# Zeotap Assingment Submission – Business Insights

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Heatmap of the Data

▶ The heatmap of the data help us to understand relation between different attributes which we can further use to analyse the data and create business insights. Here we observe relationship TotalValue and Category, TransactionMonth, TransactionTime, Region etc.
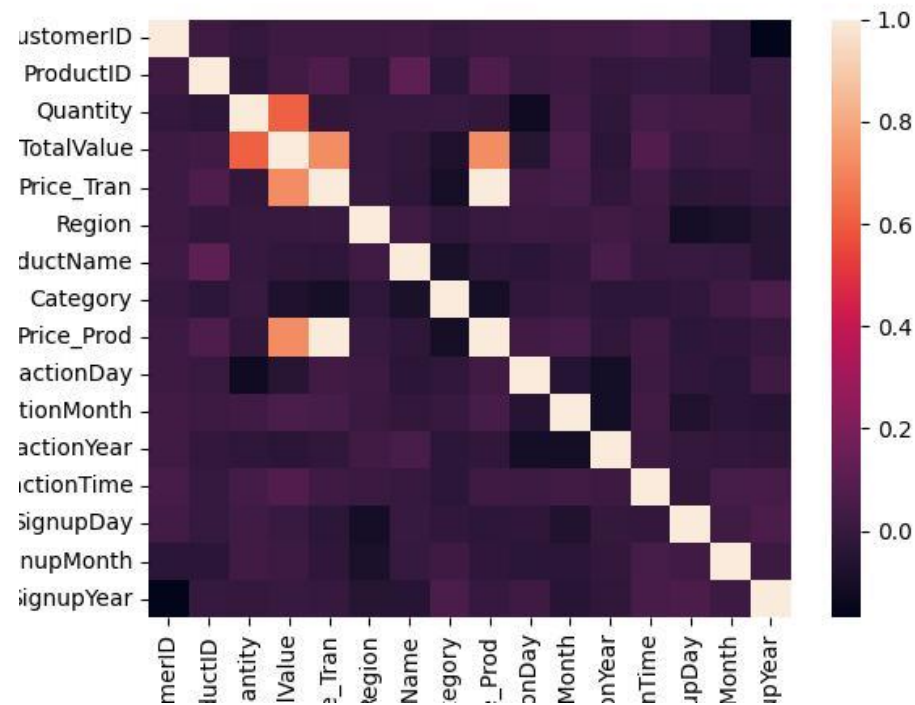
Sales Variation on Different Attributes

▶ There is a high dip in sales in Home Décor Category due to lack in sales in North America in October, November month. The main streams of the Business is Books and Electronics category which mostly (9 out of 12 months) beats average and Home Décor is the worst stream which fails 10 out of 12 months to beat the average. The main channel of business is South America which totally beats the average and Asia, South America are the worst performing channels
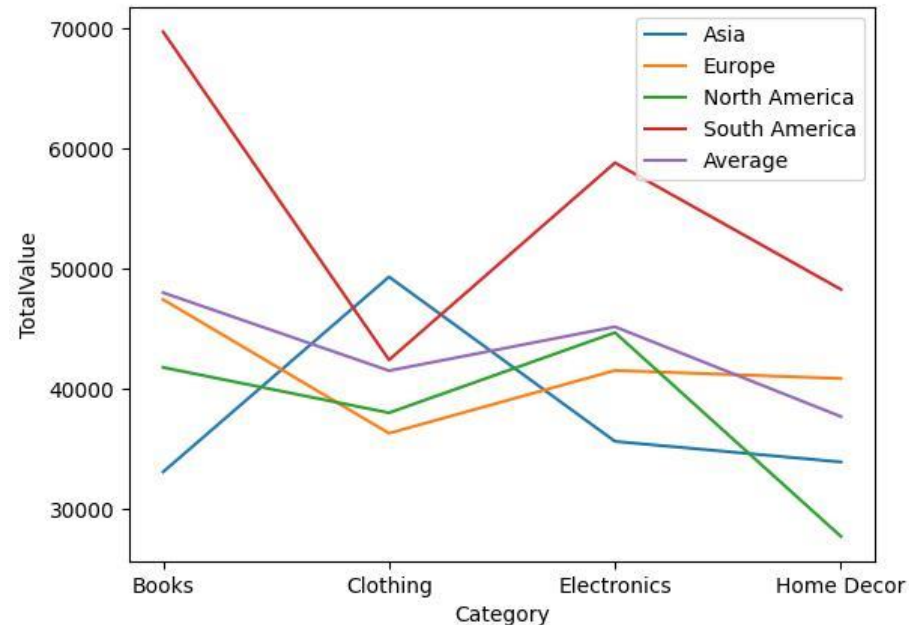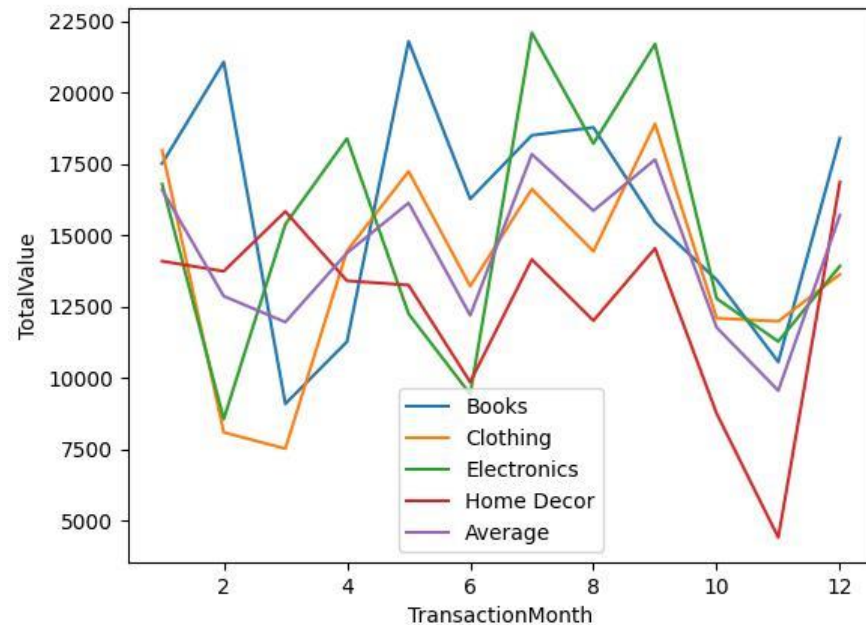
Dip in sales in certain hours

▶ There are sudden dips in sales during the hours 5 AM, 8 AM, 3 PM, 8 PM. Specially there is a huge drop in 3 PM where 2 PM and 4 PM are the peak time in sales which may be due to lunch break given to workers or any other kind of break in process
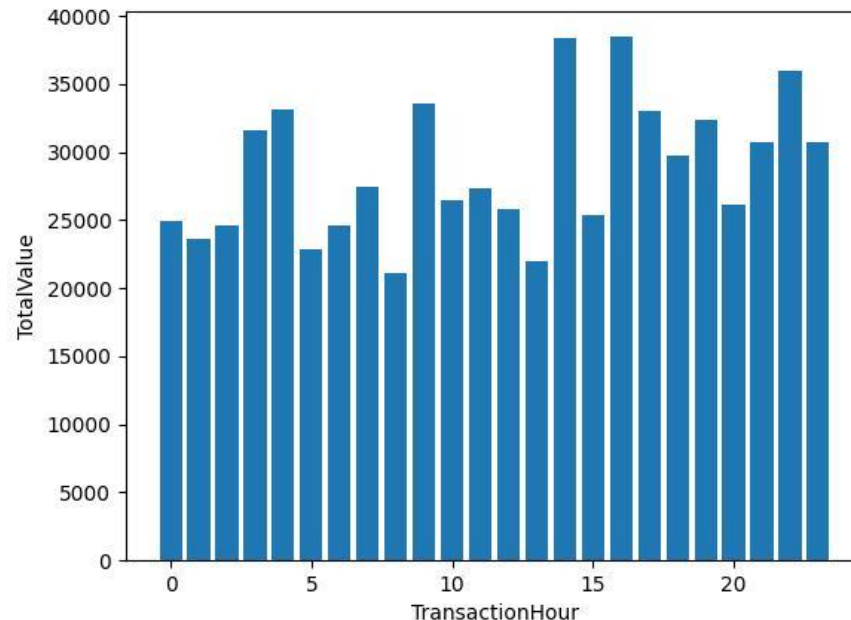
Signup User Count and their effects in Sales

- The drop of new user signing in 2023 indicates bad marketing strategy but in 2024 change in strategy improves the number. All though sales in Electronics category didn't drop for 2023 user which indicates organic growth specially in this category.
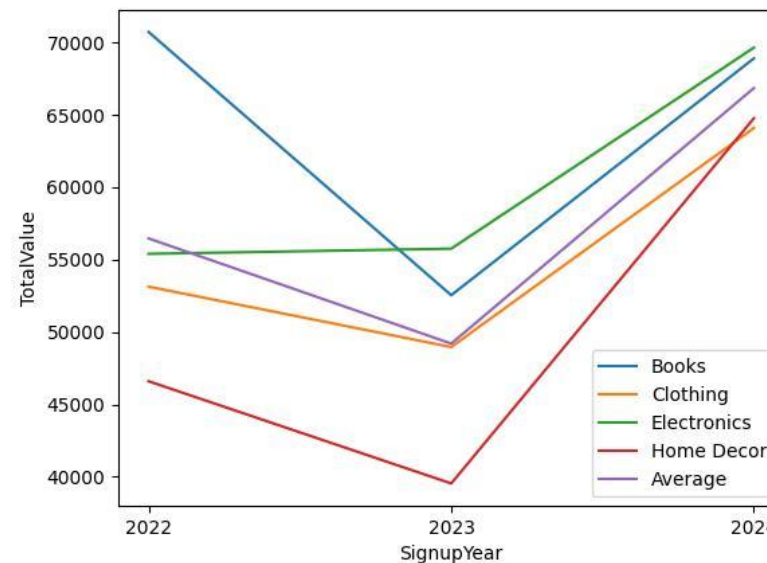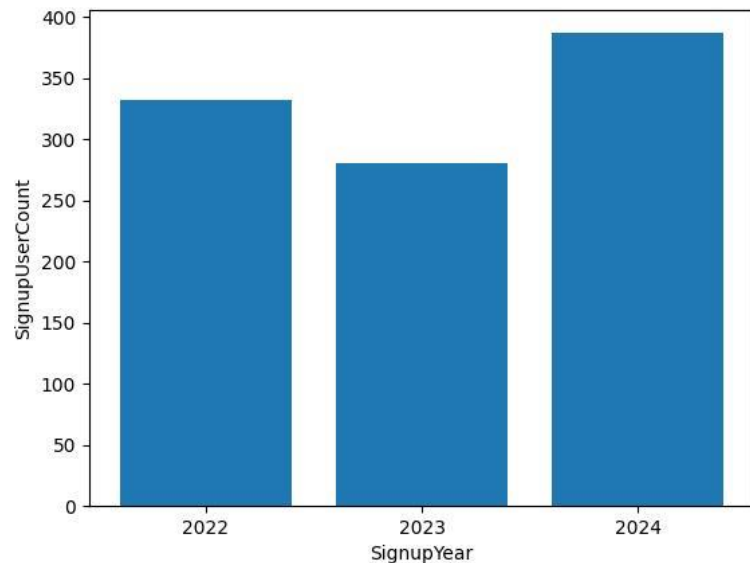
Pre Signup User Ratio

▶ The ratio of users who had made a transaction before signup in 2024 is above 0.5 for all category which indicates business is growing organically more than 50% and by marketing less than 50%. Specially in Clothing and Home Décor the ration is more than 60% .
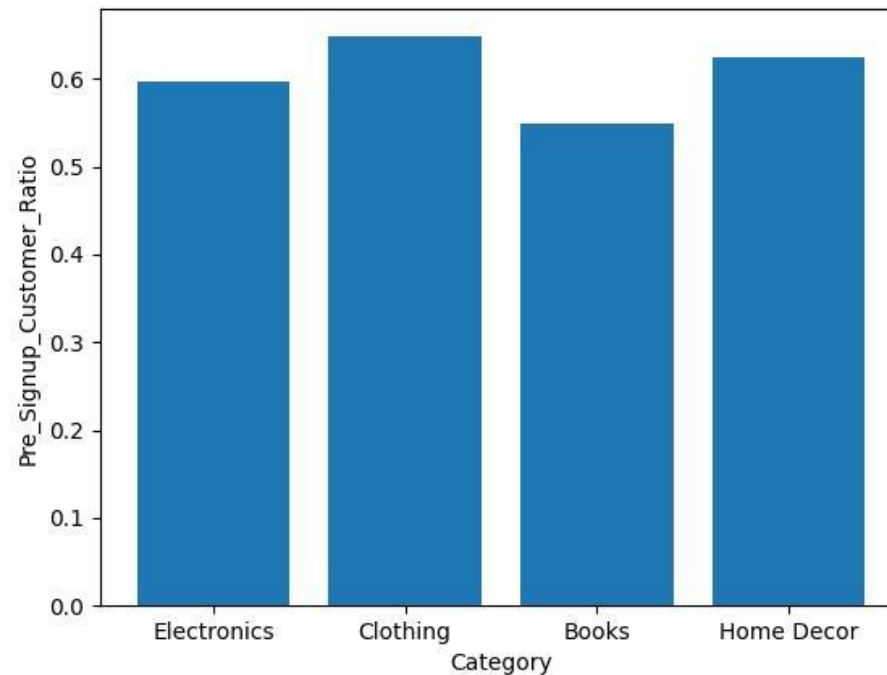
Regularity in Customer Transaction

▶ High variance in Transaction month indicates transaction in different span which are irregular, low variance indicates transaction in short span and medium variance indicates transaction in different span which are regular. So region like Europe and category like Home Décor and Electronics can be considered to be more volatile and risky.