

Zeotap Assignment

Task-1

Objective: To derive key business insights from exploratory data analysis (EDA) of customer, product, and transaction data

Derived Business Insights:

- 1. Most Sold Products:** Most often, the top best-selling products contribute a substantial portion of total revenue. Here, I have segregated top 10 out of the best-selling products, for which the profitability can be significantly boosted by focusing on promotional efforts and discounts. Further, target marketing can also boost the sales for these products.
- 2. Difference in Revenue across Regions:** It is often seen, that certain regions consistently outperform others in terms of revenue generation. I also tried to find out the revenue per region, and it can be observed that South America is playing a major role in generating the overall revenue. Thus, accordingly, targeted marketing and sales strategies could be deployed to maximize regional growth and improve overall sales.
- 3. Monthly Revenue Generation:** The given data spans for approx one year ranging from Dec'23 to Dec'24. Thus, tried to reveal the seasonal peaks and the demand fluctuations during specific months. This data can help plan inventory levels and marketing campaigns around these trends to meet customer demand and optimize sales during peak seasons.
- 4. Most Promising Customers:** Often, it is observed that a small percentage of customers are responsible for a major portion of the revenue, thus catering to those high-value customers must be strategized. Some loyalty programs or personalized offers can help nurture these relationships, increasing long-term customer lifetime value.
- 5. Price Variation for Different Products:** This data is helpful in recognizing the highly volatile products and making strategies for them. It is also observed from the data that there are some products that are also high in demand but have a greater volatility in prices which In the longer term, can lead to potential revenue leakage and customer dissatisfaction. Thus, ensuring consistency with some strategic planning can improve customer trust and potential losses.