Business Insights & Recommendations

- Karnataka, Maharashtra, and Delhi, Hariyna are the top three states with the highest order counts.Consider focusing on these states for marketing and promotional activities.Explore opportunities to enhance operations and logistics efficiency in regions with significant order counts.

- Bengaluru, Delhi, and Bhiwandi(Mumbai) are the top cities with the highest order counts.Orders are concentrated in urban areas, including metropolitan cities like Mumbai, Gurgaon, and Hyderabad.

   Recommendations:
- Targeted Marketing:
  Implement targeted marketing campaigns in high-order states to maximize customer acquisition and retention.
- Logistics Efficiency:
  Invest in logistics optimization and infrastructure in cities with high order counts to enhance delivery speed and customer satisfaction.
- Expansion Strategies:
  Explore opportunities for business expansion in states with untapped potential, addressing specific market needs.
- Prioritize optimization strategies in Bengaluru due to its high order count. Consider route optimization, logistics enhancements, and service quality improvements. Maintain high operational efficiency in Mumbai, ensuring that the shorter average distances and times are sustained as order volume increases. Explore opportunities for strategic expansion in Delhi, focusing on increasing the order count through targeted marketing and operational enhancements.

Note: In the PDF, not all code is included due to an issue with saving the PDF. Please refer to both Google Colab and the PDF. I have attached the Google Colab link and the PDF link.
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