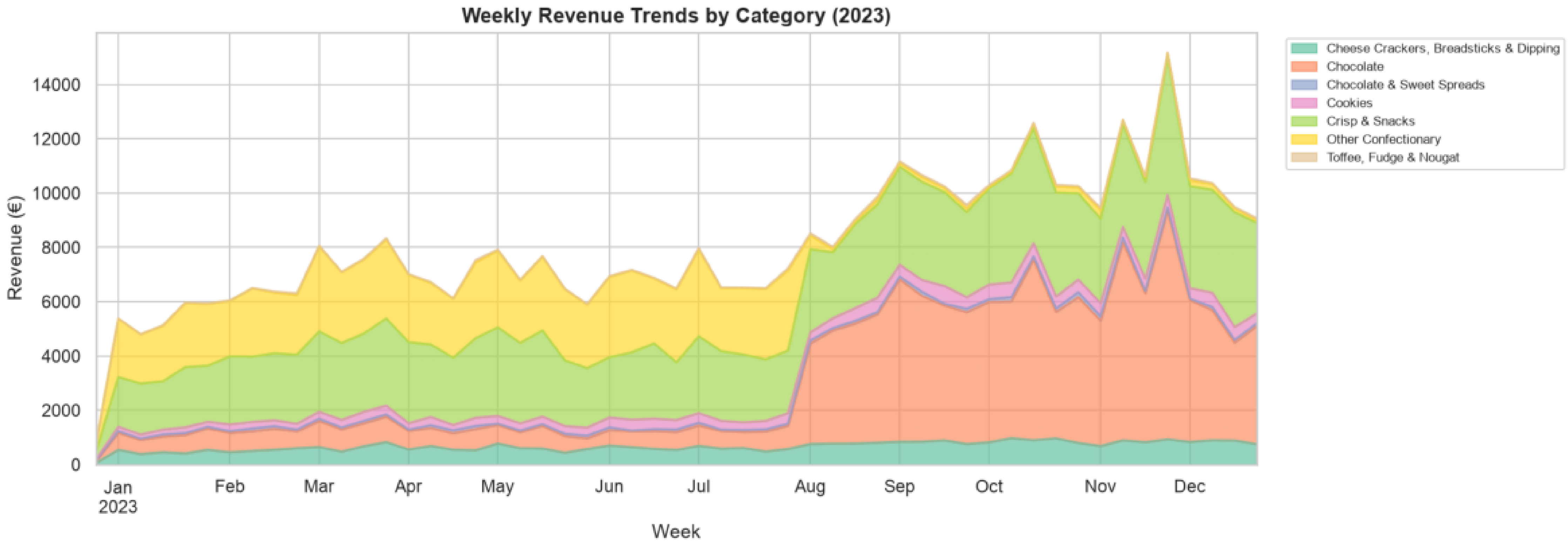


- **Chocolate shows pronounced growth from around August onwards.**
- **Several smaller confectionary categories shift sharply across mid-year (possible catalog/promo changes).**

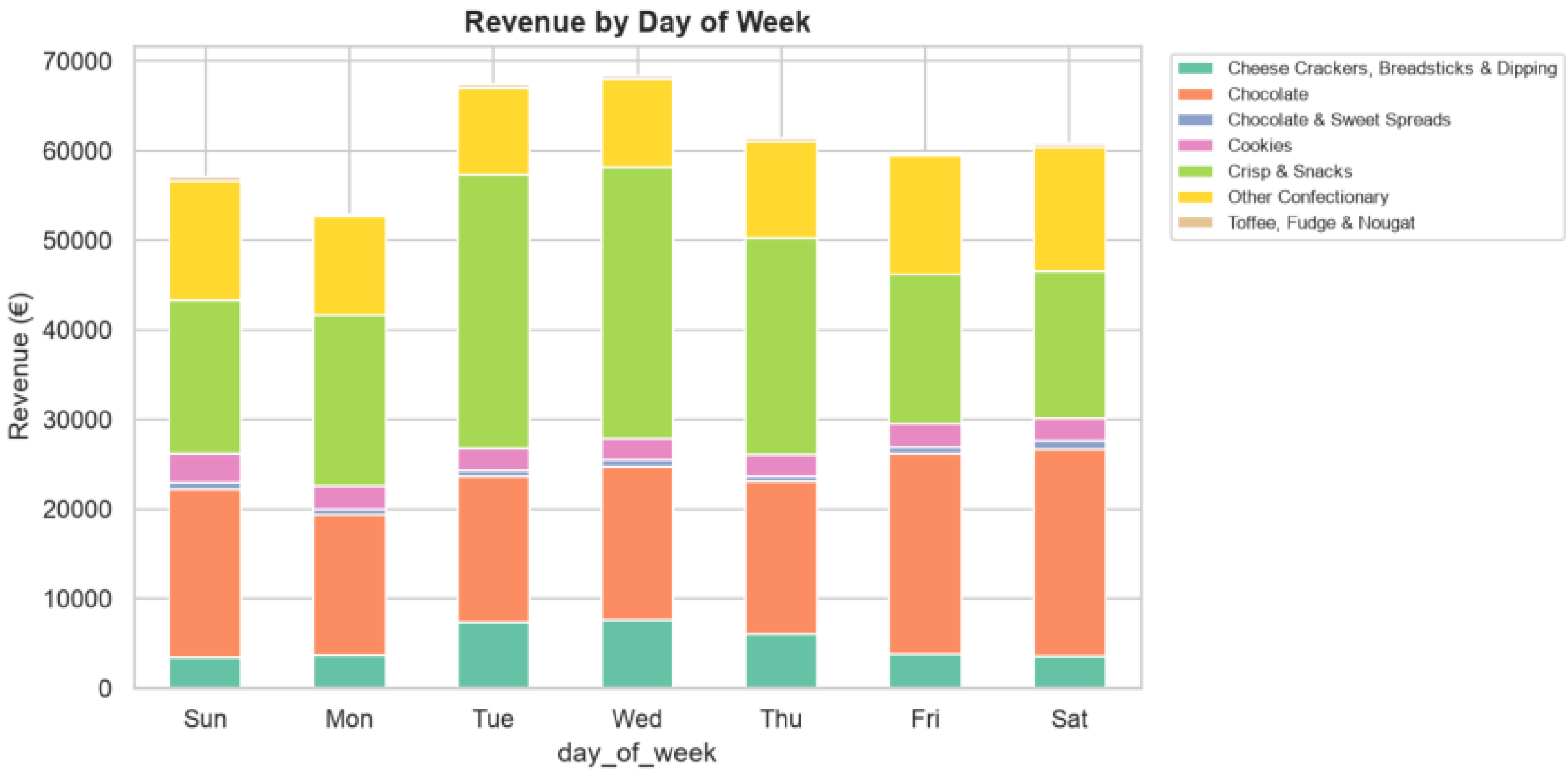


- **Underperformers identified by comparing H1 vs H2 2023 revenue by category.**
- **Worst performer: Cookies (66.4% H2 vs H1).**
- **Second worst: Toffee, Fudge & Nougat (109.2% H2 vs H1).**
- **Next step: verify whether the decline aligns with fewer promos, weaker star products, or assortment changes.**

- **Orders often include a single category, but meaningful cross-category co-purchases exist.**
- **Promoting the most common co-occurrence pairs could increase basket size.**

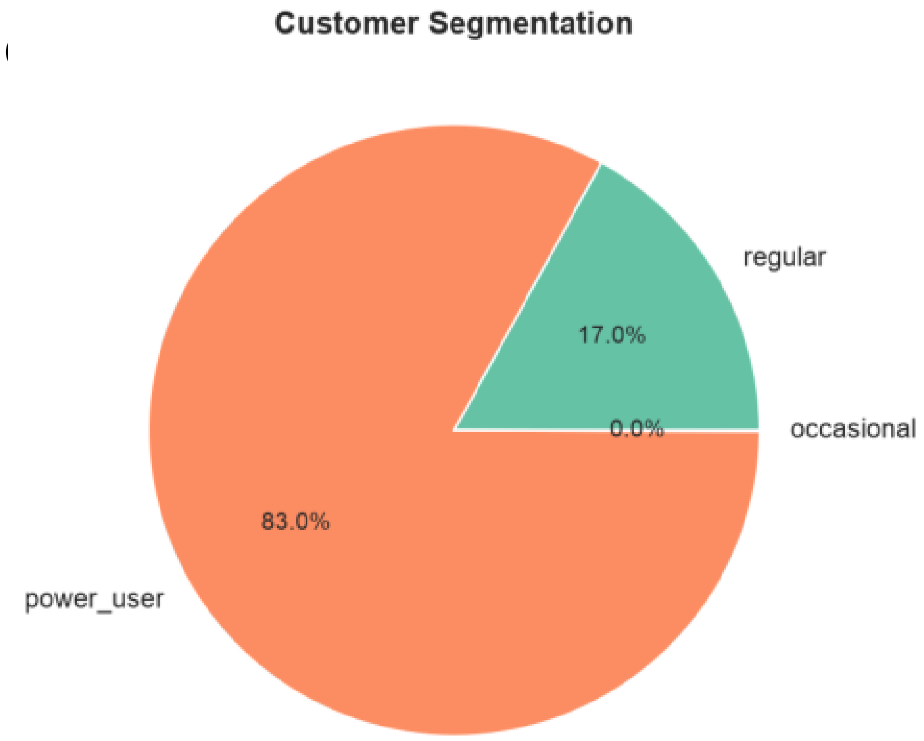


- **Weekly revenue curves highlight when each category ramps up or fades.**
- Use these trends to time promotions and to anticipate shifts in demand.



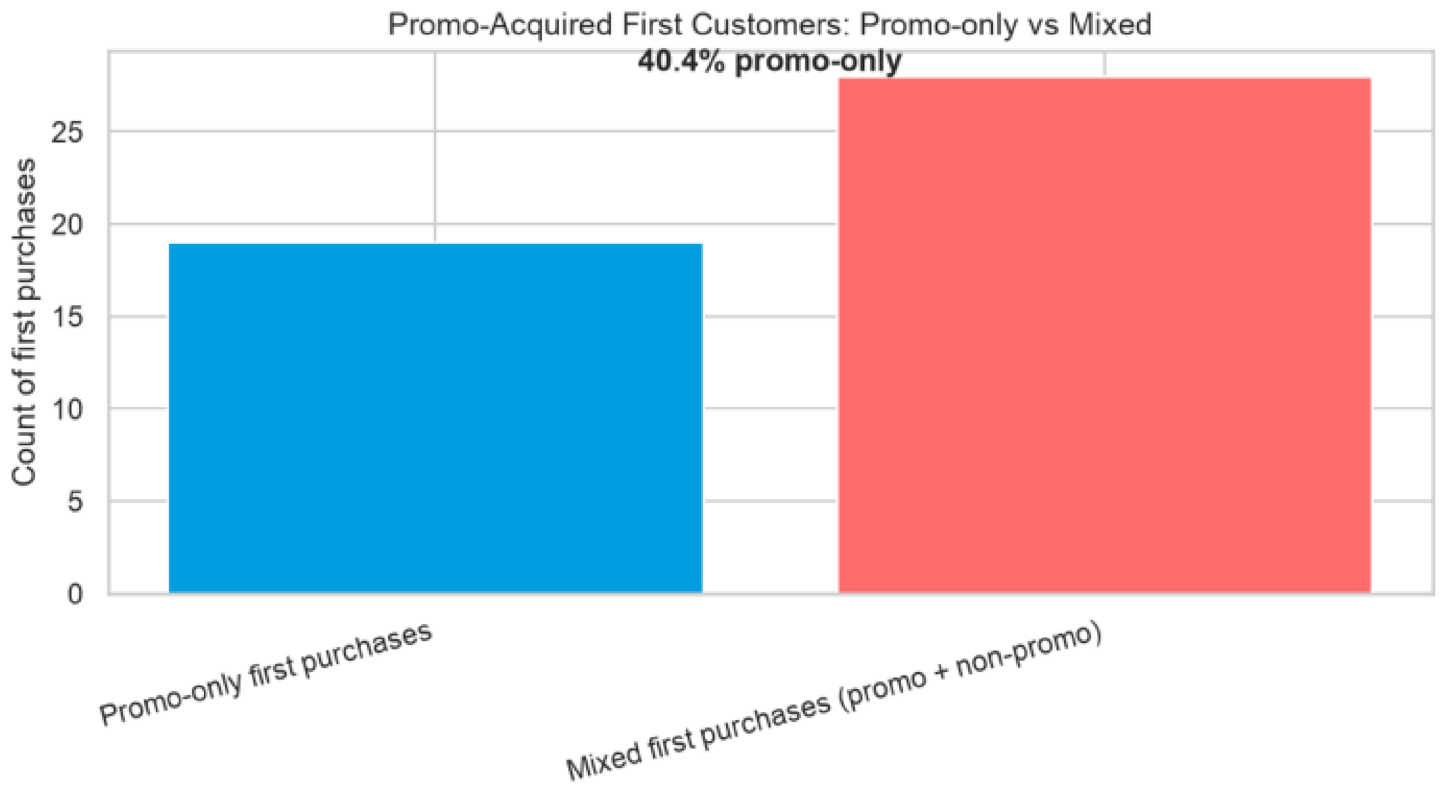
- **Day-of-week patterns are visible when revenue is stacked by category.**
- **This can support promo scheduling and courier capacity planning.**

on

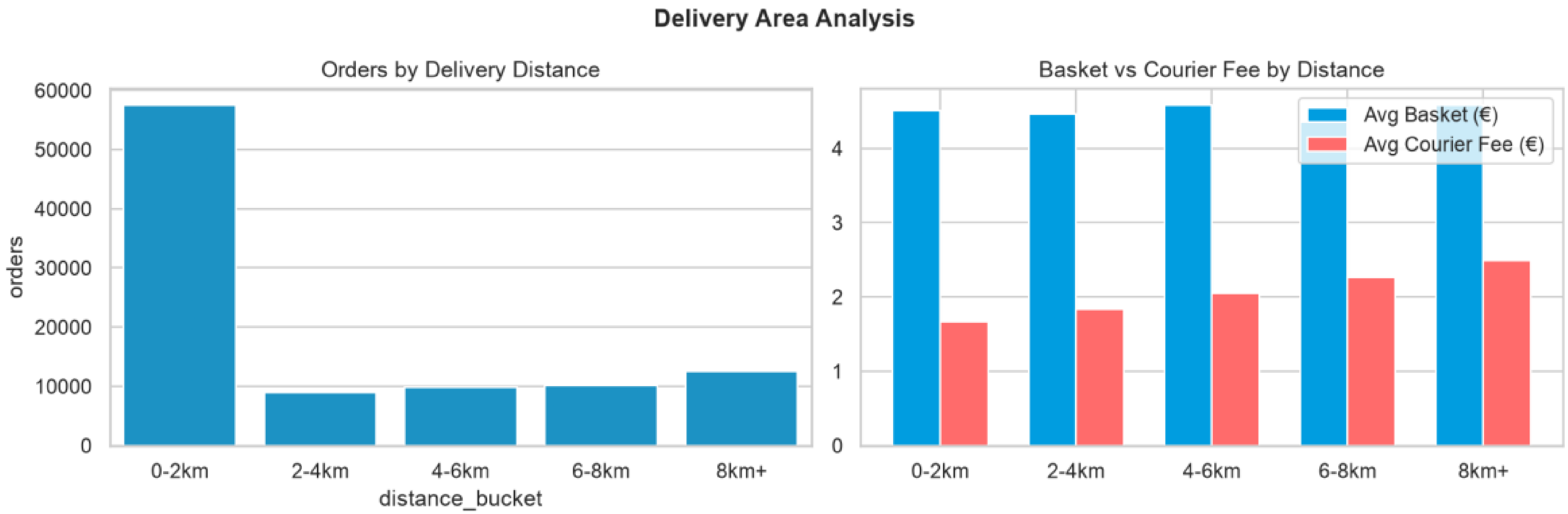


- Segments based on purchase frequency show where revenue concentration lives.
- Retention is essential: repeat customers are disproportionately valuable.

- **Promos contribute first-time customers, but not all first-time orders include promo items.**
- Key question: do promo-acquired customers buy only discounted items?



- **Among first purchases that included promos: 19/47 are promo-only.**
- **That equals 40.4% promo-only first purchases.**
- **Implication: promos likely attract customers who are price-sensitive; conversion to non-promo demand should be tracked.**



- **Fee-to-basket ratio varies by distance bucket.**
- **Courier and Wolt service fees materially affect the customer spend experience for small baskets.**

Appendix: Methodology & Data Notes

- **Task 1: dbt + star schema + SCD Type 2 for item attributes at time of purchase.**
- **Task 2: metrics computed from mart tables; charts exported for business-friendly review.**
- **Data quality: duplicate item log rows were deduplicated; missing price values were imputed using last-known value.**
- **Deliverables: final datasets in `output/` + metrics CSVs used for charts.**