

Observations and suggestions

A) Findings with Respect to Marketing Performance and Optimization

1. **Revenue Distribution:** The majority of revenue is generated from tier 3 cities, with 47 out of 50 crores coming from this segment.
2. **Top Products:** Term, car, and health products contribute the most to revenue.
3. **Customer Demographics:** Most revenue comes from customers aged 25-40 and 60-69.
4. **Seasonal Trends:** March to May sees the highest number of bookings.
5. **Consistent Revenue Pattern:** The revenue pattern is almost the same across all city tiers.
6. **High-Performing Sources:** Organic search drives the highest revenue, followed by source_d.
7. **Conversion Rate:** The conversion rate is 100% across all segments and products.

Suggestions for Marketing Performance Optimization

1. **Focus on Tier 3 Cities:** Increase marketing efforts in tier 3 cities, as they generate the most revenue.
2. **Promote Top Products:** Allocate more resources to promoting term, car, and health products.
3. **Target Specific Demographics:** Create targeted campaigns for the 25-40 and 60-69 age groups.
4. **Seasonal Campaigns:** Run special promotions and campaigns from March to May to capitalize on the peak booking season.
5. **Consistent Strategy Across Tiers:** Maintain a consistent marketing strategy across all city tiers, given the similar revenue patterns.
6. **Leverage High-Performing Sources:** Focus on optimizing organic search and source_d for higher revenue generation.
7. **Maintain High Conversion Rate:** Continue strategies that lead to a 100% conversion rate while identifying and addressing any potential barriers.

B) Suggestions for Individual Product Team Operations in Terms of Lead to Booking Optimization

1. **Optimize for Tier 3 Cities:** Tailor lead management processes to prioritize high-quality leads from tier 3 cities.
2. **Product-Specific Strategies:** Develop strategies focused on term, car, and health products to maximize conversions.
3. **Demographic Targeting:** Personalize communication and follow-up processes for the 25-40 and 60-69 age groups.
4. **Automated Follow-Ups:** Utilize automated follow-ups, especially during the peak booking season (March to May).
5. **Consistent Approach:** Implement a consistent lead-to-booking approach across all city tiers.
6. **High-Performing Sources:** Focus on leads generated from organic search and source_d for higher conversion rates.
7. **Maintain High Conversion Rate:** Ensure strategies that lead to a 100% conversion rate are upheld.

C) Additional Insights Inside the Data

1. **Customer Lifetime Value (CLV):** Continue to monitor and enhance CLV, as repeat customers contribute significantly to revenue.
2. **Referral Program:** Implement a referral program to acquire new customers through word-of-mouth, particularly in tier 3 cities.
3. **Churn Rate:** Monitor and reduce the churn rate through improved customer retention strategies.
4. **Upselling Opportunities:** Identify upselling opportunities for term, car, and health products.
5. **Customer Support:** Enhance customer support to improve satisfaction and retention.

I hope these revised suggestions are more concise and aligned with your observations. If you have any other specific requirements, feel free to let me know!

Journey of Analysis

1. Initial Data Exploration (Excel):

- Loaded the dataset into Excel for initial exploration.
- Cleaned the data by handling missing values, duplicates, and errors.
- Utilized pivot tables to summarize and detect Key Performance Indicators (KPIs) such as revenue, conversion rates, and demographic insights.

2. Detailed Analysis (Python):

- Loaded the cleaned dataset into a Python environment (Jupyter Notebook).
- Performed data cleaning and preprocessing to ensure accuracy and consistency.
- Conducted quick analysis using Python libraries like Pandas and NumPy to gain insights on revenue distribution, customer demographics, and seasonal trends.
- Verified conversion rates and other metrics using pivot tables and additional columns.
- Visualized data using libraries like Matplotlib and Seaborn to plot graphs for better understanding.

3. Advanced Visualization (Power BI):

- Imported the dataset and analysis results into Power BI for advanced visualization.
- Created interactive and dynamic reports to present key findings and insights.
- Designed dashboards to highlight important metrics such as revenue distribution by city tier, top products, customer demographics, and seasonal trends.
- Used Power BI features to allow for drill-down and exploration of data for deeper insights.

4. Insights and Reporting:

- Summarized the key findings and observations from each stage of analysis.
- Highlighted actionable insights for marketing performance optimization and individual product team operations.
- Prepared a comprehensive Power BI report to present to stakeholders for informed decision-making.

Summary of Key Insights

- Majority of revenue is from tier 3 cities.
- Top products are term, car, and health.
- Most revenue comes from customers aged 25-40 and 60-69.
- Highest number of bookings occurs from March to May.
- Consistent revenue pattern across all city tiers.
- Organic search and source_d are the highest revenue-driving channels.
- Conversion rate is 100% across all segments and products.